

HISTORIC RACING & Technology



Mediapack 2024

kimberleymediagroup.com

Driving Technology into Pole Position
RACE TECH
Motorsport Engineering

HISTORIC RACING
& Technology
Today's technology in yesterday's cars

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HISTORIC RACING & Technology

Historic Racing & Technology has been hailed as 'the magazine we've always been waiting for' by key members of the historic motorsport industry.

LAUNCHED in 2014, this exciting bi-monthly magazine brings a fresh perspective to classic and vintage motorsport, showcasing today's technology in yesterday's cars.

Uniquely, *Historic Racing & Technology* is dedicated to the engineering and craftsmanship found in today's historic racing industry. Inside you'll find in-depth technical articles on preparing, racing and restoring historic cars in the modern era.

BY THE INDUSTRY FOR THE INDUSTRY
Historic Racing & Technology has rapidly established a keen following among professional engineers and home enthusiasts alike. Ranging from club competitors to those involved with major international events, it covers every aspect of classic and vintage motorsport. Topics include engine building, coachbuilding and bodywork, reverse engineering techniques and manufacturing. Each issue is packed with technical articles,

feature cars and product news with machinery ranging from the very earliest days of motorsport, right up to modern classics such as Group C and Super Touring cars. Written by some of the most experienced journalists and engineers in the industry, it provides an unparalleled link to this fast-growing and extremely lucrative market.

DISTRIBUTION

Reaching a highly specialised audience of over 6,000 engineers, owners and enthusiasts worldwide, *Historic Racing & Technology* is a truly international publication, backed up by rapidly growing digital sales and social media.

READERSHIP PROFILE

- Classic and vintage preparation specialists
- Owners of historic competition cars
- Drivers
- Engineering companies
- Craftsmen
- Historic vehicle dealers and auctioneers

- Engine builders
- Race engineers
- Mechanics
- Historic racing enthusiasts

FURTHER INFORMATION

- Sister publication to RACE TECH established for over 20 years
- Marketed and distributed in over 52 countries
- Official title for the Masters Historic Race Series
- Historic media title for the annual World Motorsport Symposium
- Historic media partner for RACE RETRO
- Historic media partner for Autosport International
- Media Partner for Historic Auctioneers - Historics
- Marketed in news letters with HRT discounts to over 250,000 people via 540 historic car and racing car clubs and organisations.
- The FBHVC are in full support of an organisation such as HRA to support activity off the road and will promote



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.

Schedule 2020/2021

Issue	Art deadline	Events
Issue 28	15/02/2024	Race Retro
Issue 29	15/04/2024	
Issue 30	14/06/2024	Le Mans Classic
Issue 31	15/08/2024	Silverstone Classic Goodwood Revival
Issue 32	15/10/2024	



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

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.

Half Page (V)

91 x 287 mm



Quarter Page

91 x 140 mm



Online Opportunities

Platinum

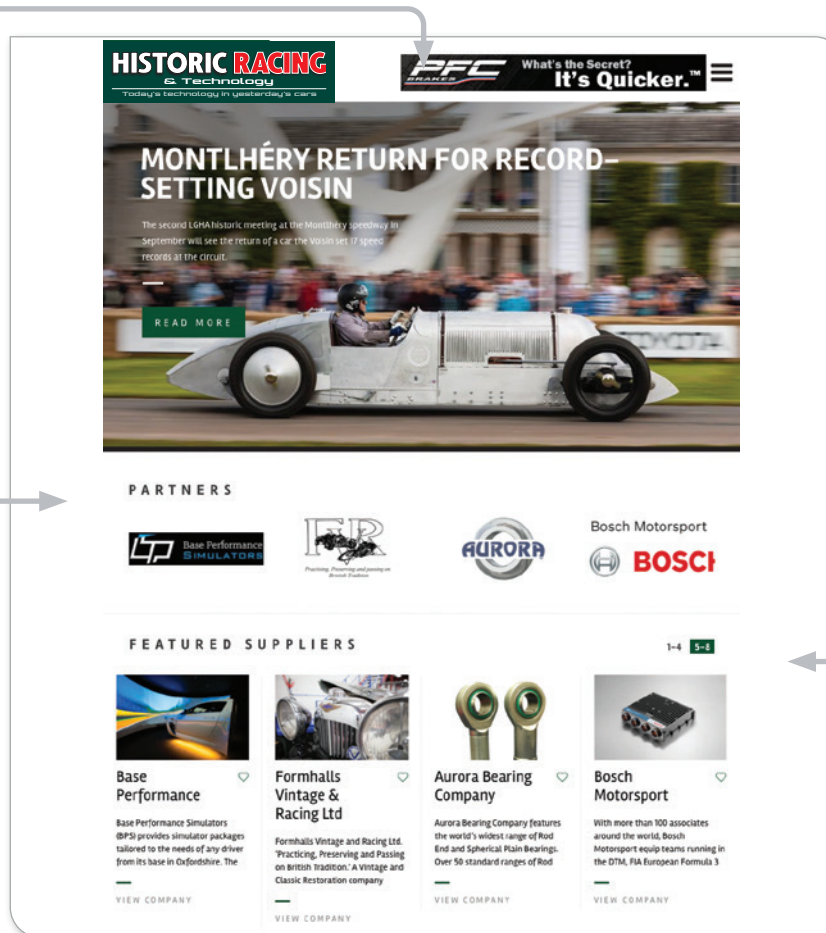
- Headline banner on the home page and throughout the website
- Scrolling company logo on home page
- Bespoke 'profile page'
- Directory Listing
- Banner links through to your 'profile page'
- Scrolling company logo also included on the home page and throughout the website
- x3 Bespoke e-shots*
- x2 Sponsored e-shots**

1 Year package price: £8,400 + VAT

Gold

- Scrolling company logo positioned on the home page and throughout the website
- Bespoke 'profile page'
- Directory Listing
- Banner links through to your 'profile page'
- x2 Bespoke e-shots *
- x1 sponsored e-shot **

1 Year package price: £6,000 + VAT



Silver

- Company feature on the home page
- Directory Listing
- 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

What makes Kimberley Media Group unique?



Newstands

WHSmith

BARNES
& NOBLE

Independent newsagents

amazon

Online newstands



Social Media

LinkedIn

facebook.

X

YouTube

Instagram

Trade Shows



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