



# Media Information



## About F1 Racing

F1 Racing captures all the drama and glamour of the world's most exciting and alluring sport with its blend of incisive writing, award-winning photography and innovative design. Launched in 1996, F1 Racing is now published in 22 languages with 27 worldwide editions and sold in more than 110 countries. The magazine is now firmly established as the world's most popular F1 magazine with more than three million readers globally every month and is the UK's market-leading title with over 586,000 readers per issue. With its unique style and editorial stance, F1 Racing continues to define the market providing readers with behind the scenes access whilst delivering advertisers the premium vehicle to support their marketing strategies.

## Target reader

F1 Racing is aimed at affluent males aged 18-45, appealing to every F1 fan from the enthusiast to the TV supporter. With F1 Racing, advertisers have a unique opportunity to be associated with one of the region's fastest growing leisure interests for men.

## Valuable advertising vehicle

As a magazine supporting one of the world's most glamorous and dynamic sports, F1 Racing is the perfect advertising vehicle for brand and style-conscious advertising. The Middle East Grand Prix at the Bahrain International Circuit has been a spectacular success since its arrival in 2004 and is now firmly cemented on the world's F1 calendar. In Dubai, the opening of the FIA-standard - and F1 approved - Autodrome has generated a new culture of motor racing awareness in the UAE. F1 Racing provides unparalleled coverage on these topics together with all of the latest news and features on some of the world's most well-known F1 stars, their races and sponsors, bringing new, exciting and relevant editorial to an ever-growing Middle East male audience.

## Distribution

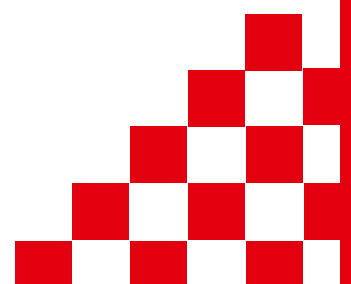
UAE	10,000
Bahrain	250
Qatar	200
Oman	300
KSA	500
Etihad Airways	3000
Emirates Airlines	1430
Qatar Airways	500
Bahrain Air	300
Kuwait Airways	300
Gulf Air	100

**Total 16,880**

1500 copies distributed to subscribers, sports bars, cafes, car dealerships, hotels and car rental companies.

**Distribution Total 18,380**

(Additional 5000 copies for Bahrain during Bahrain Grand Prix)



# Data

## Production information

**Digital files:** All ads must be supplied on an Apple Mac-compatible CD with colour laser proof. The Publisher will not be held responsible if a colour laser proof is not supplied. Ads must be saved in QuarkXpress 5, Illustrator 10 or Photoshop 7. Illustrator files should be saved as EPS files and all type should be converted to outlines before saving, eliminating the need to include fonts. All Photoshop files should be saved in TIFF or EPS format. Black and white ads should be saved in grayscale and Colour ads should be saved as CMYK. All Black and White line art should be scanned at a minimum of 1200dpi. All other images should be scanned at a minimum of 300dpi. All screen and printer fonts used in the job must be included.

Press proofs which meet SWOP standards must also be included.

**Retention of materials:** Separations will only be retained for up to one year following use unless return is specifically requested.

**Send materials to:** F1 Racing, Production Department, PO Box 37262, Dubai, UAE.

**All questions:** Should be addressed to F1 Racing, The Media Factory,

Tel: +9714 390 2260, Fax: +9714 390 8060.

**Publication services:** Conversion of original materials or services, such as layout, copy preparation, production of separations or typesetting, will all be charged at publisher's rates. Approximate costs can be quoted in advance.

## General information

**Agency commission:** The 20 per cent of gross billing will be allowed to recognised agencies on space, colour, bleed or position provided the account is paid in full within 30 days of the invoice date.

**Unpaid charges:** If charges, due to the publisher from the agency for advertisements which have been placed correctly as per this rate card, are not paid in full, the publisher reserves the right to collect said charges from the advertiser, and the agency shall execute all assignments. In addition, the publisher may hold the advertiser and its agency jointly and severally liable for all sums due and payable to the publisher, even if the advertiser has previously paid the agency.

**Service charges:** A 1.5 per cent per month service charge (18 per cent annual percentage rate) will be added to all invoices 30 days or more past due. Where necessary, any legal or collection fees incurred in collection efforts will also be added to charges due.

**Frequency discounts:** Advertising contracts will be set up on a calendar year basis, unless the publisher is otherwise notified by the advertiser or the advertising agency that a different contract period is requested. In no instance will a contract period be longer than 12 months. Advertisers who downgrade their number of insertions after booking will be charged at the rate card category which corresponds to their actual number of insertions.

**Order errors:** Oral agreements will not be binding on the publisher. Orders containing incorrect rates or conditions will be inserted and charged according to the rates and conditions on the rate card.

**Publisher liability:** The publisher assumes no responsibility for any errors or omissions in any advertiser index, on in any advertising typeset by the publisher. The publisher is not liable for any failure to publish or circulate all or any part of any issue because of circumstances beyond its control. The liability for any error or omission or delay for which it may be legally held responsible, shall in no event exceed the cost of the space paid for and occupied by such individual advertisement.

**Advertiser responsibility:** The advertiser and/or the advertising agency representing undertakes and warrants that all material delivered to the publisher for publication shall be free of libel and that its publi-

cation will not infringe or violate any copyright, trademark, right of privacy, or any other statutory or common law property right of any person, and that the advertiser and/or advertising agency will indemnify, defend and hold harmless the publisher, its agents, assigns and successors against any claim, demand, cost, expenses or damages, including reasonable legal fees incurred by the publisher, rising out of or in connection with any breach by the advertiser and/or advertising agency of any of the above.

**Publisher's approval:** All advertising is accepted subject to the terms and provisions of this rate card. The publisher reserves the right to reject advertising which it feels is not in keeping with the publication's standards. The Publisher also reserves the right to place the word 'Advertisement' in advertising or to order other changes in the ad's format if, in the publisher's opinion, it resembles editorial.

**Rate changes:** The publisher reserves the right to change rates and terms herein at any time without notice. Contract advertisers will be given a grace period until the end of their contract period.

**Cancellations:** Cancellations of or amendments to existing bookings will only be accepted in writing 21 days prior to the date of publication.

**Closing dates:** The closing date for the receipt of artwork will be the 5th of the month preceding publication.

### Contact

F1 Racing  
The Media Factory FZ - LLC,  
PO Box 37262, Dubai, UAE.  
Tel: +9714 390 2260, Fax: +9714 390 8060



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Sales Manager  
+971 (50) 974 1748



## Rate card

	US\$
Inside Front Cover Spread	12,500
Inside Back Cover Spread	11,000
Outside Back Cover	10,750
Double Page Spread	11,000
First RHP	7,000
Early RHP	6,500
ROP RHP	5,500

## Mechanical data

Full Page	(Width x Height)
Type Area	193 x 267mm
Trim	220 x 295mm
Bleed	226 x 301mm

DPS	
Type Area	414 x 267mm
Trim	440 x 295mm
Bleed	446 x 301mm

## Format

Frequency	Monthly
Cover Price	AED15
Launch	17th March 2004
Format	Perfect bound, glossy
Language	English

