

BusinessF1™

FORMULA ONE'S BUSINESS MAGAZINE

MEDIA INFORMATION

Formula One
Served up on a silver plate



BusinessF1
FORMULA ONE'S BUSINESS MAGAZINE

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

ADVERTISING

✉ sales@businessf1magazine.com

SUBSCRIPTIONS

✉ subscriptions@businessf1magazine.com

www.businessf1magazine.com

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.

READER DATA

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)

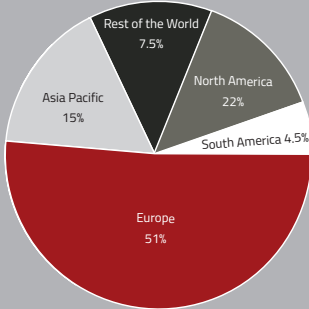
Category	Qty	Percentage
Germany	470	6.69%
Italy	415	5.89%
United Kingdom	1,675	23.79%
North America	1,565	21.67%
South America	315	4.48%
Rest of Europe	1,100	15.52%
Asia	1,040	14.71%
Other	521	7.25%
TOTAL	7,061	100%

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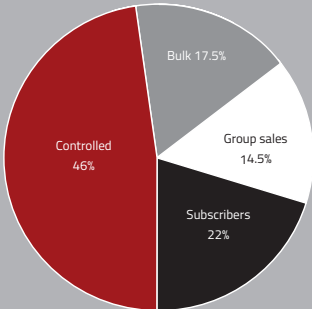


Audited Historical
Circulation
January to June 2006
Qualified 6,221
Unqualified 1,857
Total 8,078

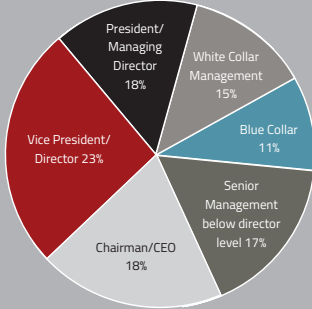
GEOGRAPHIC BREAKDOWN



TYPE BREAKDOWN



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 alexsargent@businessf1magazine.com

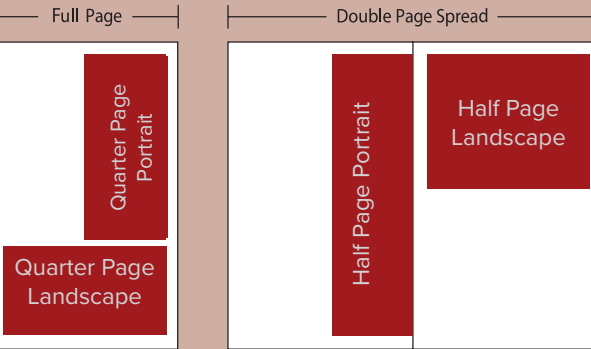
ADVERTISEMENT RATES

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



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MONTH	TICKETS	RACE	GP DATE	CLOSING DATE	PRESS DAY	DISTRABUTION DATE	STATUS
January	-	-	-	20-Jan	23 Jan	27 Jan	None
February	-	-	-	17 Feb	20 Feb	24 Feb	None
March	Bahrain F1	Bahrain GP (Sakhir)	05-Mar**	24 Mar	27 Mar	31 Mar	Upcoming
	Saudi F1	Saudi Arabia (Jeddah)	19-Mar**				Upcoming
April	Australia F1	Australia (Melbourne)	02-Apr**	21 Apr	24 Apr	28 Apr	Upcoming
	Chinese F1	China GP (Shanghai)	16-Apr**	-	-	-	Cancelled
	Baku F1	Azerbaijan GP (Baku)	30-Apr**				Upcoming
May	Miami F1	Miami (Hard Rock Stadium)	07-May**	19 May	22 May	31 May	Upcoming
	Imola F1	Emilia Romagna GP (Imola)	21-May**				Upcoming
	Monaco F1	Monaco (Monte-Carlo)	28-May**				Upcoming
June	Spain F1	Spanish (Barcelona)	04-Jun**	23 Jun	26 Jun	30 Jun	Upcoming
	Canada F1	Canadian GP (Montreal)	18-Jun**				Upcoming
July	Austria F1	Austrian GP (Red Bull Ring)	02-Jul**	21 Jul	24 Jul	28 Jul	Upcoming
	Britain F1	British GP (Silverstone)	09-Jul**				Upcoming
	Hungary F1	Hungarian GP (Hungaroring)	23-Jul**				Upcoming
	Belgian F1	Belgium GP (Spa)	30-Jul**				Upcoming
August	Dutch F1	Dutch GP (Zandvoort)	27-Aug**	18 Aug	21 Aug	31 Aug	Upcoming
September	Italy F1	Italian GP (Monza)	03-Sep**	22 Sep	25 Sep	29 Sep	Upcoming
	Singapore F1	Singapore (Marina Bay)	17-Sep**				Upcoming
	Japan F1	Japanese GP (Suzuka)	24-Sep**				Upcoming
October	Qatar F1	Qatar (Doha)	08-Oct**	20 Oct	23 Oct	31 Oct	Upcoming
	USs F1	United States (Austin)	22-Oct**				Upcoming
	Mexico F1	Mexican GP (Mexico)	29-Oct**				Upcoming
November	Brazil F1	Brazil (Sao Paulo)	05-Nov**	24 Nov	27 Nov	30 Nov	Upcoming
	Las Vegas	Las Vegas (Las Vegas)	18-Nov**				Upcoming
	Abu Dhabi F1	Abu Dhabi GP (Yas Marina)	26-Nov**				Upcoming
December	-	-	-	15 Dec	18 Dec	22 Dec	None

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