

PROFESSIONAL

Motorsport

Circuit

From the publishers of
PROFESSIONAL MOTORSPORT WORLD

pmw

2010

Media &
Advertising
data

THE INTERNATIONAL REVIEW OF MOTORSPORT CIRCUIT DESIGN AND TECHNOLOGY

PROFESSIONAL

Motorsport Circuit



Professional Motorsport Circuit is the definitive reference book for designing brand new circuits, for face-lifting and maintaining race circuits worldwide, and for highlighting technologies that will improve efficiency, attract more race series and race spectators, plus improve safety and security while at the same time increasing revenues.

Frequency

Professional Motorsport Circuit is published bi-annually in March and October. The October issue of PMC is the official publication to the Professional Motorsport Circuit owners' seminar as part of the Professional MotorSport World Expo held in Cologne in November each year.

Circulation

The key to effective display advertising is reaching your target customer base. This is where Professional Motorsport Circuit's handbuilt circulation of readers worldwide is unique. Our targeted qualified readership includes race track owners, CEOs, race track designers, race directors, race track managers, circuit managers, corporate hospitality providers, head of maintenance, head of purchasing and specification, institutional investors, circuit financiers and government bodies. 8,000 readers worldwide, a unique database built from scratch by our team of dedicated circulation researchers. Each and every copy will be sent to a named individual and each and every copy will either be individually requested or company requested.

Advertising Rates

Professional Motorsport Circuit is a bi-annual fully illustrated guide to motor circuits, written by the industry for the industry.

Options Available:

- **Case Studies**
- **Editorial Comments**
- **Q & A Interviews with the Editor**

Full Page Colour Advertisement:£4750

Half Page Colour Advertisement: £3250

Double Page Spread Colour Advertisement: £5500

* Special positions available (covers, facing contents etc) - prices upon request

Content

Content includes in-depth case studies that examine the latest circuit projects; interviews with the CEOs from the world's most prestigious tracks; special Middle East and Asia focus; and news on latest industry trends and requirements. Also in-depth features on ALL of the following:

- Track design/architecture
- Track surfaces
- Race control, paddock, garage, grandstands and office buildings architecture
- Circuit safety equipment from fire-fighting equipment to recovery vehicles
- Circuit lighting
- Crash barriers
- Safety fencing
- Seating
- Access control/Ticketing
- Timing equipment
- Audio and visual equipment
- Security/CCTV/Access barriers
- Circuit signage including apex markers
- Temporary seating capacity solutions
- Run-off area safety systems (gravel traps and the like)
- Re-fuelling systems
- Catering
- Merchandising
- Sanitary Facilities
- Garage equipment including doors
- Communication systems/networks (radios, etc)
- Corporate hospitality
- Filming/broadcasting equipment
- Weather systems
- Parking technologies

Contact us

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Professional MotorSport

WORLD EXPO 2010

⊖ NO ENTRY TO THE GENERAL PUBLIC ⊖

16, 17, 18 NOVEMBER 2010
COLOGNE, GERMANY

Professional MotorSport World Expo 2010

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