

FORMULE 1





FORMULE 1

FORMULE 1 Magazine has been a leader in reporting on the world's most popular racing class for more than a quarter of a century. It is the only Dutch magazine present at all Grands Prix, giving readers a fascinating insight into the sport.

With exclusive interviews, high-profile reports, statistics, everything about Max Verstappen, competitions, and the most beautiful images, FORMULE 1 Magazine offers unique

With knowledgeable reporters, a selection of F1 experts and columnists, an up-to-date website (formule1.nl), social media channels, and the Formule 1 Paddockpraat podcast, the magazine has grown over the past 30 years to become the authority and the leading multimedia F1 platform in the Netherlands.

Formule 1 Podcast



Formule 1 Race Report Schooldiary



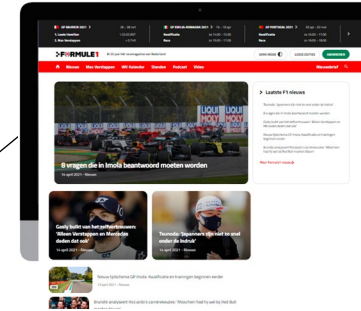
Formule 1 Magazine

Reach per edition: 125,000



Formule1.nl

2.6 million pageviews monthly



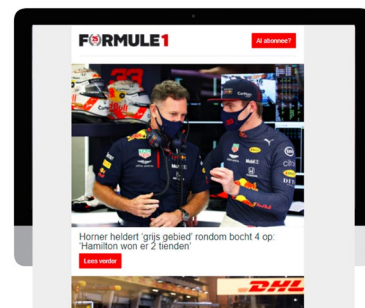
Formule 1 specials



This is
FORMULE 1

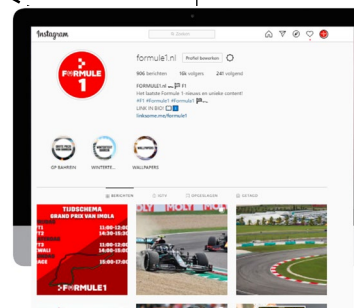
Formule 1 on X

23,700+ followers



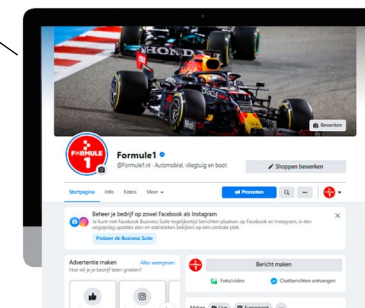
Formule 1 newsletter

60,000+ subscribers



Formule 1 Instagram

21,000+ followers



Formule 1 Facebook

74,000+ followers



FORMULE 1 | Pillars

FORMULE 1 ONLINE

The Formule 1 web editorial team provides news reports and session reports from the circuits 24 hours a day. All races, drivers, teams, and background information within the Formule 1 sport can be found on the Formule 1 online platform. True Formule 1 enthusiasts will always find the latest news there, supplemented with social media posts from the drivers, teams, and the editorial staff themselves!

STUNNING LIVE ACTION PHOTOGRAPHY

Every edition of Formule 1 features stunning action photos. The way in which a Grand Prix weekend is captured is breathtaking, as if you were there yourself.

REMARKABLE INTERVIEWS

FORMULE 1 Magazine is the only Dutch magazine present at all Grands Prix. This provides a unique behind-the-scenes look with high-profile interviews and fascinating reports.



FORMULE 1 | In numbers

Formule 1 readers

Readers of *Formule 1* are young students, graduates and lower and middle class adults. They spend time with their friends and family and take interest in cars, sports and gaming. The majority of its audience (90%) visits a Grand Prix regularly or incidentally, with the GPs of Belgium, Germany and The Netherlands being the most popular. Many readers also attend national events and car shows.

Male/Female: 90% /10%

Age: 15-50 years

Social class: B1, B2, C

Household: Household with and without kids

Magazine

Frequency: 18 editions a year, 4 specials

Print reach: 125,000 per edition



Formule1.nl

2,600,000 pageviews monthly

4.0 million unique visitors on a yearly basis



Formule 1 newsletter

60,000 newsletter subscribers

CTO: 17%, CTR: 8%, Open Rate: 51%

Frequency: twice a week (Monday, Thursday)



Formule 1 Facebook

74,000+ followers



Formule 1 Instagram

21,000+ followers



Formule 1 on X

23,700+ followers



PREVIEW SPECIAL

Every year preceding the Formule 1 season, an in-depth preview is published. This *Preview* special contains need-to-know information on the upcoming racing season, including new cars, qualifiers, regulations, drivers and courses



GRAND PRIX NEDERLAND

Prior to the Formule 1 race in Zandvoort Formule 1 presents the *Dutch GP Special*, with all ins and outs of the circuit and interviews.



MAX VERSTAPPEN

The most successful Dutch F1 driver deserves his own special. In this special exclusive interviews with Max and Jos Verstappen.



JAAROVERZICHT

Formule 1 Jaaroverzicht is the annual overview of the previous Formule 1 season. It contains flashbacks on every GP, complemented by extensive statistics. This glossy 172 pages magazine is a splendid must-have for every race car adept.

Base rate

in euro's excl. VAT

1/1 page € 4,440

Format index

1/2 page 63
2/1 page 187

Position index

Preferred position 110
Spread in center 110
1st page right 110
Cover 2 or 3 120
Opening spread 120
Cover 4 130
Fold out cover* 280

*excl. production cost –
upon request

Formats and measurements (mm)

Format width x height

Trim size

1/1 214 x 285
½ landscape 214 x 142
2/1 214 x 285 – 214 x 285

+ 5 mm bleed on all sides

Technical information

Trim size: 214 x 285 mm

Advertisement material:

Please submit your digital ad files
as Certified PDF

Digital

Product Rate

Newsletter Item € 1,000
Advertorial on website € 1,750
Facebook Post € 800
Instagram story € 800
Native-in-Article (Cost p. Quality View – QV) € 1.25

Production cost*¹

Newsletter Item € 175
Facebook post € 225
Instagram story € 225
Advertorial on website € 250

Banners

Billboard (970*250) € 36 cpm
Halfpage (300*600) € 36 cpm
Rectangle (300*250) € 25 cpm
Leaderboard (728*90) € 15 cpm
Large Leaderboard (970*90/70) € 36 cpm
Wide Skyscraper (160*600) € 18 cpm

Mobile banners

Banner (320*100) € 15 cpm
Interscroller (320*480) € 36 cpm

*¹ based on 2 correction rounds (no discount available)



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