

BusinessF1™

FORMULA ONE'S BUSINESS MAGAZINE

MEDIA PACK



**“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

PRODUCTION

✉ alexsgent@businessf1magazine.com

ADVERTISING

✉ sales@businessf1magazine.com

SUBSCRIPTIONS

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EDITORIAL

✉ Editorial@businessf1magazine.com

BusinessF1

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Please contact the *BusinessF1* advertisement team for further details **+01604 698 882**

www.businessf1magazine.com



The History



BusinessF1

FORMULA ONE'S BUSINESS MAGAZINE

PUBLICATION TIMELINE

	1975
	1976
	1977
	1978
Markets Magazine	1979
Marketeer Newspaper	1980
Merchant Magazine	1981
Amusement Business	1982
	1983
	1984
	1985
Body Business Magazine	1986
Vending Business Magazine	1987
	1988
Leisure Week Magazine	1989
	1990
Management Week Magazine	1991
BusinessAge Magazine	1992
	1993
	1994
	1995
Sunday Business Newspaper	1996
	1997
	1998
EuroBusiness Magazine	1999
	2000
Formula 1 Magazine	2001
	2002
BusinessF1 Magazine	2003
Published - The Life Of Senna BIOGRAPHY OF AYTON SENNA	2004
	2005
	2006
	2007
BusinessF1 became SportsPro	2008
	2009
Published - Shunt BIOGRAPHY OF JAMES HUNT	2010
- In The Name Of Glory - And God Created Burton BIOGRAPHY OF JAMES HUNT	2011
	2012
	2013
Published - Boy Plunger BIOGRAPHY OF JESSE LIVERMOORE	2014
Published - Fatal Weekend	2015
	2016
Published - White Music BIOGRAPHY OF BARRY WHITE	2017
	2018
	2019
	2020
BusinessF1 relaunch	2021
	2022
	2023
BusinessF1 still continues	2024
	2025

HISTORY

Tom Rubython 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, (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 Rubython 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.

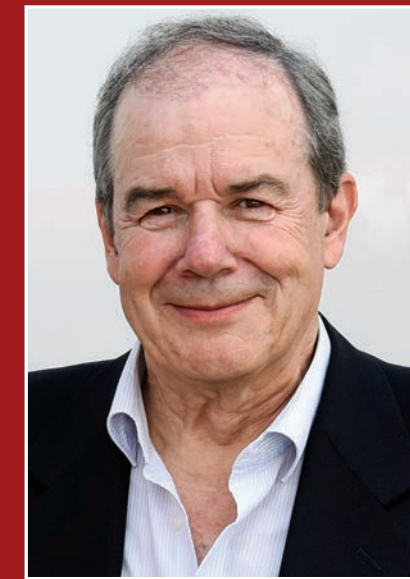


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THE FOUNDER



Tom Rubython is the former editor of *EuroBusiness Magazine* and *F1 Magazine* which he founded in partnership with Bernie Ecclestone.

Rubython 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, Rubython was the only journalist writing about the business. Rubython is a very experienced editor who has had a long career in magazines, including *The Marketeer*, *Amusement Business*, *LeisureWeek*, *BusinessAge*, *Sunday Business*, *EuroBusiness*, *Formula One 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 three biographies of actor, *Richard Burton*, singer, *Barry White* and financier, *Jesse Livermore*.



EDITORIAL

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 worthy of the front cover then it is covered properly, regardless of page availability.

Features

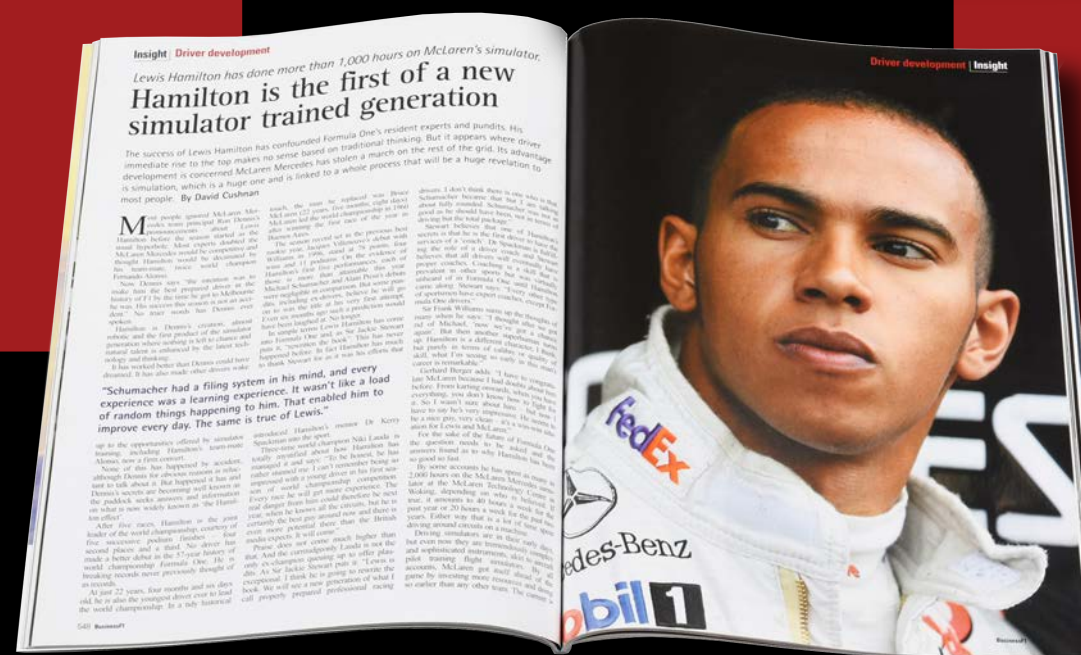
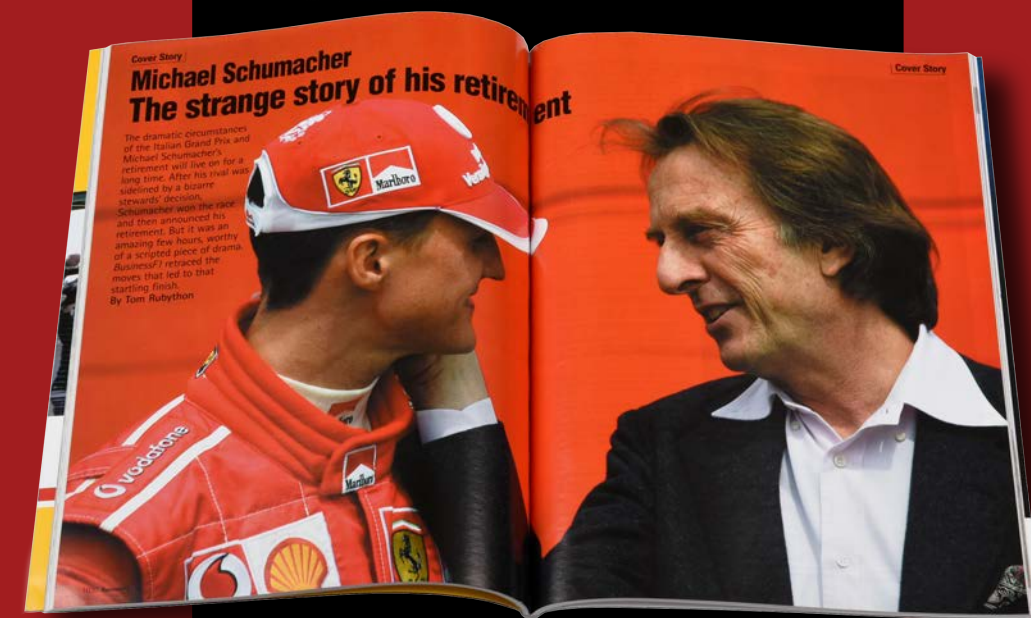
Features in *BusinessF1* are the highlight of the magazine. Features are written with a lighter touch, to bring true insight into a subject. The features are rarely critical but for the most part seek to inform. It is the only magazine where you meet the real characters who work behind the scenes, such as the managers, sponsors or agents.

News

The news is primarily delivered in in 20-26 pages every month. It is behind-the-scenes business news which the magazine is famous for. Over 80 percent of the stories are wholly original from deep sources we have embedded in most of the significant organisations in Formula One. We rarely report from press releases. Almost all of the news stories are agenda-setting, which is embedded in the magazine's culture.

Insights

Our Insights act as news in a longer format - a detailed analysis of the main news stories of the month. They are regarded as the ultimate inside glimps of what is really going on in Formula One. The Insights regularly make predictive assessments of the repercussions of what goes on today, and what it could mean for the future. The stories are a mixture of issues, information and statistics, with measurements of performance readers will not find elsewhere.



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.

Columnists

BusinessF1 is famous for its columnists who display a humorous and subversive style. The magazine has a variety of columnists and each have a distinctive style.

Special Reports

BusinessF1 publishes occasional Special Reports, focusing on matters of the moment in the Formula One business community. Special Reports include subjects such as; Driver Management, Sponsorship Agencies, Corporate Aviation and Aerodynamics. *BusinessF1* also covers 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. The magazine has core Special Reports, such as The Business of Grand Prix which is a financial preview of the coming season and the Power List which is a detailed analysis of the top faces of Formula One.

Social Pages

BusinessF1's Paddock Galleries and Social pages Diary pages publishes over 1,000 photographs a year at social events in motorsports and Formula One. These pages are a great way to see who's who at events.



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ADVERTISING MEDIA

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 senior management generally travel in team-owned aircraft, whilst sponsors mostly travel in chartered jets. *BusinessF1* has historically carried a very high proportion of private jet advertising throughout its history, both for sales and charter.



Yachting

Yachting is the number one leisure activity of people in the Formula One community. Almost 50 percent of the readership of the magazine own or have regular access to a boat. 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. *BusinessF1* has historically covered the Monaco Yacht 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.

Country Reports

The positive impact of a Formula One race on a hosts venue cannot be underestimated. Every year *BusinessF1* writers examine the nature of this impact in a series of special Country Reports. Each report focuses on all aspects of running a Grand Prix and operating a Formula One circuit, emphasising the relationships between circuits and surrounding businesses and the impact a race has on tourism. The reports can include profiles and interviews with the key people in each country, including title sponsors, race promoters, marketing directors, circuit partners and the associated businesses.



Real Estate

The 9,000 strong F1 community, consisting principally of people working for the teams, are collectively the highest paid group of people in the world. The teams are own individuals who have independently accumulated net worth in excess of \$50 million. Many of the people involved in the sport own principal homes with a value in excess of \$1 million, and 50% 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.

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Luxury Goods

The Formula One Paddock is the most exclusive club in the world and luxury goods is part of a stable diet of the rich and famous. Access cannot be bought and entrance is only granted to the elite of the business and social worlds. Formula One is an extremely high paid industry, generating personal wealth (excluding owners) of over a billion a year, shared between approximately 9,000 people. The Teams high profile owners, attend over 300 races collectively during a season. 90% of these individuals have been regular readers of *BusinessF1* who cover the lives of these people extensively, from lifestyle, to business. Consequently, the magazine carries substantial advertising value for luxury goods delivered directly to the prime audience of high end luxury goods.



Automotive

The very top Automotive industry profiles are addicted to *BusinessF1*, all wanting get their petrol stained hands on the latest issue. *BusinessF1* prides itself on advertising the most innovative automotive businesses, and experiences helping many companies grow their brands and products through a magazine where products are advertised directly to the hands of CEO's COO's and company directors.



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MEET THE TEAM



Tom Rubython
EDITOR-IN-CHIEF



Peter Collins
PUBLISHER



Stefan Johansson
CONTRIBUTING EDITOR



David Hayhoe
CHIEF STATISTICIAN



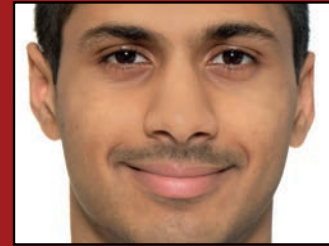
Lewis Webster
CONTRIBUTING EDITOR



Andrew Frankl
CONTRIBUTING EDITOR



David Peett
VICE PRESIDENT OF LOGISTICS



Sue Walsh
LOGISTICS EXECUTIVE



Alex Sargent
LEAD GRAPHIC DESIGNER

Our Writers

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.



CIRCULATION & READERSHIP

Readership Quality

Between 2003 and 2007, *BusinessF1* was the monthly staple of the Formula One community and the wider world of motor sport, becoming a true global publication, circulating in every country of the world. Over 100 different jobs from over 60 job disciplines from more than 100 different sport sectors over 30 individual sports made up the circulation of *BusinessF1* in 2007. Our Readership of every issue of *BusinessF1* is very high, with as many as 10 readers per copy, double the normal average of a typical trade and business magazine. Few magazines can rival *BusinessF1*'s high readership per copy numbers. A typical issue can reach up as many as 40,000 readers per issue.

Readership 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. As the magazine developed, readers used it increasingly to make lifestyle, as well as strategic business, decisions. 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.

Circulation

BusinessF1 is a global magazine with no particular emphasis on any one country. 90% of its readers are split almost equally between the UK, Europe and America, with the remaining 10% spread over the rest of the world. Our two biggest circulating issues are the March and April additions, which also marks the start of the Formula One season. We also do an annual Power List which is a detailed analysis of the wealth inside the world of Formula One. *BusinessF1*'s circulation is also distributed by bulk methods to qualifying exhibitions, conferences and the paddocks of international race meetings, which means every issue has a rolling readership. Our circulation is a mixture of prime subscribers, bulk subscribers and geographically circulated copies by way of the hospitality and aviation sectors.



READERSHIP

READER BREAKDOWN

Category	Qty	Percentage
Advertising Agencies	37	1.2%
Aviation	69	2.2%
Construction	9	0.4%
Consultants	92	3.1%
Driver Managers	25	0.8%
Educational Establishments	33	1.5%
Engineering Companies	315	10.3%
Formula One Circuits	20	0.7%
Formula One Sponsors	150	4.9%
Formula One Suppliers	44	1.4%
Formula One Teams	23	0.7%
Finance	116	3.8%
General Circuits	67	2.1%
General Motorsport	588	19.5%
General Sponsors	69	2.2%
Governing Bodies	102	3.4%
Hospitality Suppliers	32	1.1%
Marine/Yachting	17	0.4%
Marketing/PR	141	4.5%
Media	142	4.5%
Miscellaneous Trades	168	5.7%
Motor Industry	132	4.3%
Private Individuals	259	8.4%
Legal/Accounting Professions	43	1.4%
Sponsorship Agencies	302	9.9%
Sport Management	16	0.4%
Transport/Logistics	15	0.4%
Travel	25	0.8%
TOTAL	3,051	100%

COUNTRY BREAKDOWN

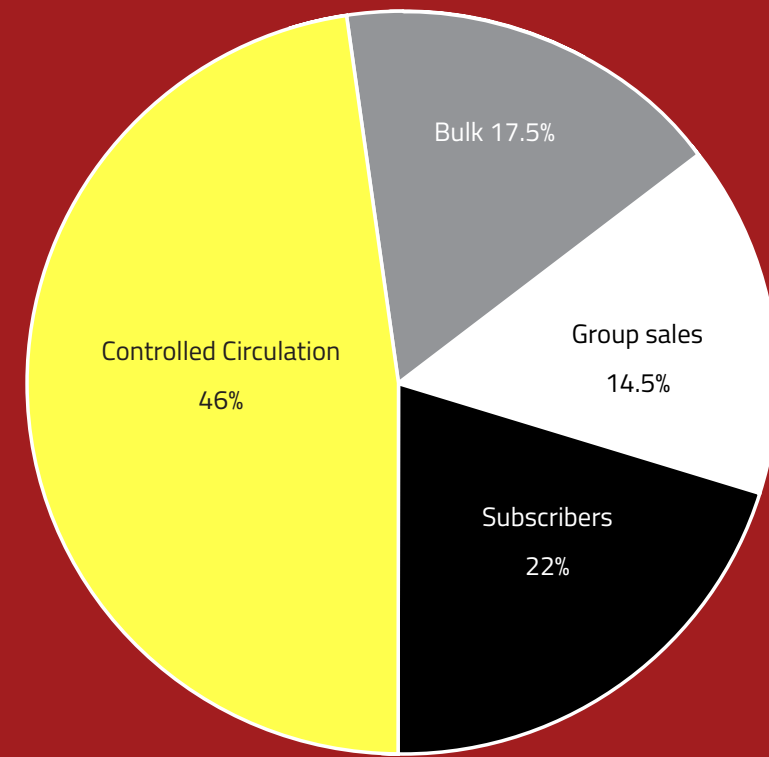
Category	Qty	Percentage
United Kingdom	720	24%
North America	672	22%
South America	135	4.5%
Rest of Europe	853	27.5%
Asia	447	15%
Other	224	7%
TOTAL	3,051	100%

Source: *BusinessF1* Jan 2024 Vol 9 Issue 1

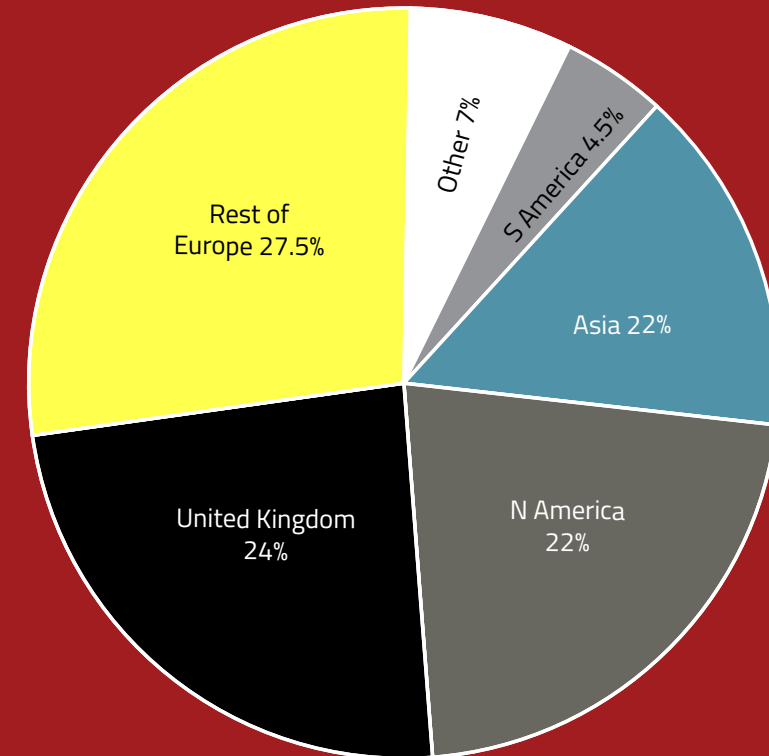
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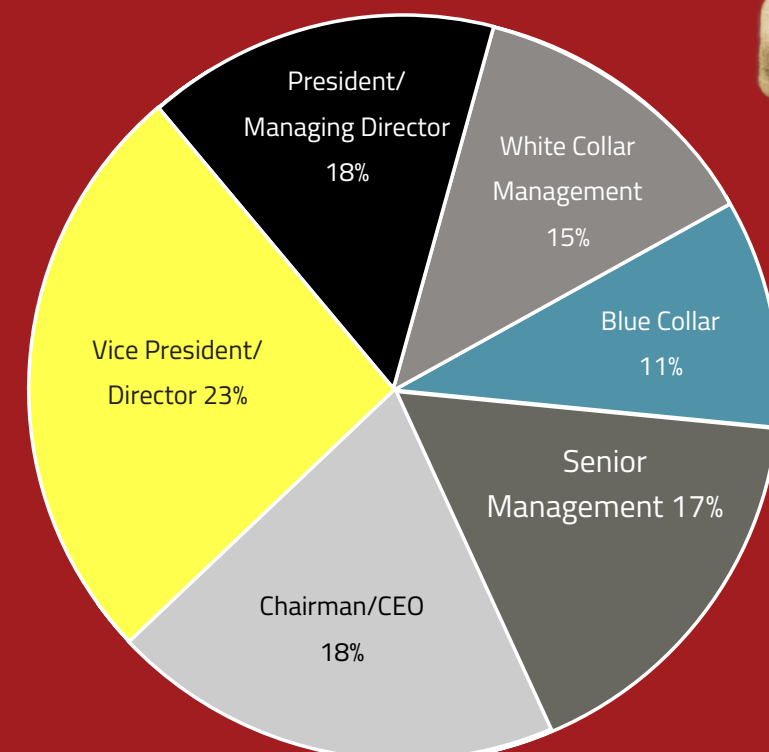
TYPE BREAKDOWN



GEOGRAPHIC BREAKDOWN

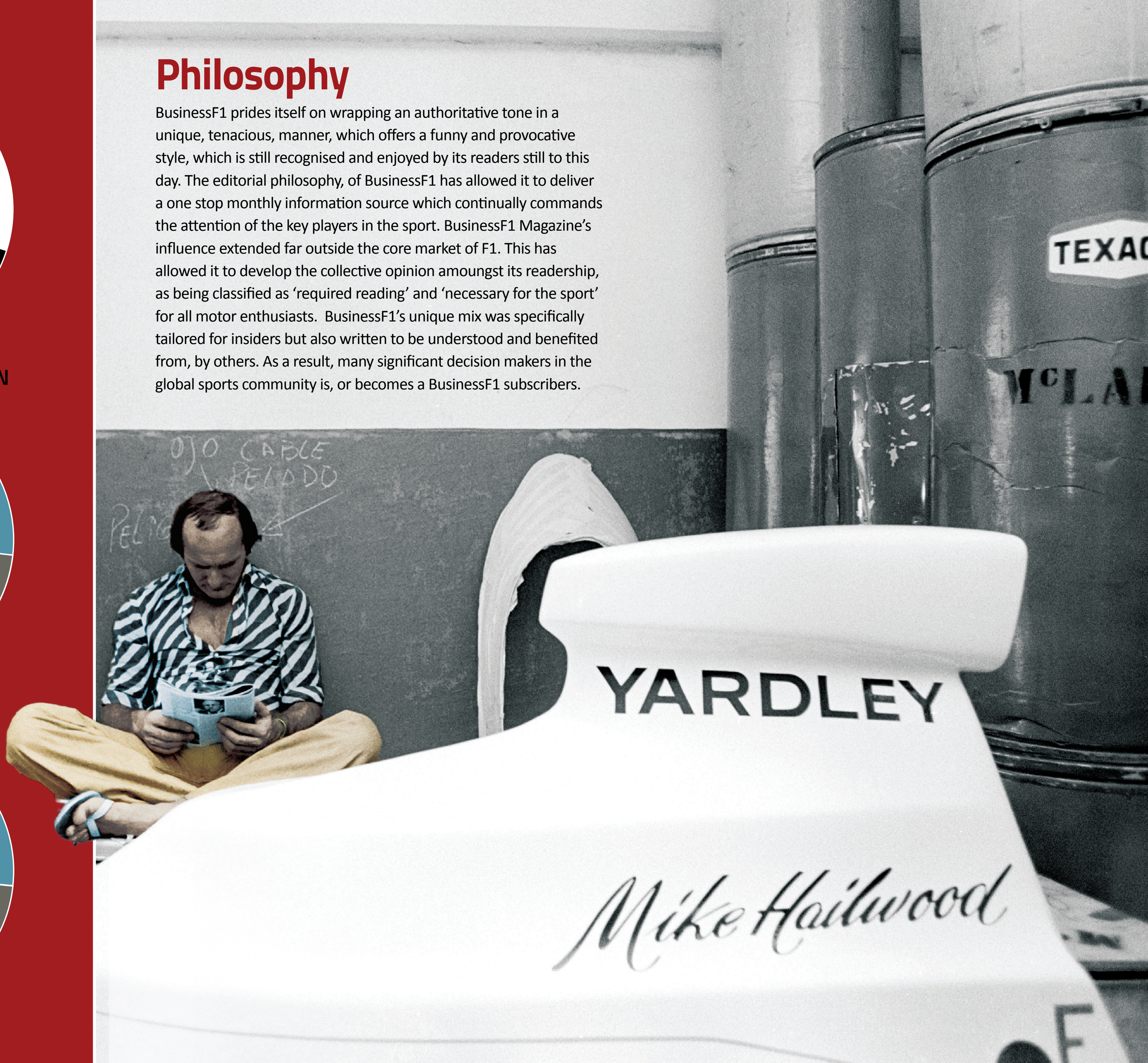


JOB TITLE BREAKDOWN



Philosophy

BusinessF1 prides itself on wrapping an authoritative tone in a unique, tenacious, manner, which offers a funny and provocative style, which is still recognised and enjoyed by its readers still to this day. The editorial philosophy, of BusinessF1 has allowed it to deliver a one stop monthly information source which continually commands the attention of the key players in the sport. BusinessF1 Magazine's influence extended far outside the core market of F1. This has allowed it to develop the collective opinion amongst its readership, as being classified as 'required reading' and 'necessary for the sport' for all motor enthusiasts. BusinessF1's unique mix was specifically tailored for insiders but also written to be understood and benefited from, by others. As a result, many significant decision makers in the global sports community is, or becomes a BusinessF1 subscribers.



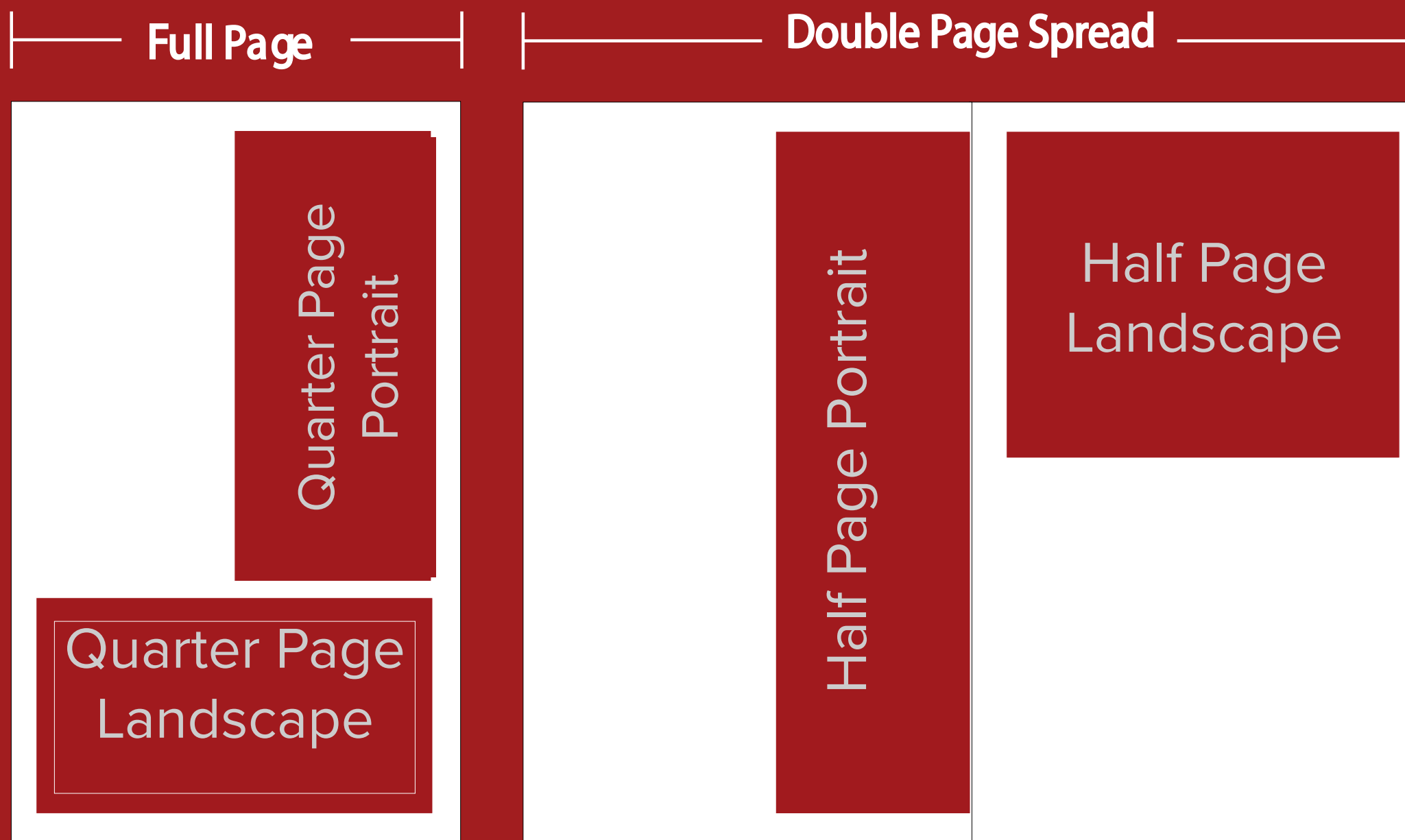


RATE CARD

Specs

ADVERT SIZES	WIDTH - 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	3mm on all edges

DIMENSIONS



Rates

DISPLAY ADVERTISING	\$	£	€
FULL PAGE <i>(RIGHT HAND SOLUS FACING)</i>	\$ 6,850	£ 5,250	€ 5,850
FULL PAGE <i>(LEFT HAND SOLUS FACING)</i>	\$ 5,550	£ 4,250	€ 4,700
DOUBLE PAGE SPREAD	\$ 11,700	£ 8,999	€ 10,000
HALF PAGE HORIZONTAL <i>(RIGHT HAND SOLUS)</i>	\$ 4,350	£ 3,350	€ 3,725
WHALF PAGE VERTICAL <i>(RIGHT HAND SOLUS)</i>	\$ 4,355	£ 3,350	€ 3,725
HALF PAGE HORIZONTAL <i>(LEFT HAND SOLUS)</i>	\$ 3,050	£ 2,350	€ 2,600
HALF PAGE VERTICAL <i>(LEFT HAND SOLUS)</i>	\$ 3,050	£ 2,350	€ 2,600
THIRD PAGE STRIP <i>(RU SOLUS)</i>	\$ 3,900	£ 3,000	€ 3,330
THIRD PAGE STRIP <i>(LU SOLUS)</i>	\$ 2,600	£ 2,000	€ 2,220
QUARTER PAGE HORIZONTAL <i>(RIGHT HAND SOLUS)</i>	\$ 2,470	£ 1,900	€ 2,110
QUARTER PAGE HORIZONTAL <i>(LEFT HAND SOLUS)</i>	\$ 2,350	£ 1,800	€ 2,000
BESPOKE PAGE SIZES <i>(from)</i>	\$ 1,300	£ 1,000	€ 1,100

DELIVERABLES

Digital File Formats

PDF files and elements to be supplied as composite CMYK files. All files must be compatible with Adobe Acrobat. File must contain plus 3mm bleed Crop mark outside bleed area with 10mm offset. Files must contain all images in high resolution 300dpi minimum. No colour profiles to be embedded within files. The printer will apply trapping and it is the responsibility of the creator.

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.

Cancellation

Third Friday of every month prior to Cover Date
All Cancellations, Two weeks prior to Copy Date.

Uploading Files

Please send by email or via We Transfer to our production team.

2024 MEDIA INFORMATION

MONTH	COUNTRY	GRAND PRIX	GP DATE	FINAL CLOSING	PRESS DATE	DISTRIBUTION
January	-	-	-	26th Friday	29th Monday	2nd Feb
February	-	-	-	23rd Friday	26th Monday	1st Friday
March	Bahrain	Sakhir	2nd	22nd Friday	25th Monday	29th Friday
	Saudi Arabia	Jeddah	9th			
	Australia	Melbourne	24th			
April	Japan	Suzuka	7th	19th Friday	22nd Monday	26th Friday
	China	Shanghai	21st			
May	USA	Miami	5th	24th Friday	27th Monday	31st Friday
	Italy	Imola	19th			
	Monaco	Monte-Carlo	26th			
June	Canada	Montreal	9th	21st Friday	24th Monday	28th Friday
	Spain	Barcelona	23rd			
	Austria	Red Bull Ring	30th			
July	Britain	Silverstone	7th	19th Friday	22nd Monday	26th Friday
	Hungary	Budapest	21st			
	Belgium	Spa Franchorchamps	28th			
August	The Netherlands	Zandvoort	25th	23rd Friday	26th Monday	30th Friday
September	Italy	Monza	1st	20th Friday	23rd Monday	27th Friday
	Azerbaijan	Baku	15th			
	Singapore	Marina Bay	21st			
October	USA	Austin	20th	25th Friday	28th Monday	1st Friday
	Mexico	Mexico City	27th			
November	Brazil	Sao Paulo	3rd	22nd Friday	25th Monday	29th Friday
	USA	Las Vegas	23rd			
December	Qatar	Lusail	1st	13th Friday	16th Monday	20h Friday
	Abu Dhabi	Yas Marina	8th			

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