

BusinessF1™

FORMULA ONE'S BUSINESS MAGAZINE



MEDIA INFORMATION 2021

"A man who stops advertising to save money is like a man who stops his clock to save time."

HENRY FORD, FOUNDER - FORD MOTOR COMPANY

FORMULA ONE, FORMULA 1, F1 (and non-English equivalents) ARE RECOGNISED AS TRADEMARKS OF FORMULA ONE LICENSING BV, A FORMULA ONE GROUP COMPANY.

The breath of fresh air in sports marketing. Provocative, authoritative, funny, tenacious and most of all... addictive



The Founder



BusinessF1 was founded by Tom Rubythron in 2002. Rubythron was the former editor of *EuroBusiness* magazine and *F1 Magazine* which he founded in partnership with Bernie Ecclestone. Rubythron met Ecclestone in the mid-nineties when he first started writing about the business of Formula One in *BusinessAge* and *Sunday Business*.

Ecclestone quickly recognised that he was the first journalist who really understood the business side of Formula One and although he did not always like what was written, he respected the style and the potential need. At the time, Rubythron was the only journalist writing about the business.

Rubythron is a very experienced editor who has had a long career in magazines, including publishing *Marketeer*, *Amusement Business*, *LeisureWeek*, *BusinessAge*, *Sunday Business*, *EuroBusiness*, *Formula 1 Magazine*, *BusinessF1* and *SportsPro*. He has written four books about *Formula One*; *The Life of Senna*, a biography of Ayrton Senna, *Shunt*, the story of James Hunt and two non-fiction motorsport books called *In The Name Of Glory* and *Fatal Weekend*. He has also written biographies of actor, Richard Burton, singer, Barry White and financier, Jesse Livermore.

History

Tom Rubythron published the first issue of *BusinessF1* in March 2003. It was an immediate success, generating over 1,000 subscriptions before launch and quickly building to an audited circulation of over 7,000 copies a month. It also proved very popular with business advertisers.

Bernie Ecclestone recognised the benefits of the magazine and was broadly supportive. In contrast Max Mosley, the then President of the FIA (the world governing body of motorsport) was not enamoured by *BusinessF1's* behind the scenes in-depth reporting and detailed coverage of the sport. He initially took a position against the magazine, denying access to the Formula One paddock and applied other restrictive sanctions.

Despite this handicap, the magazine was able to prosper. Eventually there was a rapprochement between Mosley and *BusinessF1*, paddock access was restored and he and Rubythron forgot their differences. Mosley came to accept that *BusinessF1*, with its unrivalled coverage of sponsorship and business, was good for the sport. It is a fact that Formula One's sponsorship income exploded over the next five years, reaching nearly \$1.5 billion a year. Unsurprisingly, the magazine became widely read across the whole of the sports business world.

BusinessF1 was published continuously every month until December 2007 when the magazine found itself covering the wider sports world more frequently, to the extent that eventually many of its readers were from different sports. It naturally evolved and changed its name to *SportsPro* magazine in January 2008. The magazine's popularity continued as *SportsPro* and a year later Tom Rubythron sold the magazine to Henley Media Group who continue to publish the magazine and have grown the business into a multimedia group with activities including conferences and exhibitions, generating sales of over \$6 million a year.

Philosophy

For five years, between 2003 and 2007, *BusinessF1* was the monthly staple of the Formula One community and the wider world of motor sport. It was a truly global publication, circulating in every country of the world. It wrapped an authoritative tone in a unique, tenacious, funny and provocative style, which made it required reading. As a result, more or less every significant decision maker in the global sports community became a subscriber and its influence extended far outside of its core market of Formula One.

Editorial Style

The magazine achieved its objectives by being primarily about the financing and management of the sport of Formula One. The unique mix was specifically tailored for insiders but also written in a way that could be understood and benefited from by those on the periphery of the sport. With that editorial philosophy, it became a one stop monthly information source and continually commanded the attention of the key players the sport.

Readership - Quality

Over 100 different job titles from 60 job disciplines from more than 100 different sectors of sport, and over 30 individual sports made up the circulation of *BusinessF1* in 2007. It was the single and only reason why the decision was made to turn the magazine into a wider sports business magazine in 2008. Ironically, when *BusinessF1* became *SportsPro* in 2008 the readership quality declined. People had preferred the main focus being on Formula One and the peripheral focus being on wider sports and when that dynamic swapped around, readers became less interested.

Readership - Quantity

Issue readership of every issue of *BusinessF1* is very high, with as many as 10 readers per copy and an average five readers per copy across the entire print run. A typical issue is believed to be read by as many as 40,000 people. The two biggest circulating issues are March, which marks the start of the Formula One season and May, which is distributed at the Monaco Grand Prix. The May issue generates a peak readership of 60,000.

Few other magazines can rival *BusinessF1's* high readership per copy numbers. Predominately male, the magazine also has a high pass-on readership to its readers' spouses who enjoy its writing style and use it as a tool to keep abreast of their husband's work life. As the magazine developed, readers used it increasingly to make lifestyle, as well as business, decisions.



DON'T MISS OUT ON THE INTRODUCTORY OFFER: THREE FOR THE PRICE OF ONE

Place your first advertisement in January's edition and get February and March free.

Call the *BusinessF1* team today on +44 1604 698882

"Life is strange, but F1 is simply crazy"

EDDIE IRVINE

Philosophy

Facts and attention to details remain the overriding editorial philosophy of *BusinessF1*. It is reporting without a preconceived agenda of the highest standard, hence the quality of the story telling is consistently high. This is because *BusinessF1* writers seek to tell the story behind the story. If it's good, the good is reported but if it is bad, then we don't shy away from reporting the bad. There is simply no other magazine like it for providing up-to-date honest analysis. People may not always like elements of it but they always respect it because it is truly independent, with no ties to any organisations working within motor sport. The Editor has total authority and autonomy and only answers to his work colleagues.



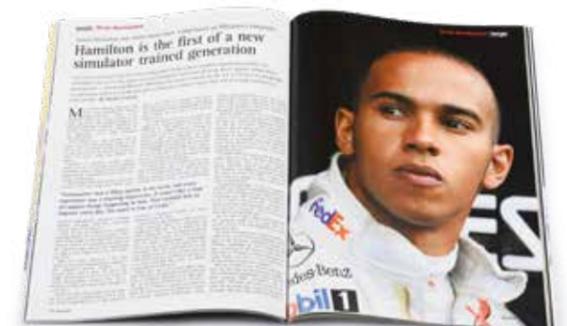
News

The news is primarily delivered in 10 pages every month and has two formats. The World of F1 covers all the month's news in a double page format, enabling readers to catch-up with the significant events delivered in pithy, brief format of approximately 20 stories in 100 words or less - facts and brevity being the key.

It is followed by up to eight pages of exclusive, behind-the-scenes business news which the magazine is famous for. Over 80 per cent of the stories are wholly original sourced from deep sources we have embedded in most of the significant organisations in Formula One. We rarely report from press releases. *BusinessF1* does not employ freelancers and its writers work exclusively for the magazine full time. They have a long-standing reputation of understanding the business of the Formula One industry better than any of the other writers working in Formula One today. Almost all of the news stories are agenda-setting, which is embedded in the magazine's culture.

Insight

Insight stories are the news behind the news in longer format - the really detailed analysis of the main news stories of the month. They are regarded as the ultimate analysis of what is really going on in Formula One. The *BusinessF1* Insight writers regularly make predictive assessments of the repercussions of what goes on today, and what it could mean in five or even ten years' time. The stories are a mixture of issues, information and statistics, with measurements of performance readers will not find elsewhere. Every fact is checked and correlated against reality.



Features

Features in *BusinessF1* are the highlight of the magazine. Features are written with a lighter touch, to bring true insight into a subject. The features are rarely critical but for the most part seek to inform. It is the only magazine where you meet the real characters who work behind the scenes, such as the managers, sponsors or agents. The magazine is light on graphs and pie-charts but is full of tables and graphical analysis, the result of copious research, the quality of which often surprises the editor himself.

Cover Stories

BusinessF1 is renowned for its cover stories, which usually come with unrivalled chronological timelines to back them up. Cover stories can, and have, run to as many as 20 pages. If a subject is covered and worthy of the cover, it is covered properly, regardless of page availability.



EDITORIAL



Special Reports

BusinessF1 publishes many Special Reports, focusing on matters of the moment in the Formula One business community. Each issue contains at least one Special Report and sometimes two. The reports are a serious editorial project, with in depth independent analysis of the subject. They often extend to 32 pages or more.

The magazine has four core Special Reports, which are always published on the same anniversary. The Business of Grand Prix is a financial preview of the coming season, published every March. The Power List is the 150 most powerful people in Formula One, published every July. The Season Review is published every December and the News Review is published in January.

There are also two tent pole issues every year. The issue prior to the Monaco Grand Prix is always the biggest issue of the year and the special issue published for the Monaco Yacht Show in September is also an important issue.



Other Special Reports always published in the same issue every year are Driver Management (April), Sponsorship Agencies (May), Corporate Aviation (July) and Aerodynamics (November).

There are bi-annual Special Reports on other slower moving subjects such as Trackside Advertising and Circuit Design.

Finally, there are also Special Reports which focus on the individual countries that stage Grand Prix races.

On occasions, the magazine will also cover other related sports such as Nascar, MotoGP and the America's Cup.



"Being second is to be the first of the ones who lose"

AYRTON SENNA



Columnists

BusinessF1 is famous for its columnists who display a humorous and subversive style. The magazine has five regular columns and each have a distinctive style. **Paddock Patter** is the Editor's own column, featuring the serious matters of moment. **Notes & Observations** wryly reflects the action and movement behind the scenes of current issues. **Premature Facts** looks ahead and predicts what might be happening tomorrow - Its famous strapline is 'A rumour is just a premature fact' and it lives up to that mission statement.

Jottings by The Scribbler is one of the oldest columns in the motoring press, having appeared in many magazines over the years. The Scribbler, now in his late seventies, is a columnist, without equal, writing juicy items of social gossip that would otherwise not see the light of day. Almost every major Formula One personality gets a gentle roasting from The Scribbler at least once a year.

Finally, in 2021 we are introducing **Lewis Webster**, as a new columnist. Webster tells it like it is in his own unrivalled 'crusty' style. Webster's writing style is in the finest tradition of *BusinessF1*'s columnists.



Social Pages

BusinessF1's Paddock Gallery often runs to six pages or more. It publishes over 1,000 photographs a year at every social event in Formula One that matters. There are pages from the Paddock Club at every Grand Prix and the paddock itself. Most of the photos are taken by *BusinessF1*'s chief photographer, Graham Fudger, who is himself well-known in Formula One.

Statistics

BusinessF1 is the only public source of snap, accurate reporting of TV ratings and attendance figures at races during the Formula One season. At season end, it provides a thorough analysis of all the figures, and in a series of Special Reports through the year it provides an ongoing historical analysis and listing of all the relevant statistics and numbers governing Formula One. The Business of Grand Prix Special Report every March was famous for its detailed analysis, accounting for every dollar of sponsorship revenue in Formula One.



ADVERTISING SPECIAL SUBJECTS



Luxury Goods

The Formula One Paddock is the most exclusive club in the world. Access cannot be bought and entrance is only granted to the elite of the business and social worlds. People in the Formula One community are exceptionally well paid and many are categorised as High Net Worth individuals. People who control teams such as John Elkan (Ferrari), Dietrich Mateschitz (Red Bull Racing), Gene Haas (Hass F1), Lawrence Stroll (Aston Martin), Hans Rausing (Alfa Romeo). Michael Latifi (Williams) and Prince Salman Al Khalifa (McLaren) are all billionaires. The top 10 individuals, who control much of the sport, attend over 300 races during a season. They are regularly listed in the annual *BusinessF1* Power List and are collectively estimated to be worth over \$70 billion. 90 per cent of these individuals were regular readers of *BusinessF1* in the past and are expected to be again.

The top management of Formula One teams are extremely well paid. Toto Wolff of Mercedes-AMG, Christian Horner of Red Bull Racing and Zak Brown of McLaren Racing are paid annual salaries in excess of \$5 million. Technical Directors of all the teams are paid salaries of between \$2 million and \$12 million. The top engineers earn close to \$1 million a year on average and even team mechanics earn in excess of \$100,000. It is an extremely highly paid industry, generating personal wealth (excluding owners) of \$1.5 billion a year, shared between approximately 9,000 people.

BusinessF1 covers the lives of these people extensively, from a lifestyle, as well as a business point of view, with its tri-annual wealth rankings and annual power list. Consequently, the magazine carries substantial advertising for luxury goods.



Real Estate

The 9,000 strong Formula One community, consisting principally of people working for the teams, are collectively the highest paid group of people in the world. Seven of the 10 teams are controlled by billionaires and the teams are managed by individuals who have independently accumulated net worths in excess of \$50 million. The top technical people, such as Adrian Newey and Ross Brawn, earn annual salaries close to \$12 million. Many of the people involved in the sport own principal homes with a value in excess of \$1 million, and 50 per cent own second homes with a value of more than \$500,000. It is a huge market for real estate purchases, and consequently *BusinessF1* carries at least 50 pages a year of real estate advertising.

Aviation

Private jets are the prime choice of transport to Grand Prix races for Formula One managers and staff. Aside from corporate America, Formula One is pro rata the largest sector user of private aviation in the world.

In Europe, most teams travel privately, with larger jets routinely chartered for engineers, mechanics and management. Team owners and team senior management generally travel in team-owned aircraft, whilst sponsors mostly travel in chartered jets. The airports nearest to Grand Prix events in 22 countries of the world routinely are the busiest weekends of the year for private aviation. At prestige events, such as the Monaco Grand Prix, it is almost impossible to book a slot at Nice airport during the last weekend of May. Private jets are also used to travel to test sessions in the off-season.

All the leading teams have their own jets, including Mercedes-AMG, Red Bull Racing and Ferrari. In addition, the team owners such as Lawrence Stroll, Dietrich Mateschitz, Michael Latifi and John Elkann have their own planes. 14 of the top 20 either own or charter their own jets when travelling to races. The top half dozen of drivers own their own aircraft, and the rest charter. Consequently, *BusinessF1* has historically carried a very high proportion of private jet advertising throughout its history, both for sales and charter.



Country Reports

The positive impact of a Formula One race on a host venue cannot be underestimated. Every year *BusinessF1* writers examine the nature of this impact in a series of special Country Reports. Each report is more than 30 pages and focuses on all aspects of running a Grand Prix and operating a Formula One circuit, emphasising the business relationship between circuits and surrounding businesses, and the impact a race has on tourism.

The reports include profile and interviews with the key people in each country, including title sponsors, race promoters, marketing directors, circuit partners and the associated businesses that benefit when the Formula One circus arrives in town. In 2006 alone, *BusinessF1* carried extensive country reports from Bahrain, Turkey and Malaysia.



Yachting

Yachting is the number one leisure activity of people in the Formula One community. Almost 50 per cent of the readership of the magazine own or have regular access to a boat of some sort. All of the Formula One teams and top sponsors charter boats at the Monaco Grand Prix and to a lesser extent at the Singapore and Abu Dhabi Grand Prix events.

Many Formula One personalities, such as Bernie Ecclestone and Lawrence Stroll, own their own large yachts and are also big charterers of yachts for vacations.

BusinessF1 has historically covered the Monaco Yacht Show and each September, carries a preview of the show, together with a yachting feature tailored to the boating habits of the Formula One community. As a consequence, *BusinessF1* carries a very high proportion of yachting advertising on a regular basis.



If you would like to discuss how you can work with *BusinessF1* to develop your business, please contact our team on **+44 1604 698882**

BusinessF1™

FORMULA ONE'S BUSINESS MAGAZINE

CIRCULATION & READERSHIP

Circulation

On average, 8,000 copies are printed every month, which has translated in the past to a BPA audited circulation of over 7,000 a month. The circulation is a mixture of prime subscribers, bulk subscribers and geographically circulated copies by way of the hospitality and aviation sectors.

Circulation Methodology

BusinessF1 restricts the supply of its magazine to members of the motorsport community and to the people who work across the sports industry. The readership is divided 50/50 between motorsports and general sports. It is a global magazine with no particular emphasis on any one country. 90 per cent of its readers are split almost equally between the UK, Europe and North America, with the remaining 10 per cent spread over the rest of the world. *BusinessF1* contains non-public information and it is not on sale to the general public. The distribution policy is highly focused and to protect its position, a premium cover price is charged. It also serves to ensure a large pass-on readership. An element of *BusinessF1's* circulation is distributed by bulk methods to qualifying exhibitions, conferences and the paddocks of international race meetings, which means every issue has a rolling readership.

Readership methodology

Each copy of the magazine is estimated to be read by an average of seven readers a copy - double the normal average of a typical trade and business magazine. It is a magazine that is truly read fully by its subscribers, with most readers admitting that they spend more than an hour on each issue every month and a much higher number of readers admitting to reading it cover-to-cover, when compared to the average trade magazine.

Audited Circulation

The original *BusinessF1* was a member of BPA International, the largest auditor of periodicals in the world, and it will apply for membership again. BPA is the only true international auditor and it is recognised as having the toughest qualification procedures. From a regular print run of 8,000 copies, the official audited circulation of the original *BusinessF1* was 7,061 copies, of which 6,332 are classified (prime) and 729 are unqualified (subprime).

TYPICAL READER BREAKDOWN

(based on *BusinessF1* July 2006 Vol 4 Issue 7)

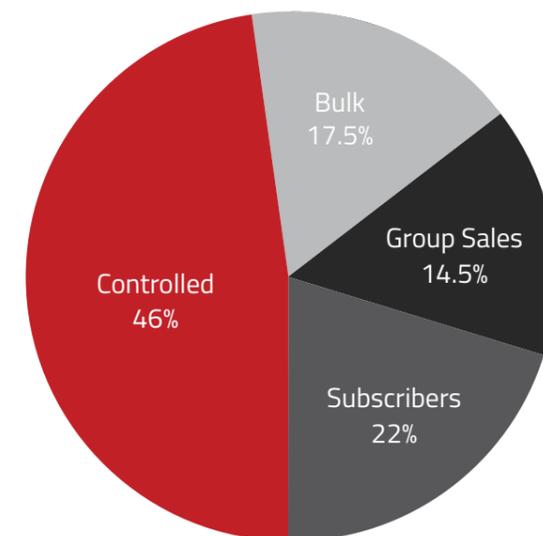
Category	Qty	Percentage
Advertising Agencies	81	1.15%
Aviation	149	2.05%
Construction	18	0.26%
Consultants	198	2.82%
Driver Managers	54	0.77%
Educational Establishments	72	1.03%
Engineering Companies	681	9.67%
Formula One Circuits	45	0.64%
Formula One Sponsors	324	4.64%
Formula One Suppliers	72	1.02%
Formula One Teams	493	7.00%
Finance	252	3.57%
General Circuits	144	2.04%
General Motorsport	1268	17.94%
General Sponsors	150	2.05%
Governing Bodies	216	3.07%
Hospitality Suppliers	69	0.97%
Marine/Yachting	38	0.46%
Marketing/PR	306	4.34%
Media	361	5.12%
Miscellaneous Trades	363	5.15%
Motor Industry	285	4.04%
Private Individuals	558	7.92%
Legal/Accounting Professions	93	1.32%
Sponsorship Agencies	648	9.20%
Sport Management	36	0.51%
Transport/Logistics	33	0.48%
Travel	54	0.77%
TOTAL	7,061	100%

TYPICAL COUNTRY BREAKDOWN

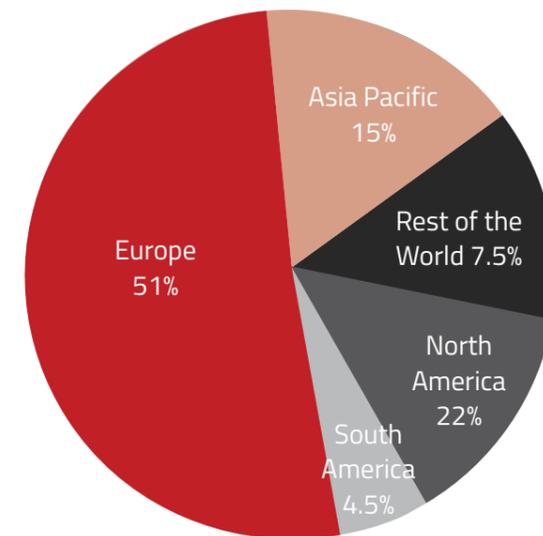
(based on *BusinessF1* July 2006 Vol 4 Issue 7)

Category	Qty	Percentage
Germany	470	6.69%
Italy	415	5.89%
United Kingdom	1,675	23.79%
North America	1,565	21.67%
South America	315	4.48%
Rest of Europe	1,100	15.52%
Asia	1,040	14.71%
Other	521	7.25%
TOTAL	7,061	100%

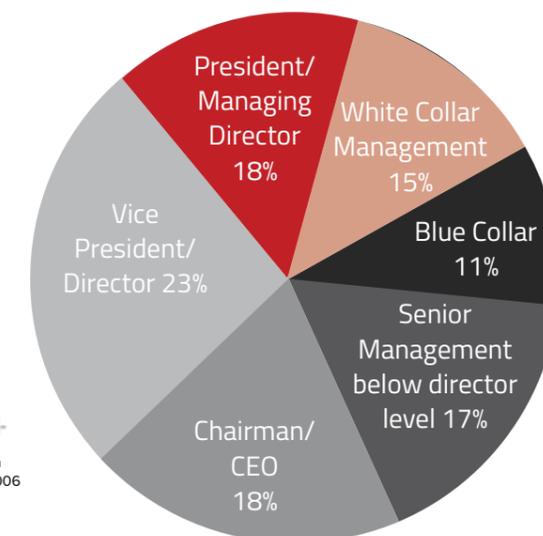
TYPE BREAKDOWN



GEOGRAPHIC BREAKDOWN



JOB TITLE BREAKDOWN

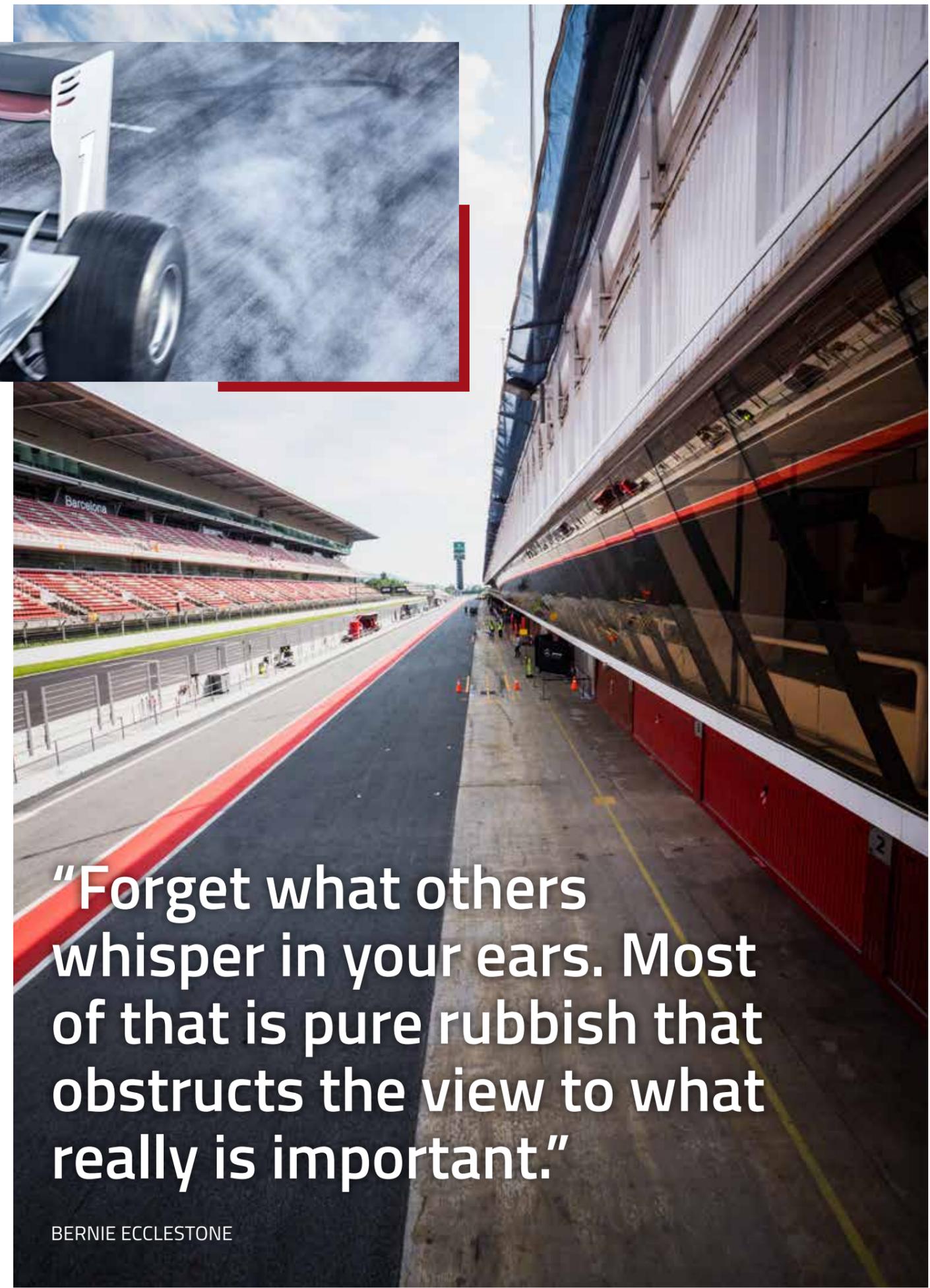


Audited Circulation
January to June 2006
Qualified 6,221
Unqualified 1,857
Total 8,078

EDITORIAL CALENDAR 2021

DATE	ISSUE/SPECIAL REPORTS		PUBLISHING DATE	SPACE FINAL CLOSING	
JANUARY 2021	Television & Broadcast Special Report 32-page 2020 television ratings review		TUESDAY 1st DECEMBER 2020	FRIDAY 20th NOVEMBER 2020	
FEBRUARY 2021	Hospitality Management 28-page Formula One hospitality review		FRIDAY 8th JANUARY 2021	FRIDAY 18th DECEMBER 2020	
MARCH 2021	The Business of Formula One 48-page commercial/team budgets report	Vietnam Country Report 32 pages report- the inaugural race		MONDAY 1st MARCH 2021	FRIDAY 19th FEBRUARY 2021
APRIL 2021	Circuit Promoters 36-page circuit promoters' special report		THURSDAY 1st APRIL 2021	FRIDAY 19th MARCH 2021	
MAY 2021	Sponsorship Agents 32-page annual agents report	The Monaco Grand Prix Special Issue The biggest issue of the year		MONDAY 3rd MAY 2021	FRIDAY 23rd APRIL 2021
JUNE 2021	The BusinessF1 Tech 100 The top 100 technical people in F1		TUESDAY 1st JUNE 2021	FRIDAY 21st MAY 2021	
JULY 2021	Corporate Aviation 36-page flying special report		THURSDAY 1st JULY 2021	FRIDAY 18th JUNE 2021	
AUGUST 2021	The 2021 Power 150 The 150 most powerful people in F1	Driver Management 32 page driver management report		MONDAY 2nd AUGUST 2021	FRIDAY 23rd JULY 2021
SEPTEMBER 2021	Monaco Yacht Show 32-page yachting special report		WEDNESDAY 1st SEPT 2021	FRIDAY 20th AUGUST 2021	
OCTOBER 2021	The Motor Industry 40-page motor manufacturers report		FRIDAY 1st OCTOBER 2021	FRIDAY 17th SEPTEMBER 2021	
NOVEMBER 2021	Aerodynamics 28-page aero special report		MONDAY 1st NOVEMBER 2021	FRIDAY 19th NOVEMBER 2021	
DECEMBER 2021	Formula One Wealth Rankings 2021 The 100 richest people in Formula One	Team Performance Review 56-page post season team analysis		WEDNESDAY 1st DECEMBER 2021	FRIDAY 19th NOVEMBER 2021

MECHANICAL DATA



Digital File Formats

PDF files to be supplied as composite CMYK files compatible with Adobe Acrobat. Final pdfs to be supplied as 210mm by 297mm single pages to plus 3mm bleed. Crop mark outside bleed area with 10mm offset. No extra space outside bleed area, no crop marks, no registration marks embedded in files. Crop marks outside bleed area with 10mm offset. Registration marks centred. Files must contain all images in high resolution - 300dpi minimum. All images to be CMYK. No JPEG/RGB images to be embedded in files. No colour profiles to be embedded within files. Size 100%. Resolution 2400 Dpi@150lpi. The printer will apply trapping and it is the responsibility of the creator. The creator should apply any trapping requirements if necessary but must be aware of various application software limitations.

Hard Copy Proofs

Actual size hard copy proofs should be supplied of the pdf files. The proof supplied must be generated from the pdf. Iris, Fuji PictoProof, Agfa Sherpa Grand and Digital Chromalin Proofs. are acceptable for colour matching. *BusinessF1* can accept no responsibility for colour matching if a proof is not supplied.

File Formats

If a pdf file cannot be supplied then the following formats can be accepted: InDesign, Quark Xpress, Adobe Photoshop, Illustrator and Freehand. Printable EPS files with all images embedded and text saved as outlines. The following formats can be accepted by special arrangement: PowerPoint, Word, Publisher and CorelDraw.

Uploading Files

Please send by email or via We Transfer to adcop@businessf1advertising.com

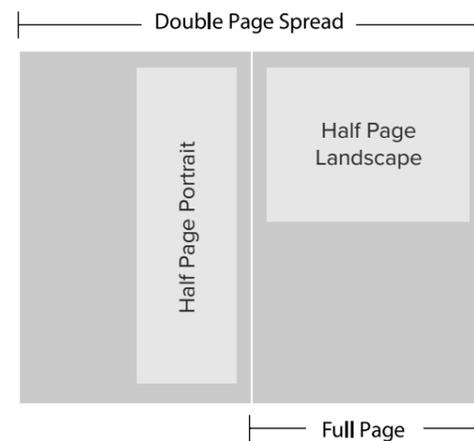
Copy Deadlines

Third Friday of every month prior to Cover Date

Cancellation

Two weeks prior to Copy Date

ADVERT SIZES	WIDTH X HEIGHT
Double Page Spread	420mm x 297mm
Full Page (edge-to-edge)	210mm x 297mm
Full Page (Type area)	190mm x 280mm
Half Page Horizontal	180mm x 135mm
Half Page Vertical	85mm x 272mm
Quarter Page Horizontal	180mm x 65mm
Quarter Page Portrait	85mm x 135mm
Third Page Strip	65mm x 270mm
Trim Size	210mm x 297mm
Bleed	Plus 3mm on all edges



“Forget what others whisper in your ears. Most of that is pure rubbish that obstructs the view to what really is important.”

BERNIE ECCLESTONE

"Once something is a passion, the motivation is there"

MICHAEL SCHUMACHER

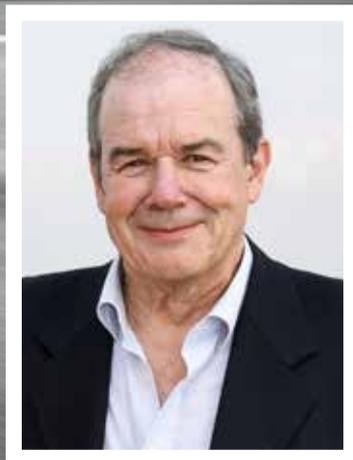
MEET THE TEAM



PETER COLLINS

Publisher

✉ petercollins@businessf1magazine.com



TOM RUBYTHON

Director

✉ tomrubython@businessf1magazine.com

BusinessF1[™]
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A FORMULA ONE GROUP COMPANY.

BusinessF1 Magazine Ltd
Billing Wharf
The Causeway
Cogenhoe
Northampton
NN7 1NH
United Kingdom

☎ **+44 1604 698882**

ADVERTISING

✉ sales@businessf1magazine.com
www.businessf1advertising.com

SUBSCRIPTIONS

✉ subs@businessf1magazine.com
www.businessf1magazine.com

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