

Paddock.

2025 Media Kit

Overview

Formula 1 business and lifestyle monthly

Paddock Magazine engages a global motorsports audience across digital, print, tablet, email, and social media, offering insights into the intersection of Formula 1, business, and lifestyle to industry professionals and enthusiasts.

Business Insights: Paddock Magazine offers insights into the business side of Formula 1 through articles, interviews, and expert analyses. Readers access key decision-makers like team principals, sponsors, and executives, covering topics such as team finances, sponsorships, partnerships, and innovative strategies shaping the sport's future.

Industry Trends and Business Analysis: Paddock Magazine delivers forward-thinking analysis of trends in the Formula 1 industry, from technological innovations to sponsorship models. It provides essential insights for professionals and enthusiasts looking to stay informed on the business shaping motorsport's future.

Team Profiles and Leadership: Paddock Magazine provides in-depth profiles of Formula 1 teams, covering their organisational structures, leadership, financial models, team ownership,

personnel changes, and key sponsorships, offering an insider's view of their business operations.

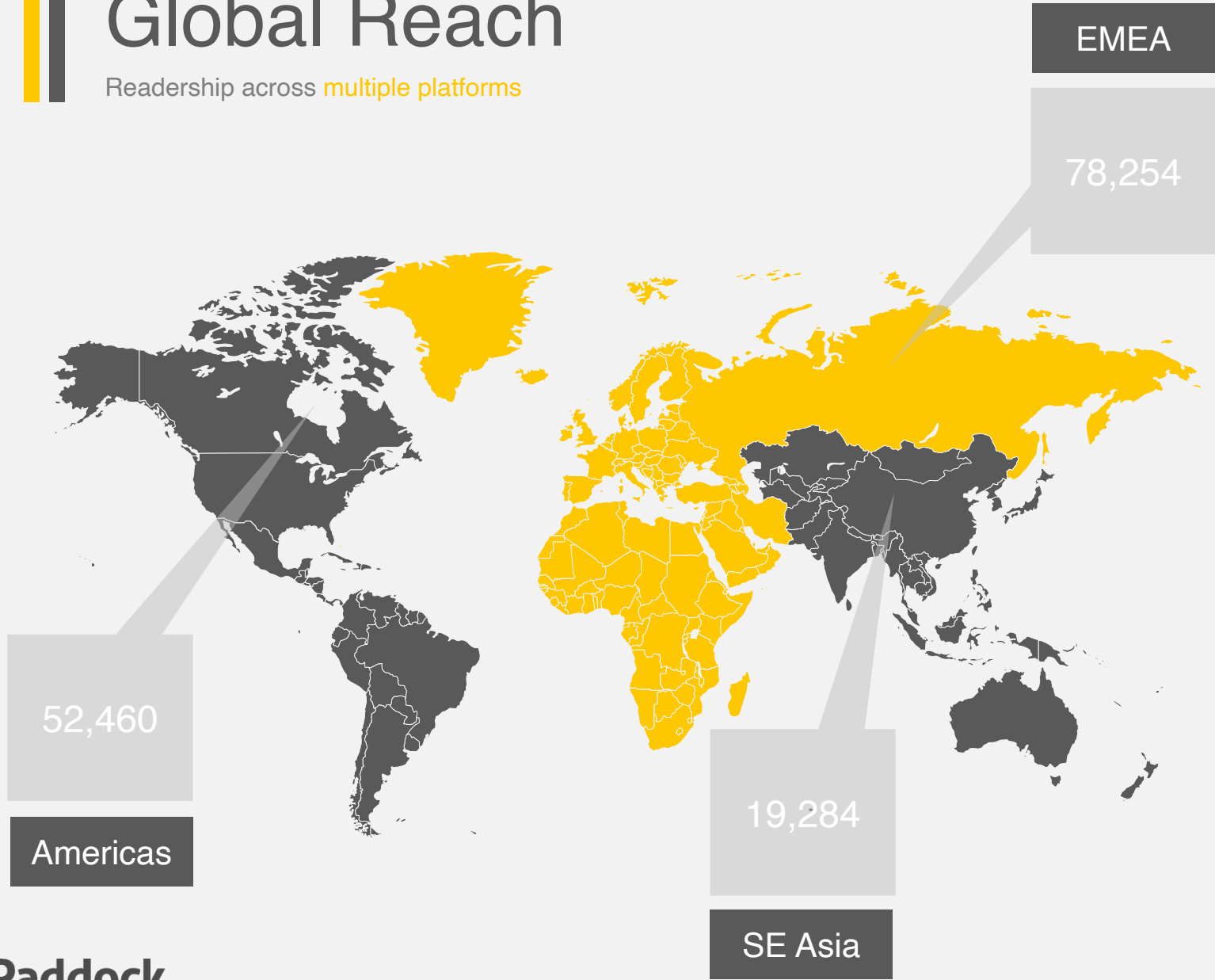
Driver Lifestyle and Off-Track Coverage: Paddock Magazine explores the personal lives of Formula 1 drivers beyond race day, offering exclusive insights through interviews, photo shoots, and behind-the-scenes features. From luxury endorsements to charity work, we showcase drivers as athletes, public figures, and trendsetters.

Luxury, Fashion, and High-End Living: Paddock Magazine offers a glimpse into Formula 1's luxurious lifestyle, featuring high-end cars, yachts, real estate, and fashion trends. It highlights the glamour of the sport's elite and showcases the luxury brands that partner with Formula 1, enhancing its image and appealing to its exclusive audience.

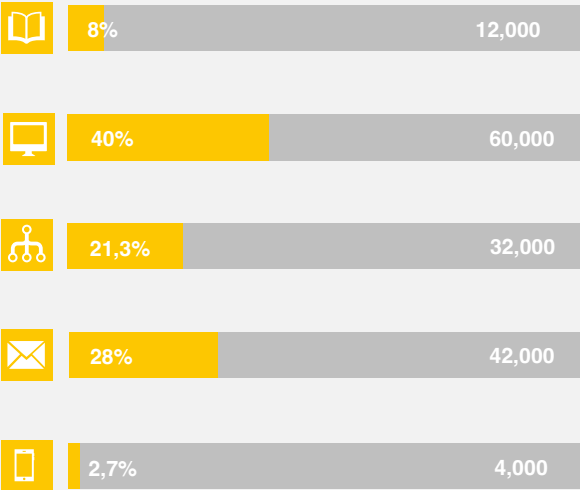
Global Travel and Exclusive Events: Paddock Magazine takes readers behind the scenes of Formula 1, covering races, high-profile events, and networking opportunities. With exclusive interviews and insights into teams', drivers', and fans' experiences, the magazine highlights the sport's glamorous lifestyle.

Global Reach

Readership across multiple platforms



Total Reach 150,000




Audience

Our readers are power brokers in international motorsport




Income

€374,000 is an average household income of our readers. Average household net worth – €11,820,00



Education


83% of our readers are college graduates.



Employment

81% of our readers are currently employed. 52% hold executive positions.






Flights

73% of our readers took twelve or more return trips. 43% flew by private plane, first or business class.



Cars

77% of our readers own a luxury or a classic car. 12% own a yacht.



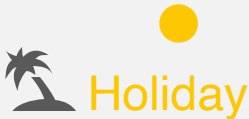
Racing

89% of our readers attended racing events, mostly Formula 1 races.

Purchasing Power

Our readers form the most attractive audience to
business & luxury advertisers

With the most knowledgeable editors covering key categories such as watches, jewellery, automotive, spirits and travel, Paddock magazine is an indispensable guide for the ultra-wealthy to find the best in luxury products and services.



Purchased at least one holiday last year.



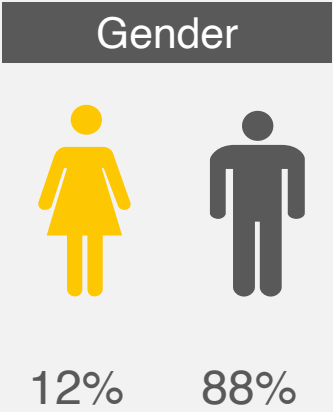
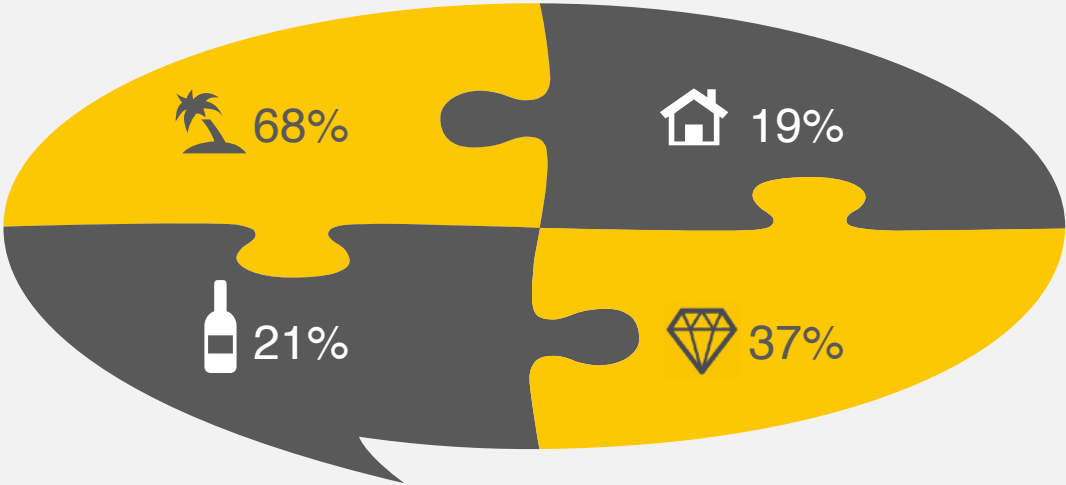
Own a second holiday home abroad.



Own a cellar of fine or vintage wines



Has spent €4,500+ on a jewellery item in last year.

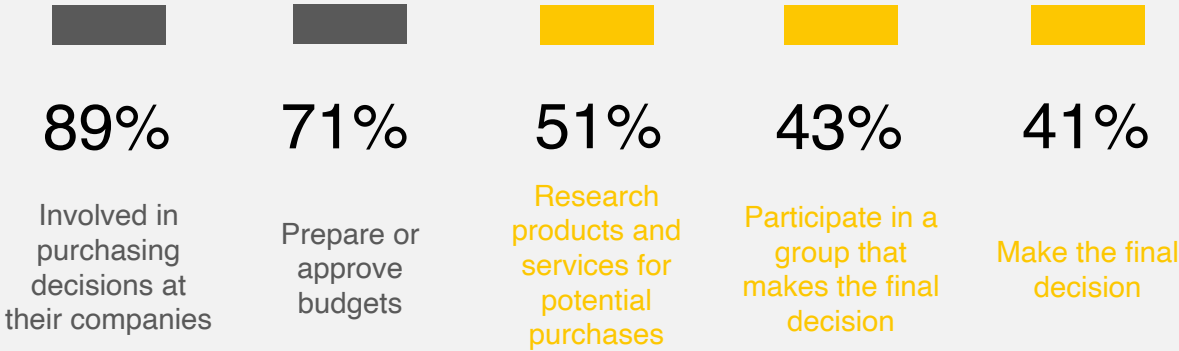


Purchasing Decisions

41% of our readers are involved in making **final decisions**



Affluents (and especially Ultra Affluents) are particularly likely to be executives and entrepreneurs- high-spenders in their personal lives who shape consumer markets, and influential leaders whose business decisions can drive economic and job growth nationally.



Double Page Spread Rate Card

All prices are in euros and are valid from 1 of January 2025

One Edition

1 x print advertisement
1 x digital advertisement
1 x e-newsletter
1 x web advertisement

Price: € 12,800

[Get this Plan](#)

Three Editions

3 x print advertisements
3 x digital advertisements
3 x e-newsletters
3 x web advertisements

Price: € 11,000

[Get this Plan](#)

Six Editions

6 x print advertisements
6 x digital advertisements
6 x e-newsletters
6 x web advertisements

Price: € 9,100

[Get this Plan](#)

Twelve Editions

12 x print advertisements
12 x digital advertisements
12 x e-newsletters
12 x web advertisements

Price: € 7,300

[Get this Plan](#)



Single Page Spread Rate Card

All prices are in euros and are valid from 1 of January 2025

One Edition

1 x print advertisement
1 x digital advertisement
1 x e-newsletter
1 x web advertisement

Price: € 7,300

[Get this Plan](#)

Three Editions

3 x print advertisements
3 x digital advertisements
3 x e-newsletters
3 x web advertisements

Price: € 6,400

[Get this Plan](#)

Six Editions

6 x print advertisements
6 x digital advertisements
6 x e-newsletters
6 x web advertisements

Price: € 5,500

[Get this Plan](#)

Twelve Editions

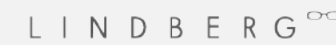
12 x print advertisements
12 x digital advertisements
12 x e-newsletters
12 x web advertisements

Price: € 4,100

[Get this Plan](#)

Our Previous Advertisers

Major companies who did advertising campaigns with Paddock magazine



Meet The Team

Our editorial department has a vast experience in **Formula 1 business**



Daniel Horvath

Editorial Director

Daniel is a professional F1 journalist with a lot of love for the sport, and he's also a Mechatronics Engineer.



Pilar Celebrovsky

Pilar is currently commenting Formula 1 races and working as a digital journalist.



Brian Sims

Brian's career spans from being the Marketing Director of two F1 teams to founding the MIA.



Stephen Camp

A truly hardworking writer and blogger of all things Formula 1, Stephen always delivers.



Meet The Team

Our editorial department has a vast experience in **Formula 1 business**



Elle Haus

An FIA-accredited F1 journalist from Melbourne, Elle has a lot of experience as a media and communications specialist.



Simon John
O'Brien

Simon is the author of our magazine's Legal Column, which tackles the legal matters of high-end racing.



Károly
Méhes

Károly has been working as a Formula 1 correspondent for the past 25 years.



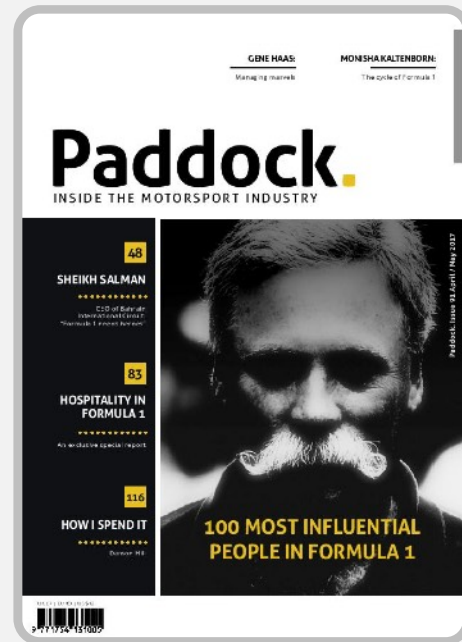
Jon Wilde

Being the Sponsorship Director at PHG International, Jon brings his own twist on Formula 1's inside affairs.



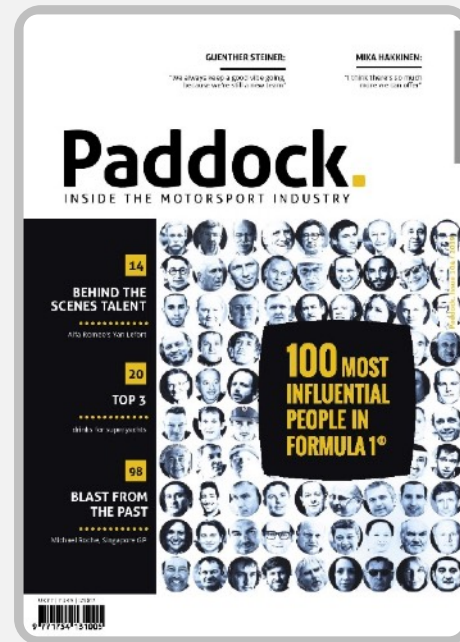
Signature Departments

Paddock magazine is divided into **four main sections**



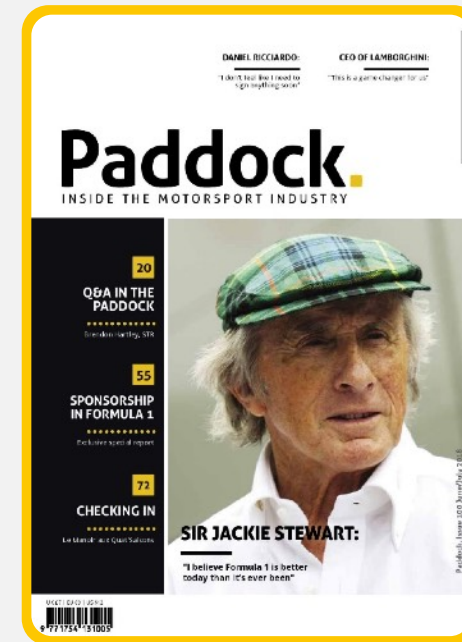
Columns

Our reputation for exclusivity is reinforced through monthly columns from the leading business minds of the motorsport world.



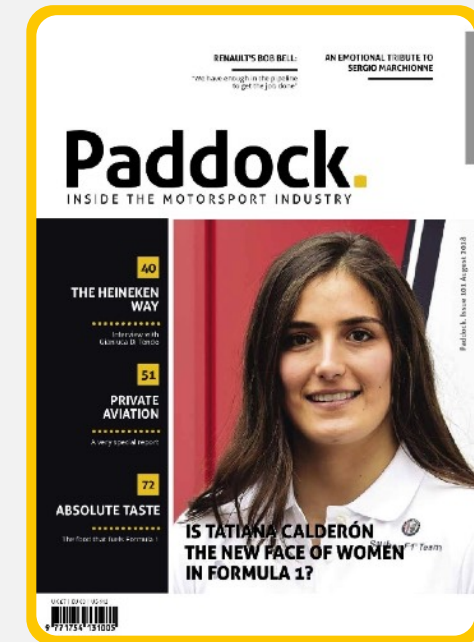
Features

In-depth understanding and original features on the personalities, current affairs and issues that matter the most.



Lifestyle

A showcase of the most cutting edge products from teams and sponsors, analysis of how celebrities are used to promote sponsors' involvement in F1.



Reports

The very exclusive Paddock special features are the ones to look for. A range of various companies or big players is examined accordingly to the subject at hand.

Editorial Calendar

Advertising materials copy deadlines, publishing **dates & editorial content**



January 2025



2024 Formula 1 Season
Review

Copy Deadline: 16 December
On Sale: 20 December

February 2025



Formula 1 Circuit
Promoters, Top 50 Hotels
at F1 Destinations

Copy Deadline: 20 January
On Sale: 24 January

Editorial Calendar

Advertising materials copy deadlines, publishing **dates & editorial content**

March 2025



Australian, Chinese &
Japanese Grand Prix,
2025 F1 Season Preview

Copy Deadline: 24 February
On Sale: 28 February

April 2025



Bahrain & Saudi Arabian
Grand Prix, Formula 1
Hospitality

Copy Deadline: 24 March
On Sale: 28 March

May 2025



Miami, Emilia Romagna &
Monaco Grand Prix,
Formula 1 Rich List

Copy Deadline: 21 April
On Sale: 25 April

June 2025



Spanish, Canadian &
Austrian Grand Prix,
Formula 1 Logistics

Copy Deadline: 21 May
On Sale: 26 May

Editorial Calendar

Advertising materials copy deadlines, publishing **dates & editorial content**

July 2025



British, Belgian &
Hungarian Grand Prix,
Private Aviation Special

Copy Deadline: 23 June
On Sale: 27 June

August 2025



Top 50 Hotels at F1
Destinations, Corporate
Travel

Copy Deadline: 24 July
On Sale: 29 July

September 2025



Dutch, Italian &
Azerbaijan Grand Prix, e-
Racing Special

Copy Deadline: 19 August
On Sale: 25 August

October 2025



Singapore, United States
& Mexican Grand Prix

Copy Deadline: 22 September
On Sale: 26 September

Editorial Calendar

Advertising materials copy deadlines, publishing **dates & editorial content**

November 2025



Brazilian & Las Vegas
Grand Prix, Luxury
Property Special

Copy Deadline: 27 October
On Sale: 31 October

December 2025



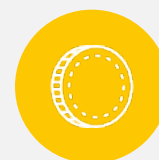
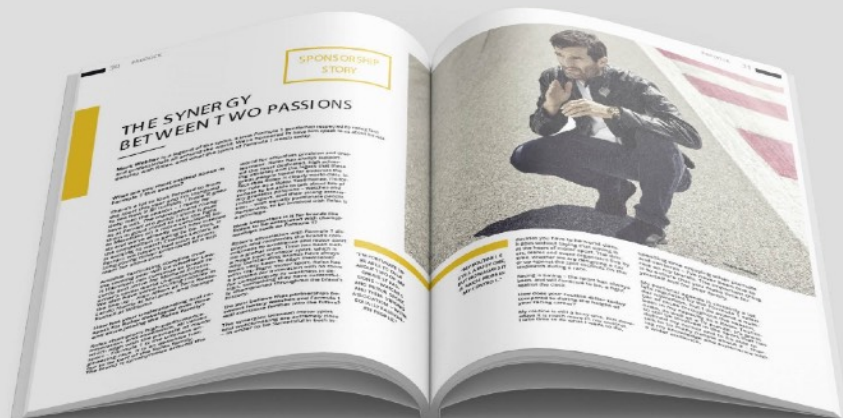
Qatar & Abu Dhabi
Grand Prix, Formula 1
Power List

Copy Deadline: 19 November
On Sale: 24 November



Print Edition

Paddock magazine is a full size, 100+ pages, full colour, high quality publication that many readers over the past 9 years of publication have come to rely on as their main source of motorsports business, lifestyle and travel related information.



Rate base
12,000



Median age
43,9



Readers per copy
3,4



Total audience
40,800

Email Marketing

Promote sponsored ad banners with the latest exclusive content, featuring popular web features, interviews and travel experiences



Total Reach

32,700



Clicks

14,8 %



Unique Opens

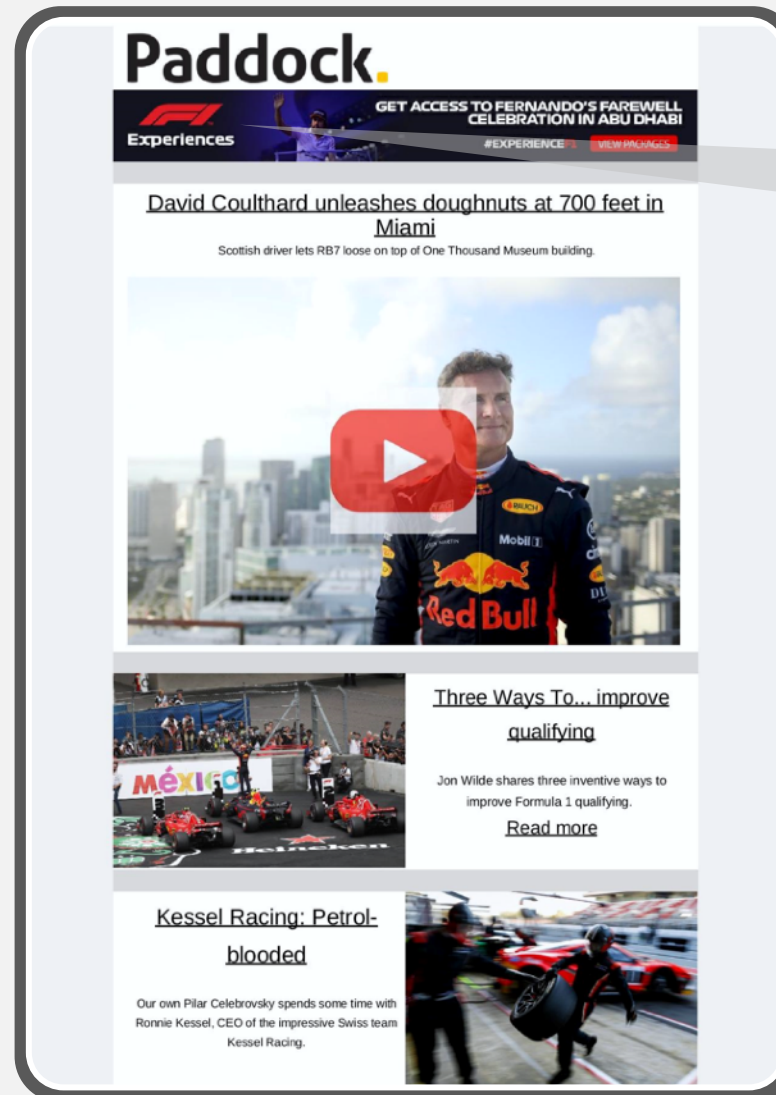
39,8 %



Unsubscribers

0,2 %

Paddock.



Leader
board

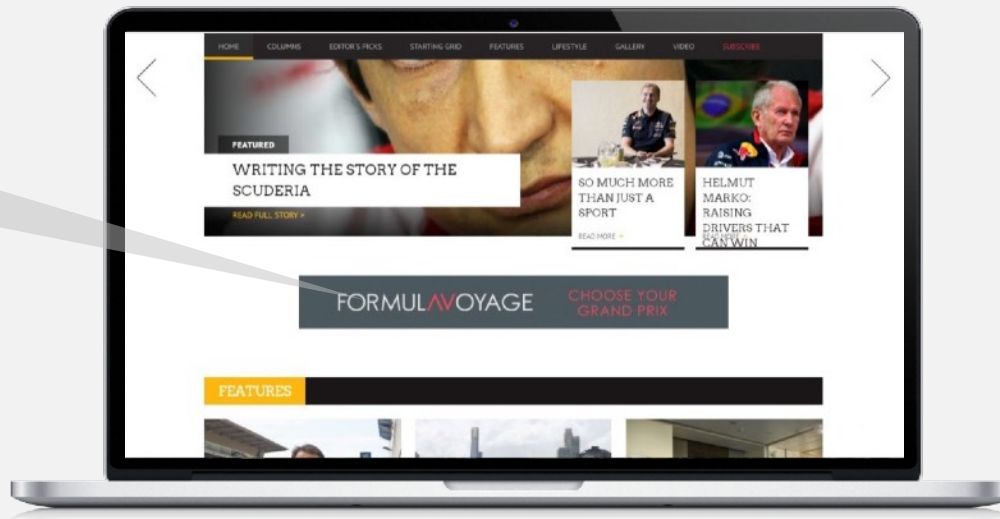
€35
CPM

Website

Our fully interactive website brings you the best F1 content straight to **any device in beautiful clarity**

Leader
board

€72
CPM



Gender



18%



82%

Responsive

Our website uses responsive design in order to be compatible on mobile phones, tablets and smart TV. This enables ads to be far more impactful than on a standard website.



Luxury

Our website is also suitable for luxury goods and services providers. A dedicated web team collaborates with Paddock print team to produce all original content on the site.

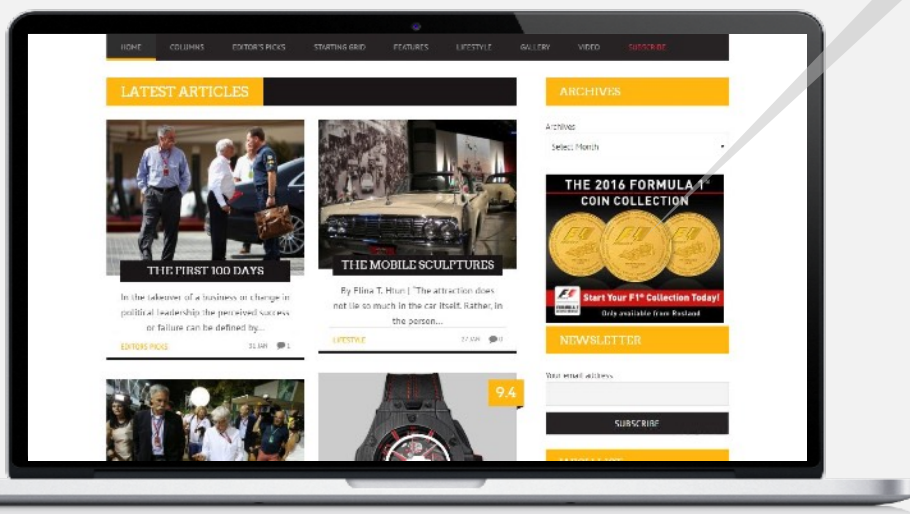
Paddock.

Website

One of the largest Formula 1 **business portals**

Rectangle
ad

€68
CPM



Impressions

120,000 page impressions per month.



Users

24,000 web monthly unique users.



Time

Dwell time: 4,7 minutes.



Pages

Pages per user: 6,7.

Our website provides original and unique coverage of the major motorsports business categories – exclusive travel, corporate hospitality, sponsorship. From desktop to mobile and video, our content spans every device and every occasion – connecting you with the consumer in the context that makes your message work best..

Tablet Edition

Tablet devices have reinvented how we tell stories, how consumers interact with our content, and how advertisers connect with our audiences, all while maintaining the design fidelity and engagement of a print magazine. They also offer complete portability: Paddock Magazine's content will be everywhere our readers go.



Downloads

Average 4,000 monthly downloads.



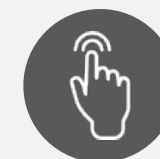
Average minutes

Readers are spending an average of 40 minutes.



Satisfaction

Overall satisfaction is extremely high with 88% satisfied.



Interactive

Readers are seeking even more slideshows, video and interactive content.

Tablet Rate Card

€2,000 – a base rate for portrait & landscape mode advertisement. No PDF replicas are accepted. Advertisers can include up-to 5 unique URLs per ad unit. Due to OS compatibility, all URL's cannot go to every destination. The Apple iOS does not allow for any Adobe Flash content to be displayed.

Audio

Ad opportunity with up to 3 embedded audio tracks totalling up to 2 minutes..



Slideshow

Ad opportunity featuring up to 10 images. Includes up to 3 links that can be placed on any page..



Video

Ad opportunity with a 60 second video caught in the device. Can play full screen or embedded in the page..



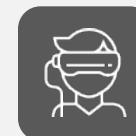
Hotspots

Ad opportunity with up to 5 hotspots that expand and reveal information when tapped. Includes up to 3 links.



Path finder

Ad opportunity that takes readers on a visual journey of product discovery. Can be up to 3 pages.



Virtual tour

Ad opportunity with full interactivity offering self-guided experience. Includes full 360 degrees rotation

Get in Touch

Please use the details provided below



Ed Marcinonis - Advertising Director



+44 203 095 4946



eluckas@thepaddockmagazine.com

Paddock.

Thanks for your interest

Have a good day