



**TopGear**

# MEDIA KIT

2021

## EXPERTLY DONE

**T**he TopGear brand brings together the world's foremost automotive experts, journalists and photographers, to offer readers an awesome motoring experience across all platforms.

It's one of the world's leading motoring, lifestyle and car culture brand, whilst both entertaining and offering expert advice; ultimately inspiring and taking our audience on a journey.



# GLOBAL STATS



31.5m  
DOWNLOADED GAMES



AWARD WINNING & RECORD BREAKING



OVER  
3.9m  
DVDs SOLD  
IN THE UK

350m  
GLOBAL AUDIENCE



21.4m  
Likes



3.8m  
Followers



2m  
Followers



2.5bn  
Views





# THE MAGAZINE

BBC Top Gear Magazine delivers the very best stories about the world's most important cars. We put the reader in the driving seat and take them on a journey, whether it's helping them buy the right car or offering a dose of pure escapism. Each issue features the world's finest photography and writing, as well as honest, no-holds-barred judgments on every car that matters, plus a roundup of weird and wonderful motoring-related stories from around the globe..."

— **Charlie Turner, Editor** [BBC Top Gear](#)

# 7000

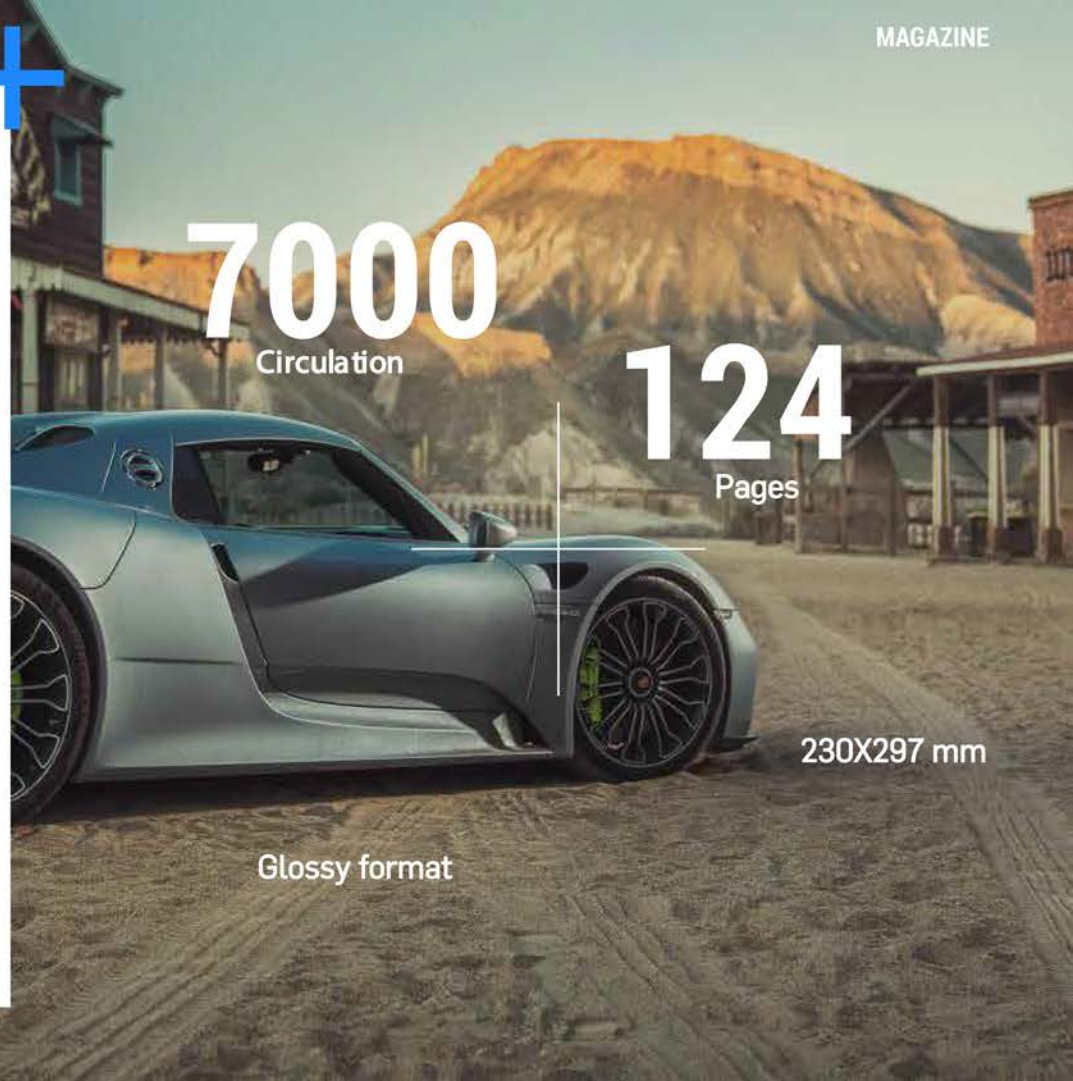
Circulation

# 124

Pages

230X297 mm

Glossy format



# PARTNERSHIPS

We create 1st class content for our partners so they can talk to our audiences in our language.

## WHAT

We drive premium demand for our client's brands, products & services

## HOW

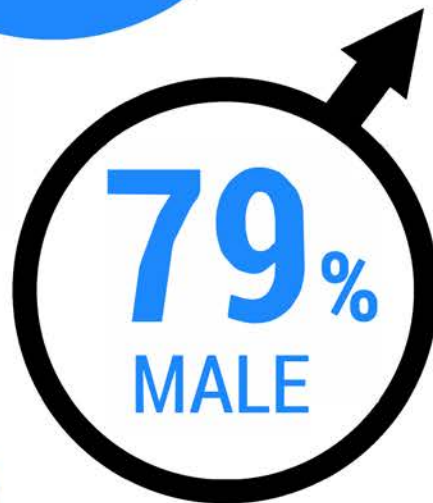
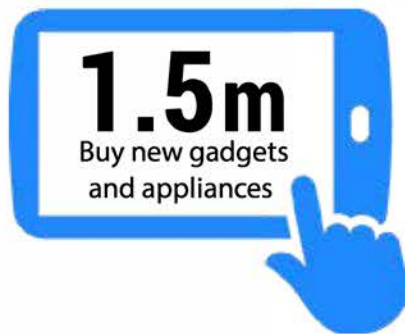
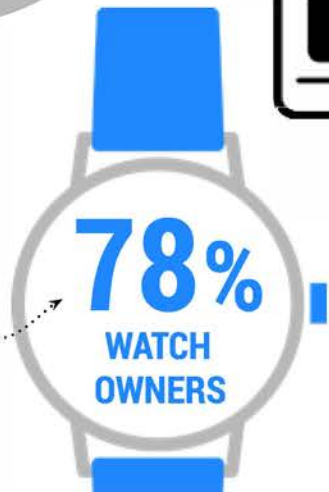
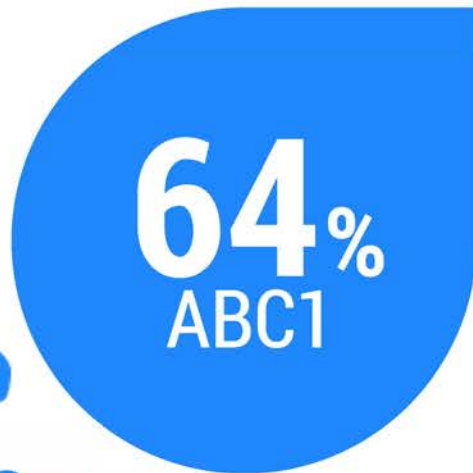
We do this through entertaining, storytelling content that resonates with our audience.

## WHY

We do this to inspire our readers to feel positively and think differently about the brands we work with.



# AUDIENCE PROFILE





# RATE CARD

FREQUENCY: monthly

PRINT RUN: 7,000

NO. OF PAGES: 120 + 4

SIZE: 230 X 297 mm

COVER PRICE: 14.99 lei

## PRINT

1/1 page	230 x 297 mm	4000 €
2/1 page (spread)	460 x 297 mm	7200 €
1/2 page horizontal	230 x 149 mm	2600 €
1/2 page vertical	115 x 297 mm	2600 €
1/3 page horizontal	230 x 99 mm	2100 €
1/3 page vertical	77 x 297 mm	2100 €
Cover 4	230 x 297 mm	7800 €
Cover 3	230 x 297 mm	5100 €
Cover 2	230 x 297 mm	6500 €
Opening Spread	460 x 297 mm	9500 €
Reverse Cover	230 x 297 mm	12000 €

## ONLINE

Advertorial	400 €
Newsletter	400 €
Direct mailing	500 €
Banner	
format square/leaderboard	12 € (CPM)

Media banners (.jpg, .gif, .png, .swf)

728 x 90 px
300 x 250 px
300 x 600 px
160 x 600 px

Please add 5 mm bleed to all sizes. Materials should be delivered in the following formats: .TIFF or .EPS, 300 dpi resolution, CMYK, trim marks included. We accept cromalin, CD/ DVD, FTP.

**Inserts (for 1.000 copies):** Please ask for an offer

# TopGear



# DEADLINE

ISSUE	AD BOOKING	AD MATERIALS DEADLINE	ON THE MARKET
March	05.02.2021	08.02.2021	22.02.2021
April	03.03.2021	09.03.2021	25.03.2021
May	09.04.2021	13.04.2021	29.04.2021
June	07.05.2021	11.05.2021	27.05.2021
July-August	12.06.2021	16.06.2021	24.06.2021
September	06.08.2021	10.08.2021	26.08.2021
October	10.09.2021	14.09.2021	30.09.2021
November	08.10.2021	12.10.2021	28.10.2021
December	05.11.2021	09.11.2021	25.11.2021
Jan-Feb 22	28.11.2021	02.12.2021	16.12.2021

**TopGear**





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An aerial photograph of three cars (red, white, and blue) driving on a dark asphalt road. A white line runs horizontally across the road. The cars are positioned on the right side of the road, moving away from the viewer. The red car is at the top, the white car is in the middle, and the blue car is at the bottom. The background is a dark, textured asphalt surface with some faint tire marks.

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# THE WORLD'S BIGGEST MOTORING MEDIA BRAND