

# BusinessF1™

FORMULA ONE'S BUSINESS MAGAZINE

## MEDIA INFORMATION

**Formula One**  
**Served up on a silver plate**



**BusinessF1**  
FORMULA ONE'S BUSINESS MAGAZINE

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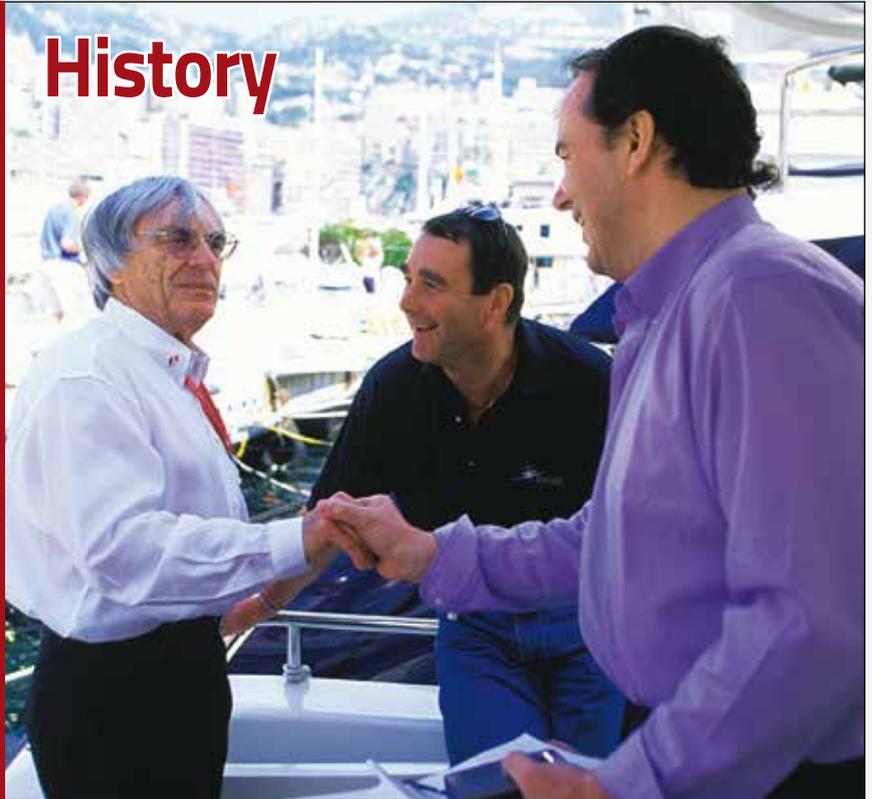
## The Founder



*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.

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

## 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. 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 in 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. 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.

## 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.

## 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.

## 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).

## 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.





In **January** we profile Ellie Norman, Formula One's marketing supremo and the sport's first marketing professional to guide the sport. It was a no-holds-barred profile with the good and the bad of Norman's first three years in the sport – but it was mainly good. There was also a special report of all the Team Principals who had won world championships.

In the **February** issue we pay homage to Mr Motorsport himself, John Hogan, who died in January. We also write in detail about what we called Formula One's 'trial of the century' - the battle between Dmitry Mazepin and the Force India team administrators. Also the Nikita Mazepin incident which caused a storm in the Formula One press.

The **March** issue we look at the new phenomenon of the ten billionaires who are effectively bankrolling F1. This report profiles each of the ten men who are making such a difference to the sport and the influence they wield. We also look at the disastrous flotation of the Aston Martin car company in 2018 and examine the repercussions.

The **April** issue of BusinessF1 contains the annual 'Business of Grand Prix' Special Report. In this 53-page business preview of the season we look in detail at the finances of the ten teams individually and assess the management of each. It is a brutally honest assessment of each of the teams, its money and its management for the 2021 season.

The **May** issue of BusinessF1 is packed with interesting features from the story of Anthony and Lewis Hamilton's money to new insights into the death of Colin Chapman and Part 2 of the Aston Martin floatation investigation. We also look at the dangers that are apparent in Armco barriers and the need to find a better solution to the problem.

The **June** issue contains a profile of Jean Todt, the president of the FIA, as a preview of the upcoming election of a new FIA president. There is also a profile of the man known as the Master Cheat, Tom Walkinshaw. There is also a look back at the career of the luckiest driver in Formula One, Nelson Piquet plus over 40 pages of news and insight.

**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**. 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**. The Editor has total authority and autonomy and his mission is to **deliver an excellent magazine**.

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The **July** issue is our biggest ever at 148 pages, a special tribute issue to Max Mosley, the former president of the FIA who died recently. Mosley was one of the founding figures of modern day F1 and his decisions shaped the sport. A whole host of F1 insiders, including Bernie Ecclestone, pay tribute to Max in this special issue. There is also the detailed story of his greatest ever battle with the *News of the World* newspaper.

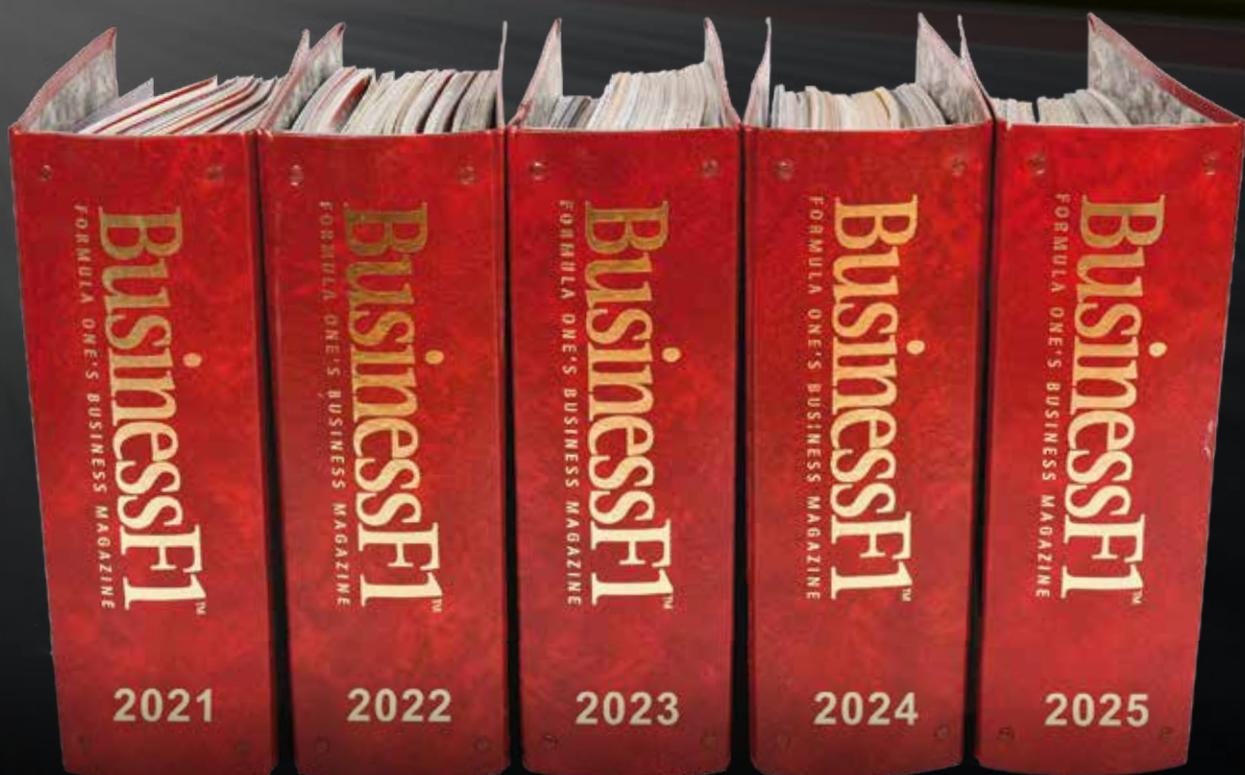
The **August** issue of BusinessF1 is 132 pages, with 31 pages of news and 17 pages of Insights, the stories behind the news. The cover story tells how Paul Walsh has pulled off a very unlikely \$1 billion refinancing of the McLaren Group. There is a 12-page obituary of Mansour Ojeh, the inside story of his life you will not find elsewhere. Plus articles on movers and shakers in F1's past, present and future.

The **September** issue contains new attempts on the outright speed record at the Nurburgring for road legal cars. The cover story details the Band of Brothers who made modern day F1; Bernie Ecclestone, Max Mosley, Charlie Whiting, John Hogan, and Patrick McNally. It is full of new information and stories never revealed before. Plus Part 3 of our series of articles on the early life of Niki Lauda...and lots more.

The **October** issue contains news stories revealing what is really happening in F1. This issue contains a story of the feud between Gordon Murray and Steve Nichols. Also an Interview with Prince Khalid the father of the Saudi Arabian Grand Prix which is set to make a stunning debut in Formula One. Michael Masi, the F1 Technical Delegate comes into criticism after his handling of the weather situation at the Belgian Grand Prix.

The **November** issue highlights the impact Andreas Seidl (at McLaren) and FX Demaison (at Williams) have had on F1. We go back in time to profile former team owner, Walter Wolf who we call a 'man of mystery'. The most important story of the moment is the battle for the FIA presidency between Mohammed ben Sulayem and Graham Stoker. The latest news is inside.

The **December** issue highlights the perfect racing genes of Max Verstappen's parents, two of the top race drivers, Jos Verstappen and Sophie Kumpen. We reprint an interview with Sophie Verstappen from 20 years ago predicating Max's future. We also look in depth at hydrogen gas as the fuel of the future for road cars. Plus a look at the complicated tax affairs of Craig Pollock and Jacques Villeneuve.



# EDITORIAL

## 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.

## News

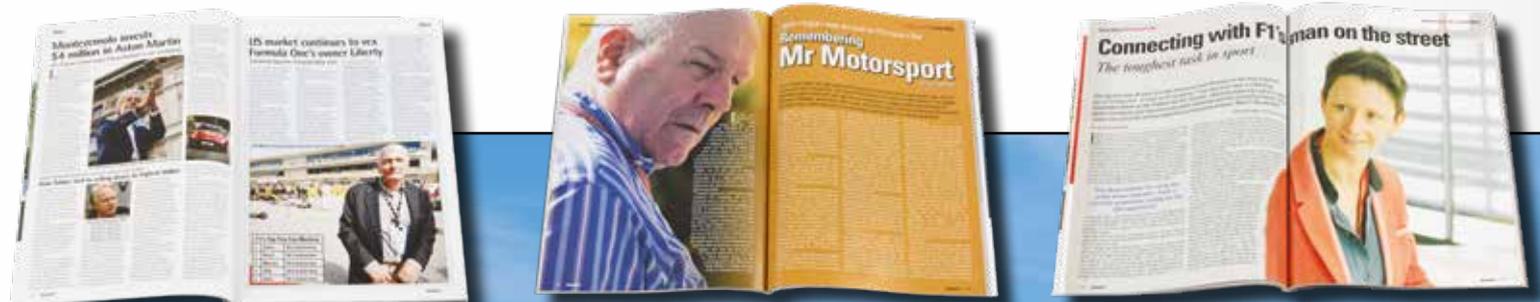
The news is primarily delivered in 14 to 16 pages every month and has two formats. It is followed by up to eight pages of exclusive, behind-the-scenes business news which the magazine is famous for. Over 80 percent of the stories are wholly original from deep sources we have embedded in most of the significant 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

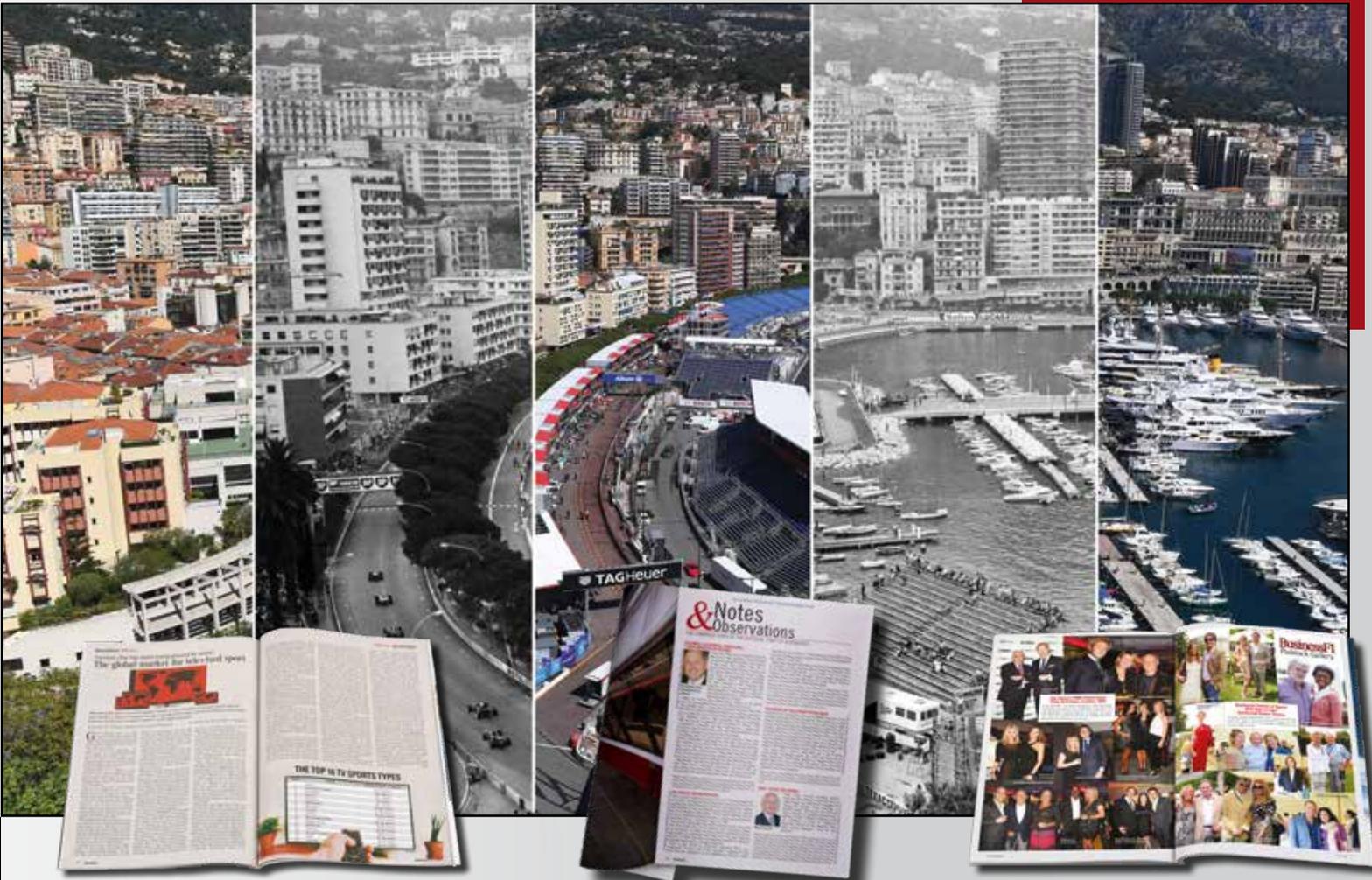
Insight stories are the news behind the news in longer format - the really detailed analysis of the main news stories of the month. They are regarded as the ultimate analysis of what is really going on in Formula One. The *BusinessF1* Insight writers regularly make predictive assessments of the repercussions 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.

## 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. Already this year, there have been major stories on Ellie Norman, John Hogan and the 12 billionaires that control Formula One.



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## 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.

## 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.

## 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, Sponsorship Agencies, Corporate Aviation and Aerodynamics.

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.

# ADVERTISEMENTS

## Yachting

Yachting is the number one leisure activity of people in the Formula One community. Almost 50% 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 F1 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 F1 community. As a consequence, *BusinessF1* carries a very high proportion of yachting advertising on a regular basis.

## Watches

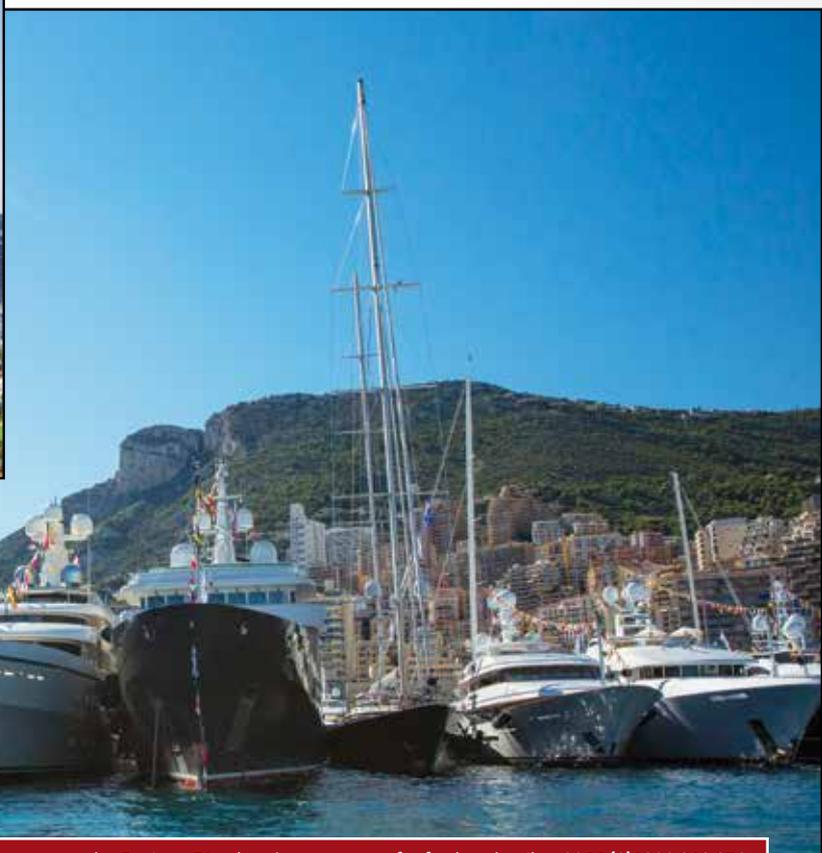
A motorsport connection is the unique selling proposition for many of the world's major watch brands. Some of the biggest watch brands in the world are involved in F1 including Rolex, Tag Heuer, Hublot, Richard Mille and IWC. The most expensive vintage watches sold at auction almost exclusively have a motorsport connection. Two of Paul Newman's Rolex Daytonas, he wore whilst racing, have sold for combined \$23 million. The five Heuer Monaco watches worn by Steve McQueen in the 1971 movie, *Le Mans* are worth more than \$2 million each. *BusinessF1* regularly carries news and features about watches in the sport. The biggest driver of new luxury watch sales is undoubtedly motorsport and *BusinessF1* was one of the pioneers of that phenomenon 15 years ago and continues to lead the way in 2021.

## Luxury Goods

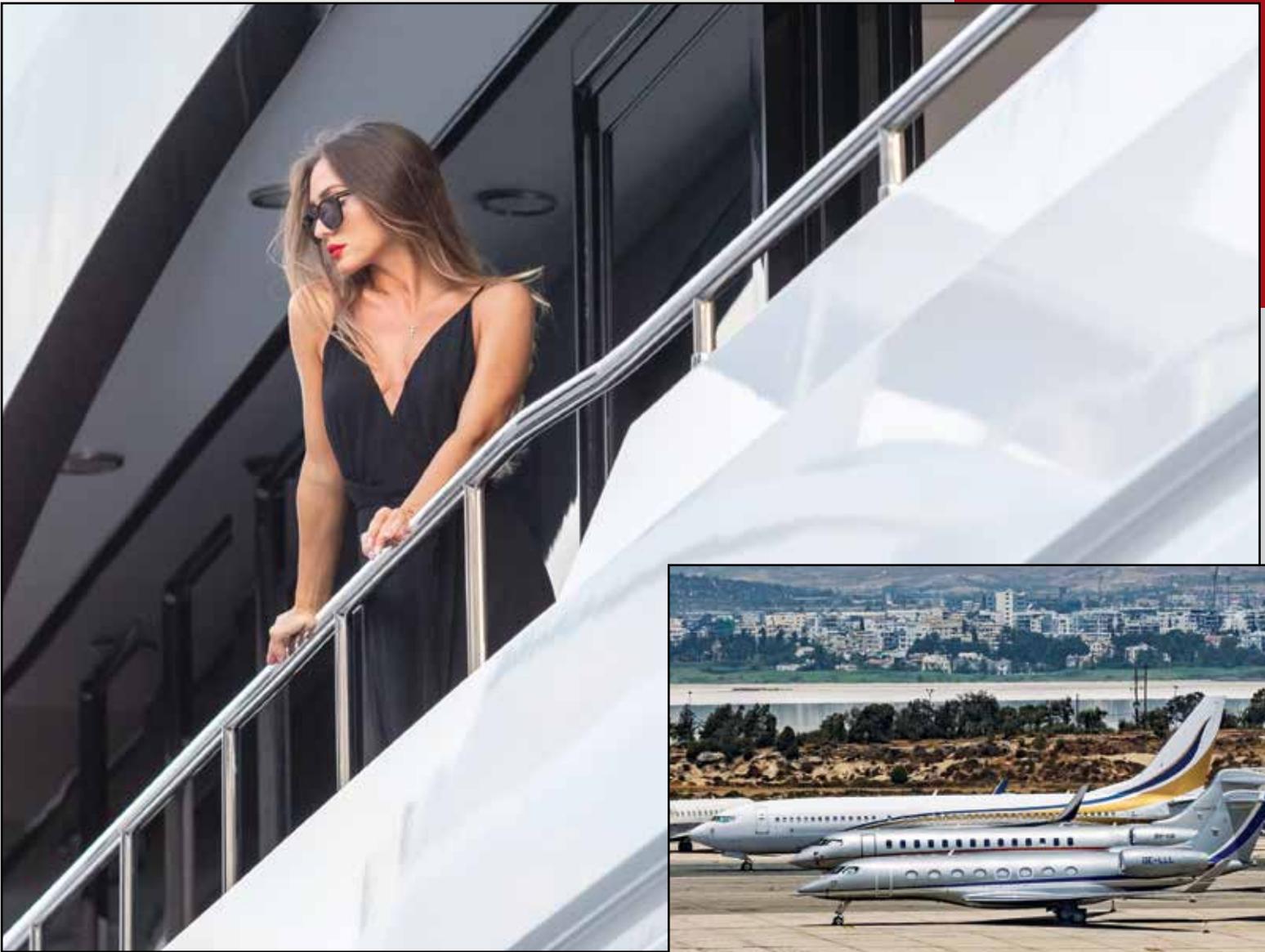
The Formula One Paddock is the most exclusive club in the world. Access cannot be bought and entrance is only granted to the elite of the business and social worlds. People in the Formula One community are exceptionally well paid and many are categorised as high net worth individuals. People who control teams such as John Elkann (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 \$100 billion. 90 percent 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.



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## 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 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. Seven of the 10 teams are controlled by billionaires and the teams are managed by 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.

## 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.

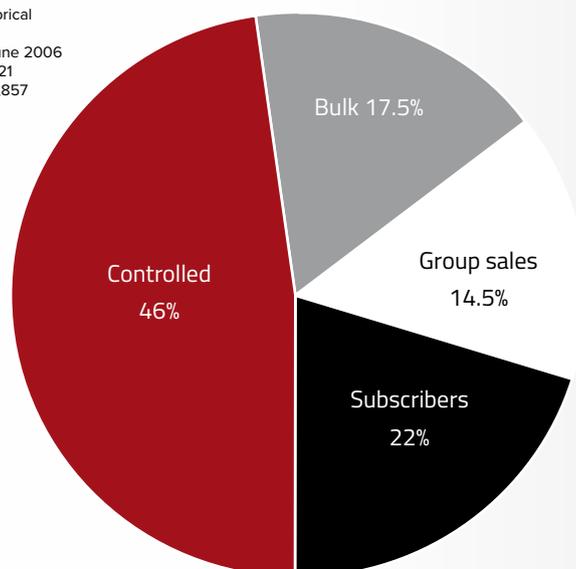
Team owners and team senior management generally travel in team-owned aircraft, whilst sponsors mostly travel in chartered jets. The airports nearest to Grand Prix events in 22 countries of the world routinely are the busiest weekends of the year for private aviation.

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.

# READER DATA

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

## TYPE BREAKDOWN

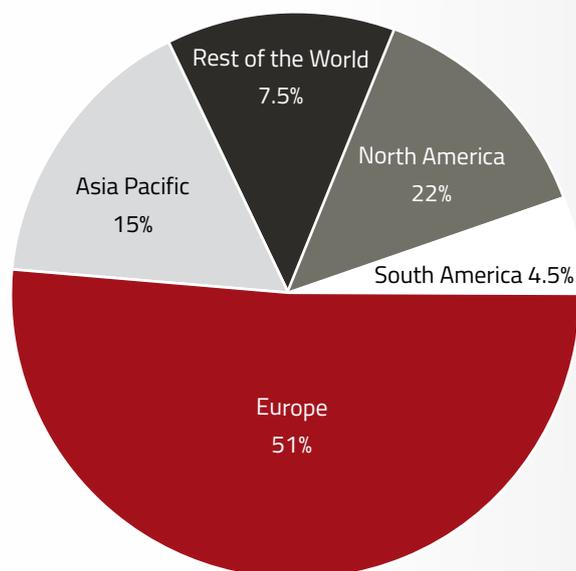


## TYPICAL READER BREAKDOWN

(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%
<b>TOTAL</b>	<b>7,061</b>	<b>100%</b>

## GEOGRAPHIC BREAKDOWN

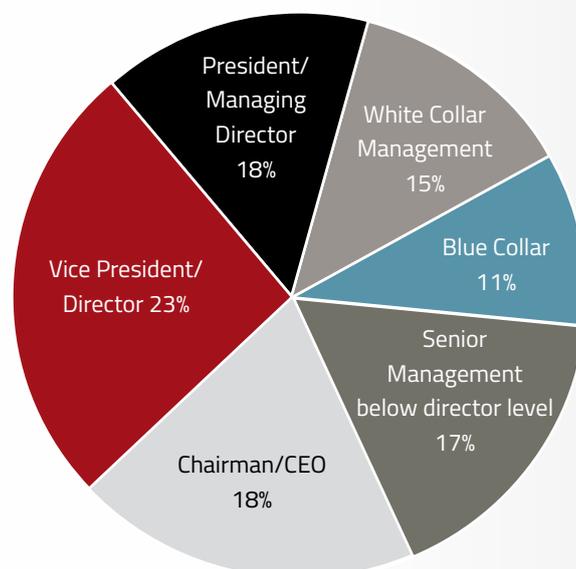


## TYPICAL COUNTRY BREAKDOWN

(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%
<b>TOTAL</b>	<b>7,061</b>	<b>100%</b>

## JOB TITLE BREAKDOWN



# RATES & 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.

## Deadlines & 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  
alexsgent@businessf1magazine.com

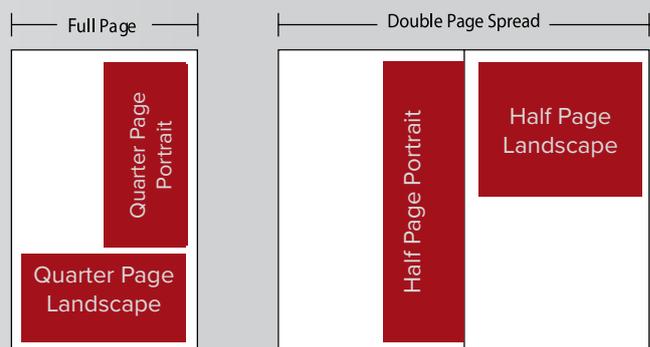
# ADVERTISEMENT RATES

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

# ADVERTISEMENT SPECS

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	3mm on all edges

# DIMENSION SPECS



# BusinessF1

FORMULA ONE'S BUSINESS MAGAZINE

Who reads  
this stuff?

...They **ALL**  
read this stuff

12 Monthly Issues  
A Luxury 12-Issues Binder  
Access BusinessF1 Magazine Digital Edition



January 2022



February 2022