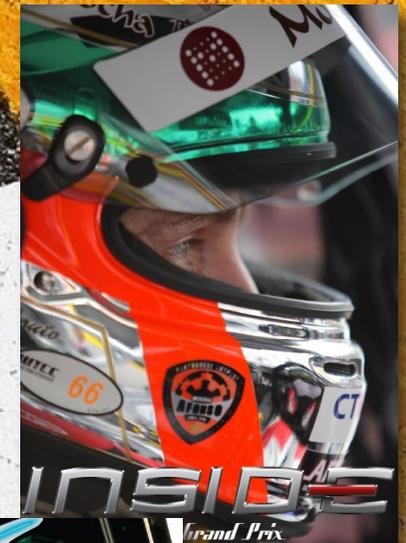
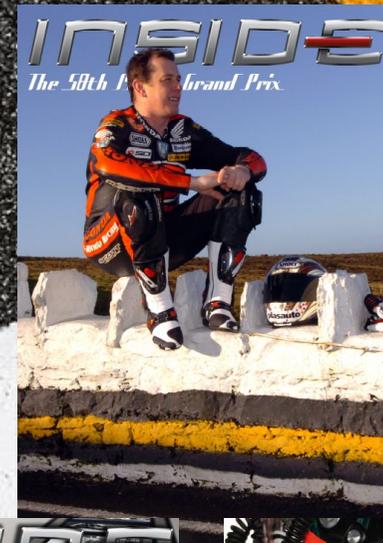
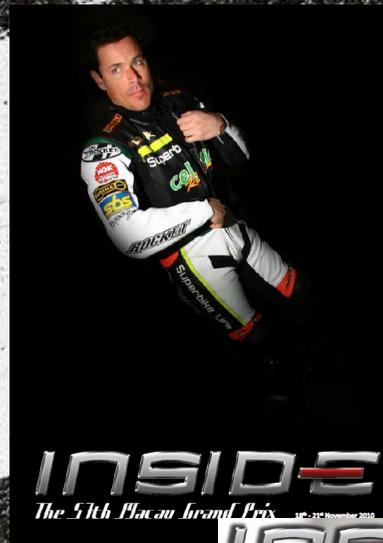


INSIDE

The 61st Macau Grand Prix



covering:

FIA FORMULA 3 MASTERS
FIM MOTORCYCLE GRAND PRIX
GT CARS
FIA WTTCC CHAMPIONSHIP



MEDIA KIT

PROSPECTIVE

When we came up with the idea of publishing an 'insider magazine' for the annual Macau Grand Prix our objective was simply to deliver more bang for our sponsors' buck in the Motorcycle Grand Prix. In seven short years we achieved what some felt would be impossible – securing sponsorship for each of the teams by local businesses and citizens, and putting the sport in the limelight it so richly deserved.

We readily acknowledge the tremendous growth of our circulation and readership can be put down to the heavy editorial weighting in favour of bikes, whose enthusiasts had few options. That said, the work of renowned journalists and photographers propelled INSIDE magazine to enviable international recognition. So we thought, what next?

The development of motorsport in Asia and the special demands of our regular advertisers made the decision for us. This season, we will totally revamp our coverage of cars: a ground-up, nuts and bolts rebuild, with total bare metal re-spray and hi-wax polish. Thus, the articles and photo stories on our four-wheeled friends will increase exponentially – delivering, in the process, a new look and layout that puts Formula 3 and touring cars squarely in centre frame.

In 2014, we plan to produce again 10,000 copies. By securing a partnership with all major hotels and Grand Prix-related outlets we are now holding the key to your target group for effective advertising and promotional opportunities, and hope to welcome you on board for a great ride!

READERSHIP

Launched in 2007, INSIDE had a restricted print run of 10,000 copies in 2011. Feedback from our website – www.macau-motorsport.com – and downloads of the magazine indicate a readership-per-copy of at least three people. Based on INSIDE surveys and official information from the Macau Grand Prix Committee, INSIDE is read avidly and comprehensively for its wealth of inside information and creative presentation.

<i>Gender:</i>	Male - 72% Female - 28%
<i>Age:</i>	16 - 35 - 43% 36 - 45 - 31% over 45 - 21%
<i>Monthly Income:</i>	≤ 3'000 USD - 30% 3'001 - 4'999 USD - 28% ≥ 5'000 USD - 17%
<i>Duration in Macau:</i> (GP period)	1 day - 31% 2 days - 41% longer - 28%

PRODUCT

INSIDE is a glossy, 4-colour annual magazine published in A4 format and the only local English-language publication to specifically focus on the city's prime event – the Macau Grand Prix. It benefits from the insight of – and collaboration with – local writers and sport analysts as well as the world's best motorsport journalists and photographers.

Interviews, news reports, up-to-date profiles of renowned entrepreneurs and incisive information are provided by a team of seasoned, well-established journalists and writers from the UK, Germany, US, Singapore and Hong Kong.

INSIDE is strongly supported by the tourism departments of the governments of the Isle of Man, Northern Ireland and Macau.

DISTRIBUTION

INSIDE is distributed via:

- All major 5-star hotels and casinos in Macau
- Seapower and Coca Cola outlets (main bars)
- The Macau Grand Prix Museum
- The Macau Grand Prix Media Centre
- The Grandstand and Lisboa Stand
- Paddock and Team Pit Area
- Merchandising stores around the paddock





MAGAZINE DETAILS:

Trim Size: 210mm x 297mm
Live Area: 190mm x 275mm
Bleed: 5mm

REQUIREMENTS FOR FILE SUBMISSION:

Artwork: Digital file
(TIFF, EPS, PDF, JPEG, PSD, AI)
Color: CMYK mode unless Pantone color
Resolution: 300 dpi minimum
Closing date: 20th of October 2014

AD PLACEMENTS:

Ads are generally placed in order of ad size, with larger ads (or multiple-page ads) accorded precedence. INSIDE reserves the right not to publish any advertisement that is determined to be (1) misleading, (2) factually incorrect, (3) in bad taste, or (4) otherwise does not conform to the standards of INSIDE.

RECENT ADVERTISERS:

Arlen Ness	Macau Tower
BMW	MGM Macau
Budweiser	Porsche - Jepsen
Coca Cola	Red Bull
CTM	Road House
Dog One Life	Volkswagen
Ferrari - Italian Motors	Stella Artois
Galaxy Macau	San Miguel
Macau Government Tourism Office	Nirvana Spa
	Wynn Macau

CONTENTS

We focus on team and rider/driver introductions, seasonal summaries, technical features, team activities, MGP Week-related social activities and Macau attractions. INSIDE is the source for the latest front-runner competitor interviews, gossip and paddock news concerning the upcoming race season.

FORMULA 3

Past and future of the Macau Grand Prix
Shooting Stars of the 2014 Formula 3 Macau GP
Costs and Techniques of Formula 3 vs. Formula One
Winning the Macau GP - Whats next?
...and more

GT CARS

Manufacturer vs. Privateer
GT Classes in Europe Japan and America
Costs of a GT car - Roads vs. Race Track
...and more

MOTORCYCLE GP

48th Macau GP - The Return of the King
Road Racing Championship
10 years development – Honda CBR Fireblade
Heroism - Caressing the Armos
...and more

RETRO

*Classic cars, bikes, and a slice
of old Macau*

ROAD CARS

Test Drive
The good old days
Must Have - A collection of cars

PEOPLE

Interviews with Macau GP stars
Local community support
Celebrities
Living the Dream - Collectibles
Road Safety Campaign
Photographers' perspective

SIDE EVENTS

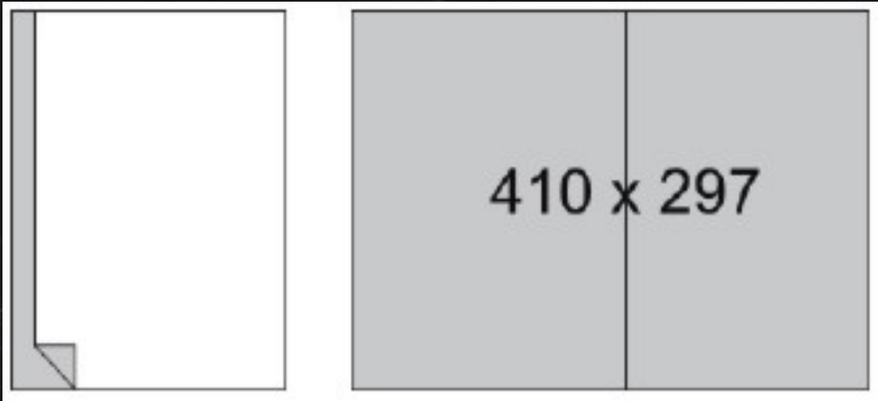
Hanging out with the guys
Party Guide
Road Show

MACAU

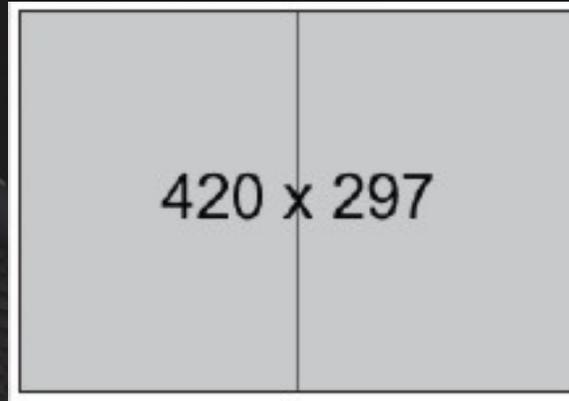
Personal Casino Guide
Kissin'-good Cuisine
Entertainment Insomniac City-style
Corporate Social Responsibility



Front cover gatefold



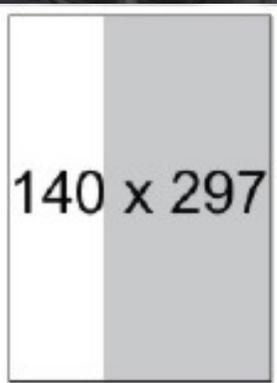
2-page spread



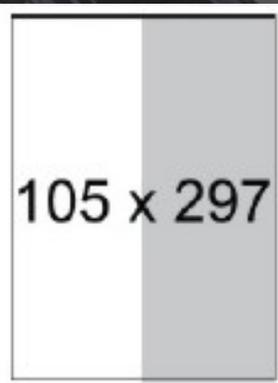
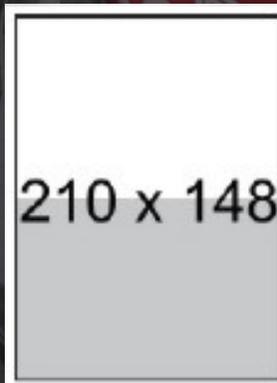
Full page



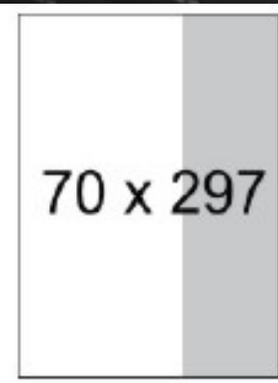
2 / 3 page



1 / 2 page



1 / 3 page



Cover Options:

Front cover gatefold 25'000 HK\$

Premium Options:

Inside front cover 20'000 HK\$

Back cover 20'000 HK\$

Inside back cover 18'000 HK\$

Standard Options:

double page spread 22'000 HK\$

Full page 15'000 HK\$

2/3 page 10'000 HK\$

1/2 page 6'000 HK\$

1/3 page 3'000 HK\$

Advertorial:

1-page advertorial 12'000 HK\$

2-page advertorial 20'000 HK\$





***For further information please call us: + 853 665 45 170
or send us an email: info@macau-motorsport.com***

to preview former issues of INSIDE 2007 - 2013 please visit our
website www.macau-motorsport.com