



F1 Racing magazine captures all the drama and glamour of Formula 1.

It blends incisive writing, award-winning photography and innovative design to deliver a magazine that offers a unique insight into the world's fastest, most exciting sport.

ABOUT OUR READERS

- 87% Male
- 39% 18-29 • 46% 30-49
- 33% \$30,000 - \$75,000 • 58% \$75,000+
- 32% Professional/Top Management • 37% White Collar
- 49% own 1 car • 38% own 2+ cars

1.254 FORMULA 1 DELIVERS THE NUMBERS... MILLION WATCHED THE AUSTRALIAN GP ON TV

- 580 million unique television viewers
- 202 countries broadcast Formula 1
- 300,000+ attend the Melbourne GP weekend

1.3 F1 RACING MAGAZINE'S INTERNATIONAL REACH MILLION MAGAZINES SOLD WORLDWIDE

- 10 million global readership
- Seen as the best source of Formula 1 information

2010 RATECARD

* F1 RACING RATECARD

	PAGE	DPS
1 month	3750	7125
3 months	3350	6365
6 months	2950	5605
9 months	2550	4845
12 months	2150	4085

* DISTRIBUTION

22,000 copies nationally

* AUSTRALIAN PRINT SCHEDULE 2010

ISSUE	DEADLINE	ON SALE
Jan 2010	17 Dec	05 Jan
Feb	15 Jan	03 Feb
Mar	12 Feb	03 Mar
Apr	19 Mar	07 Apr
May	16 Apr	05 May
Jun	21 May	09 Jun
Jul	18 Jun	07 Jul
Aug	16 Jul	04 Aug
Sep	13 Aug	01 Sep
Oct	17 Sep	06 Oct
Nov	22 Oct	10 Nov
Dec	19 Nov	08 Dec
Jan 2011	17 Dec	05 Jan

* CONTACT DETAILS

Darren McNally
Commercial Director
(02) 8399 7682
dmcnally@haymarketmedia.com.au

Alison Spinks
F1 Consultant
0402 082 045
aspinks@haymarketmedia.com.au

Phil Vella
Publishing Manager
(02) 8399 7627
pvella@haymarketmedia.com.au