

Driving Technology Into Pole Position

INTERNATIONAL

RACE TECH

Motorsport Engineering

MEDIA PACK
2023



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Motorsport Engineering

racetechmag.com

The Davos of Motorsport

WHEN we last gathered for a World Motorsport Symposium, back in 2019, we appreciated that motorsport was entering a turbulent period. We had some of the finest brains on the planet gathered together – yet none of them could have guessed quite what a crazy ride we were about to endure!

In our hour of need during the pandemic, motorsport stepped up to the plate. On both sides of the Atlantic, it served as a welcome distraction as soon as we were able to go racing again. But far more important than that, the industry had genuinely been a life-saver, rising to the challenge of COVID with the production of both breathing devices and Personal Protective Equipment.

When all around were struggling to keep their cool, this traumatic period provided a snapshot of what insiders already knew: motorsport companies have the know-how and the can-do

mentality to make a difference to whatever they set their minds to.

During those tough times, in which remote access was sometimes the *only* access, companies had to find another way to function. Many have emerged from the pandemic leaner and fitter in terms of how they operate.


For us, as for so many people across the world, the intervening years between Symposiums have been a time of great personal sadness. This is the first event we have faced without William. Many of you know how passionately he cared about the Symposium, believing in it as a power for good. That's why we were so determined not only that 'The Davos of Motorsport' he loved should return, but that it should do so with such a star-studded cast.

William was a great advocate of green technology, which is why we present this year's Green Tech Award in his name. It joins our usual accolades: The Dino Toso Aerodynamicist of the

Year Award; The Race Powertrain of the Year Award; and the Don Burgoon Award for the Most Innovative Motorsport Product of the Year.

We also welcome a new prize this year: McLaren Applied's Female Engineer of the Year. Motorsport has traditionally been a male-dominated environment, especially within engineering, so this award aims to celebrate women who are blazing a trail throughout the industry.

It is important to note the immense contribution to this Symposium of three tech experts whose profile needs no raising! This event wouldn't have happened without the tireless effort of our co-chairmen, Ulrich Baretzky and Pat Symonds, or without the hard work and expertise of John Iley. Gentlemen, our heart-felt thanks. Your remarkable support has kept us all going.

Indeed, a huge thank you to everyone attending this year's event. Your time is precious; we appreciate you sharing it with us. 

“ *Racing is the fast track to the adoption of advanced technologies on the road but the path from race to road is only open if knowledge is shared”*

PAT SYMONDS, Chief Technical Officer, F1

“ *This was my first time attending the World Motorsport Symposium and it was an overwhelmingly positive experience. The quality of people, content and discussions were at the highest levels but the camaraderie amongst those in attendance really stood out. I plan to mark it on my calendar now for 2023 and bring several people from NASCAR to attend. Can't wait”*

ERIC JACUZZI, Managing Director, Aerodynamics/
Vehicle Performance, R&D Center, NASCAR



What they said in issue 200...

The FIA is dedicated to technical innovation, and the magazine provides insights into the work of the Federation as new regulations evolve across the many varied disciplines of our sport. It is fitting that the 200th edition celebrations should take place around the 24 Hours of Le Mans – an event which pushes both man and machine to their physical and technical limits. I look forward to seeing how our future advancements are reported on, having greatly enjoyed reading the magazine over its first 200 editions.

Jean Todt
President
FIA

Well done on your 200th edition. I have not missed many of them and hope I will still be reading them until your 300th – Sorry I will be happy with the next 20 years.

Bernie Ecclestone

I love RACE TECH!

Henry Ford III
Global Performance Marketing
Manager
Ford Performance

I have been reading Race Tech since its inception and am extremely proud to have been, from time to time, a contributor as well. It is wonderful that the publication has reached this landmark of 200 issues but not surprising as quality inevitably leads to longevity and this

magazine exudes quality in every copy.

It is very easy to become insular in motorsport by becoming engrossed in your own formula and not seeing the bigger picture. I urge every engineer and enthusiast to read Race Tech every month to get a truly holistic view of our great sport.

Pat Symonds

Race Tech is an important magazine and particularly useful for young engineers to help them understand the engineering side of motor racing.

Adrian Newey
Chief Technical Officer
Red Bull Racing

The 200 editions of Race Tech have covered motorsport in a very unique and competent way for a very long time. Motorsport has seen dramatic changes in this period since 2000, and not always in a good direction. Compared to that, this magazine, accompanied with the annual World Motorsport Symposium has continuously improved and has become an important voice, which all parties involved in this business should listen to. Congratulations to Soheila, William and their team! Keep on going!

Ulrich Baretzky
Director Audi Sport Engine
Development

The 200th edition for Race Tech – the 6th Le Mans edition for our Toyota team, we are youngsters, with so much to learn ... from Race Tech of course!! Thank you very much to Soheila and William for consistently offering us insider views into what is going on in top level motorsport, and once per year, this remarkable opportunity to discuss the future of motorsport at the Symposium!

Pascal Vasselon
Technical Director
Toyota Motorsport GmbH

Race Tech has been an integral part of motorsport for many years; I don't think of it as 'just another' publication, I believe its influence is far beyond that as the Symposiums regularly demonstrate. It is an organisation that is not afraid to challenge the conventional wisdom of motorsport, it presents new ideas and generates conversation and discussion around what is right for motor racing for today and where should the sport head for the future. I think one of the reasons for the success is that it has genuine relationships with key players within the industry; people that are willing to devote their time and energy to the publication whether this is to write articles that provide insight and insider knowledge, or give editorial comment and opinion or even attend the Symposiums. This gives the publication a credibility that many others don't have. These personal relationships, really created and grown by William and Soheila, make all that are involved feel like they are part of the 'Race Tech family'.

Roger Griffiths
Sporting Director/Team Principal
Andretti Formula E

While Race Tech clearly is an international motorsport engineering publication, I have always appreciated the fact that North American motorsport gets regular coverage which helps feed interest in the technical side of the sport here in North America...hopefully keeping us in business for the long term!

Stephen Eriksen
Vice President & COO, Honda
Performance Development, Inc.

I think Race Tech is, without question, the definitive source of motorsport technical data and related content. In an era where printed magazines are thought to be obsolete and media "dinosaurs" Race Tech has prospered and it is easy to see why. The quality of the reporting, the insightful analysis, the photography and graphics make it important reading for anyone in the industry. All of us at IMSA congratulate Soheila and William Kimberley on their milestone accomplishment – and look forward to the next 200 issues.

Scott Atherton
President and COO
International Motor Sports
Association – IMSA

Congratulations to all at Race Tech on reaching the 200 edition milestone. I have probably read every issue....not because I have any engineering expertise, but it helps me better appreciate those that do.

Alan Gow
Series Director and Administrator of the
British Touring Car Championship (BTCC)
Chairman of Motor Sports Association

Congratulations to Race Tech on its special 200th edition. Race Tech has been a global source of leading technical information for the motorsports industry for many years! They are constantly pursuing new and innovative ways to push our dynamic sport forward.

Doug Yates
President
Roush Yates Engines

Race Tech established an extremely high standard for motorsports publications and continues to uphold that tradition. It is our primary connection to the international motorsports community. Thank you for your continued excellence!"

Dr Andrew L. Randolph
Technical Director, ECR Engines

Race Tech's 200th edition: my sincere appreciation and best wishes to all the persons that work for this motorsport magazine – the most influential and unbiased voice from the world of motorsport for racing enthusiasts and professionals.

Luca Marmorini
Engineering Consultant

I believe that Race Tech is the best possible link for engineers involved in motorsport. Race Tech gathers such a wealth of technical information. It is also the best platform to define a vision of the future of motorsport.

Gilles Simon
Engineering Consultant

Race Tech's 200th edition is an important goal to celebrate, but even more important, Race Tech has always been present on our desks as the reference in motorsport technical magazines, reliable and always focused on the analysis and discussion of all main technical issues.

To all the I team, my sincere congratulations for the great job done over all these years and best wishes for the future.

Dialma Zinelli
*Head of Aerodynamics,
Dallara Automobili*

William and Soheila and the whole staff at Race Tech deserve huge credit for their continual reporting, support, friendship and promotion of the motorsport sector's technologies. The publication has gone from strength to strength and I look forward to its content for many years to come.

John Iley
*Iley Design and co-Chairman of the
World Motorsport Symposium*

Race Tech magazine has been a stalwart of the motorsport industry, informing its readers about the latest technologies on the track and in the motorsport sector. Congratulations to the whole Race Tech team on reaching this 200th edition milestone and I look forward to reading many more informative articles along with wishing them much continued success.

Craig Wilson
*Managing Director
Williams Advanced Engineering*

So many years of reliably delivering consistently high quality editorial comment and content is a hard-earned testimonial which stands up to any scrutiny. Race Tech serves a particularly demanding and competitive audience which demands the very best in all that they do and their support for this great publication continues to grow. The Motorsport Industry Association (MIA) is proud to have Race Tech within our membership community and we look forward to enjoying the next 200 editions. Congratulations to the Race Tech team!

Chris Aylett
*Chief Executive Officer
Motorsport Industry Association*

Congratulations on the 200th edition of Race Tech! I have enjoyed reading Race Tech magazine over the years. As a pioneer in the publishing world, Race Tech blazed the trail by creating a magazine dedicated to providing highly technical insight into the racing world. It filled a void for the engineering community that wanted to learn more about the cutting edge technology and innovation that drives the racing world. I look forward to each and every issue of Race Tech.

Jim Covey
*Cadillac World Challenge Engine
Technical Manager for GM Racing*

Two hundred editions – more than two decades of technical and general information on the world of motorsport technology! In that period, many trends in motorsport have come and then disappeared as fast as they came along. In such a fast changing environment Race Tech is the platform where I can get the most objective information I can trust!

Thomas Krämer
*Porsche Motorsport LMP Team
Manager Engine Design LMP1*

There are quite a lot of magazines dealing with performance cars and motorsports. But if you are searching for the benchmark you will automatically land at Race Tech magazine. Technical expertise paired with latest news and insights, my perfect lecture for all day!
Congrats to 200 issues!

Norbert Odendahl
*Managing Director
ZF Race Engineering GmbH*

Congratulations on the publication of Race Tech 200th edition! Race Tech has always been a very effective and efficient way to keep up to date with what is technically new in motorsport. Now that I am almost retired, I can enjoy its many features and articles in the comfort of an armchair, rather than the confines of an airline seat, which is even more enjoyable. Keep up the good work!

Peter Wright
*Consultant, Global Institute for Motor
Sport Safety*

I see Race Tech as the leading magazine for the racing industry internationally. Passion, competence, humanity and vision are the four pillars of your success and I wish you more of it in the future.

Sergio Bofanti
*General Manager, Federal Mogul
Special products division*

I'd like to congratulate RaceTech on reaching 200 issues of extremely informative, thought provoking and entertaining reading that is a must for anyone with a technical interest in motorsport. Whenever I take a flight to an event somewhere, and I take quite a few, it's always in my bag and I'm looking forward to the next 200.

Dominic Harlow
Dominic Harlow Consulting

Congratulations to all at Race Tech on producing its 200th edition. A magazine that is revered internationally for bringing to the fore the behind-the-scenes ingenuity of engineering and technology that makes motorsport what it is today.

I very much look forward to many more future editions. Congratulations!

Lord Astor of Hever
*Honorary President
Motorsport Industry Association*

It's always a great pleasure to read your magazine! I like the variety, the technical expertise and the focus on the professional motorsport market, especially in the combination with your conference it is quite more than just a newspaper. A tribute also to the perfect design of your magazine!

Dr Klaus Boettcher
*Head of Motorsports (BEG/MSD)
Bosch Engineering GmbH*

Race Tech is a worldwide recognised publication that we have taken pride in partnering with for so many years. Technology is at the heart of what they write, and they always seek to bring technical discussions and innovations to light that

will shape the future of racing. That is something worth being a part of for years to come.

Nina Burgoon
*President
Performance Friction Corporation*

Congratulations to Race Tech for their 200th edition! An important achievement for a magazine representing a community of people passionate about technologies for motorsport and who can drive racing's future. All the best to William, Soheila and their team for a bright future.

Rodi Basso
*Motorsports Director
McLaren Applied Technologies*

The extraordinary scope, depth and accuracy of your publication over the years are a credit to you! The exposure you bring to the technical side of the motorsports industry is of great value. As a catalogue of technology evolution your publications are a wonderful historical record....

Ben Bowlby
Ben Bowlby Racing

200 amazing editions, ATL could not be prouder to have been a part of nearly every one. Congratulations to all those involved in the publication of every single edition. Over the years Race Tech has contributed so much to the success of ATL, William's in-depth editorial inspired me through university and continues to fuel our business direction. Here is to the next 200!

Giles Dawson
*Managing Director
ATL — Aero Tec Laboratories*

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INTERNATIONAL

RACE TECH

Motorsport Engineering

RACE TECH is the only technology led motorsport engineering magazine that focuses on every aspect of the racing car, from the drawing board to the race track

EACH month **RACE TECH** reaches a global audience of more than 56,000 motorsport professionals, including engineers, designers and senior decision makers. Catering to a well-informed and highly relevant audience ensures maximum exposure for your advertising and editorial with the right people.

Celebrating its 25th anniversary in 2020, **RACE TECH** is recognised as the leading international authority on engineering and technology in motorsport.

Areas of interest

RACE TECH applies its unique approach to all aspects of motorsport engineering, from the engine and powertrain, through to suspension, vehicle dynamics and aerodynamics. Beyond that, it also covers the wider motorsport industry, looking at business and administrative issues, technical regulations and current affairs.



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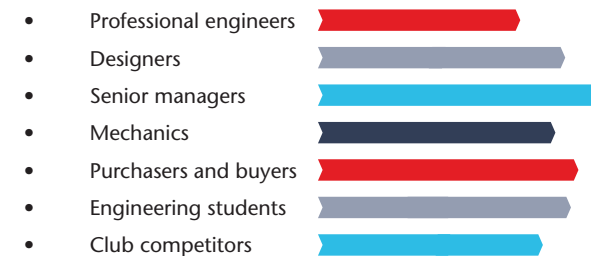
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Distribution

RACE TECH is sold in 52 countries spread across six continents. Around 44% of the distribution for the printed magazine goes to the North America, with the United Kingdom and Europe accounting for 38% and 18% going to the rest of the world.



Readership profile



The previous 12 months



Forward Schedule 2023

Issue	Art deadline	On Press	Contents	Shows and Events
267 February 2023	15.12.2022	19.12.2022	Dakar Rally, New Products for 2023, Powertrain Technology	ASI Show
268 March 2023	20.01.2023	26.01.2023	NASCAR, Dakar Rally, Formula E	
269 April 2023	17.02.2023	24.02.2023	F1 2023, Data, Aerodynamics Powertrain Technology	
270 May 2023	24.03.2023	29.03.2023	British Touring Car Championship, Brakes, Batteries	
271 June 2023	21.04.2023	26.04.2023	Formula E, Sustainable fuels Powertrain Technology	Indy 500
272 July 2023	19.05.2023	24.05.2023	Le Mans 24 Hours Preview, Pit Lane Equipment	Le Mans 24 Hours
273 August 2023	16.06.2023	21.06.2023	Additive Manufacturing, Powertrain Technology, Sustainability	British Grand Prix
274 September 2023	17.07.2023	21.07.2023	Aerodynamics, Powertrain Technology	
275 October 2023	18.08.2023	23.08.2023	Safety, Powertrain Technology	
276 November 2023	22.09.2023	27.09.2023	Green Tech, Powertrain Technology	
277 December 2023	20.10.2023	25.10.2023	Most Innovative New Products of the Year	World Motorsport Symposium, PMW Show
278 January 2024	17.11.2023	21.11.2023	Formula 1 Technical Review, World Rally Tech, New Products for 2024	PRI Show
279 February 2024	15.12.2023	19.12.2023	Dakar Rally, New Products for 2024, Powertrain Technology	ASI Show

Advertising rates

Advert size	£ Pound Sterling	€ Euro	\$ US Dollar
OBC	£5,000	€6,500	\$7,000
IFC & IBC	£3,500	€5,000	\$5,500
Full Page	£1,800	€2,700	\$3,500
Half Page	£1,000	€1,500	\$1,900
Quarter Page	£600	€900	\$1100

Included in all print and electronic versions, on Apple iOS, android and Amazon Kindle, and now Mac & PC.

Artwork Specifications

Artwork Dimensions

Full Page

Bleed: 216 x 303 mm
Trim: 210 x 297 mm
Type: 277 x 190 mm



Half Page (H)
187 x 140 mm

Half Page (V)
91 x 287 mm



Quarter Page
91 x 140 mm

Artwork Specification

Press ready PDF files should be supplied. If in doubt please set using the pass4press guidelines (www.pass4press.com).

Please supply all artwork at the required dimensions below. High resolution (300 dpi) PDF's with all colours as CMYK and all fonts embedded.

Word/PowerPoint/Excel files can not be accepted.

PLEASE NOTE: When building your full page artwork please take special care to ensure that company logos, contact details or any other important information is kept within the copy area of 277mm x 190mm. If your artwork has any important elements close to the trim line, you may be asked to resupply it.

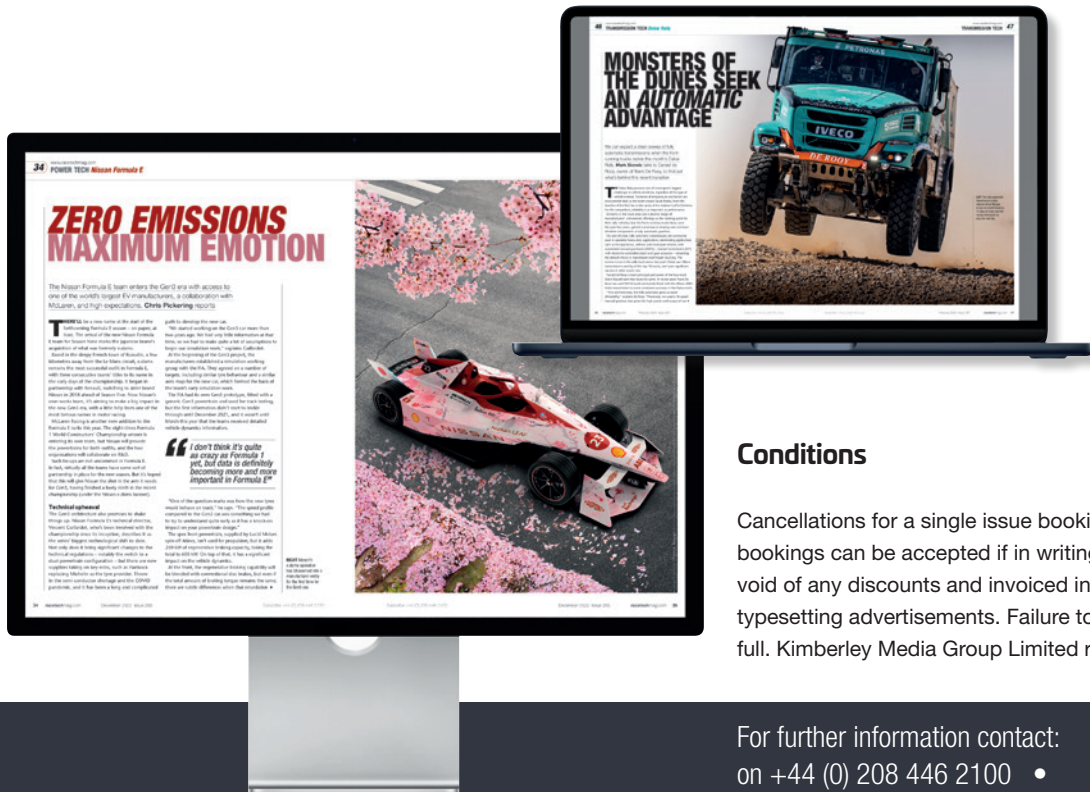
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Online Opportunities

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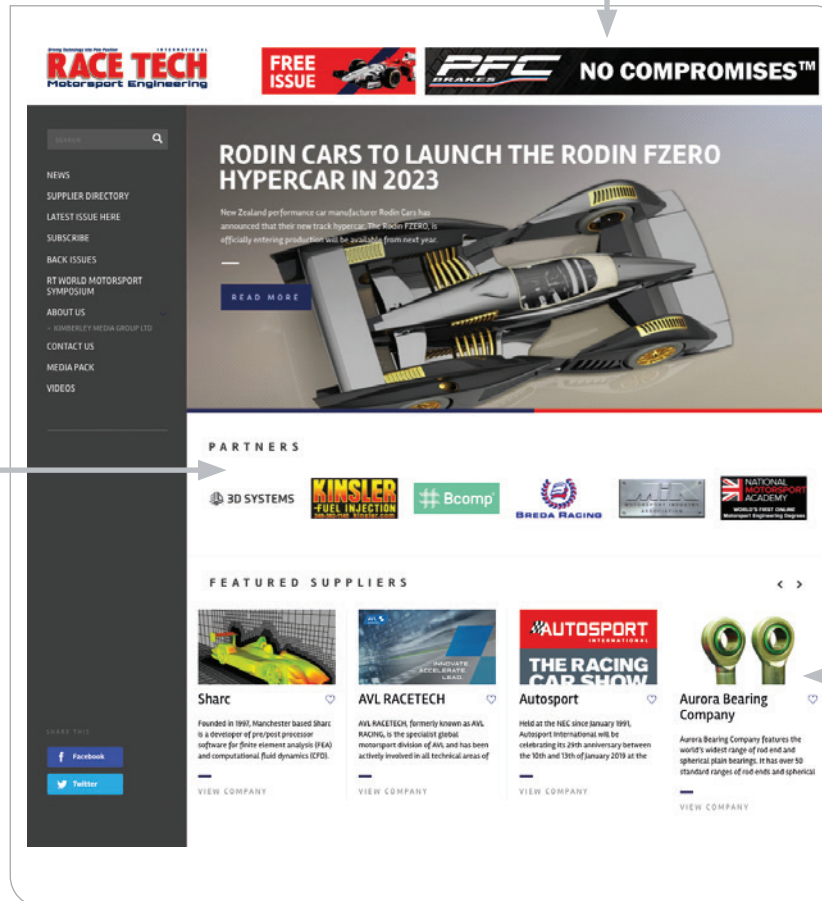
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1 Year package price: £8,400 + VAT

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- Directory Listing
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- x2 Bespoke e-shots*
- x1 sponsored e-shot**

1 Year package price: £6,000 + VAT



Silver

- Company feature on the home page
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- Bespoke 'profile page'
- Banner links through to your 'profile page'
- x1 Bespoke e-shot*

1 Year package price: £3,600 + VAT

Bronze

- Directory Listing
- Bespoke 'profile page'

1 Year package price: £2,400 + VAT

* Bespoke e-shot: Send us information about your company, business or area of interest which we'll create as an email and send out to our database.

** Sponsored e-shot: Feature your logo and a short company description in one of our News e-shots relevant to your area of business.

• All company banners link through to your own 'bespoke profile page' on our website

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Events

RACE TECH
WMS
World Motorsport Symposium

"Another great opportunity to collect information and opinions from the most knowledgeable and influential people who can shape the future of modern motorsport. Many thanks to RACE TECH for this annual forum which is becoming a 'must'."

Pascal Vasselon, Technical director
Toyota Motorsport GmbH

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