

hu.Motorsport.com

1 brand. 23 editions. 4.3 billion potential audience.

Motorsport.com - formed in 1994 - is a technologically advanced international digital media group specializing in motor racing content, offering 23 editions in 16 languages, 24 hours a day, seven days a week.

Our profile: global leader, recognised brand

Motorsport.com is the racing community's premier destination for fresh, compelling and targeted content on motor racing: news, photos, video, live streams and more.

Already a top domain name, we generate more than 136 million visits per month and have 2.6 million followers on social media in 180 countries.

Motorsport.com covers every racing series including **Formula One, NASCAR, Le Mans, World Endurance Championship, IndyCar, World Rally Championship, MotoGP** and more.

Our worldwide network of award-winning editors, writers and photographers are constantly providing new and live content to our website and social media outlets.

Thanks to our cutting-edge technology, we publish more than 1,200 news articles, 12,000 photos and hundreds of videos every month. Among others, our library of 1.7 million racing photos is the largest in the world.

Motorsport.com acquired Sutton Images, LAT Images, the Schlegelmilch archive and a stake in Formula E. Furthermore, such well-known names are responsible for the content as Peter Windsor, James Allen and Giorgio Piola.

Motorsport Network includes Autosport.com and F1 Racing Magazine besides Motorsport.com. The biggest fan survey of the Formula 1 history was also conducted through Motorsport.com.

hu.Motorsport.com - the Hungarian edition of the global editorial network - counts **4 million page views per month** and has an **83.000 fan base on Facebook**.

Our numbers: Motorsport.com & hu.Motorsport.com

Monthly visitors and site statistics – Motorsport.com	
Page views	136 million
Unique visits	39 million
Unique visitors	17 million
Pages/Session	3.36
Average session duration	04:19
Monthly visitors and site statistics – hu.Motorsport.com	
Page views	4.3 million
Unique visits	1.1 million
Unique visitors	260.000
Pages/Session	3.88
Average session duration	05:04
Social media – Motorsport.com	
Total fans and followers	2.6 million
Social media – hu.Motorsport.com	
Total fans and followers	83.000

Our audience: passionate, loyal, engaged

Motorsport.com is the destination of choice to connect your brand with a global audience of motorsport fans and professionals who are influential consumers.

Enjoying a higher than average household income, our audience is composed of consumers receptive to a wide array of products and services: automobile, after-market parts, computer/electronics, sporting goods, food/beverage, energy drinks, travelling, financial services and many more.

With the power of our digital distribution platform, we offer you, as a marketer and advertiser, many different options to engage with affluent, educated and global motor racing fans who are passionate and loyal to the brands that support their favourite sport.

Gender – hu.Motorsport.com	
Male	80%
Female	20%
Age groups – hu.Motorsport.com	
18-24	18%
25-34	36%
35-44	33%
45+	13%

#1 content

Motorsport.com intends to satisfy reader's needs from all aspects so the website is exceptional also in terms of content. Motorsport.com is the international leader in the online motorsport news content.

The key of our success lies in our own technology and own system which enables custom-made solutions in the content management system and on the online platforms.

The biggest database of motorsports images in the world:

Over 15 million photos

The biggest motorsports video library in the world:

Over 9000 videos

The biggest motorsports news articles library in the world:

Over 600.000 news articles

Interactive video magazine: Motorsport Magazine

Motorsport Magazine is the weekly live YouTube show of the Hungarian edition of Motorsport.com. The experts, Gergely Dénes and Dávid Hujber, summarise and comment the news of motorsports' world in front of the continuously growing audience during the one hour long show.

The main topic of the show is Formula 1 but nowadays more and more motorsport categories enjoy high priority – MotoGP, WTCC, IndyCar, WEC, etc.

One of the keystones of Motorsport Magazine is the **follower's interactivity** as the viewers can comment during the show and so they can turn into the "editors" of the show.

Motorsport Magazine	
YouTube subscribers	11.600
Number of YouTube videos	289
Viewing duration of YouTube videos (2017)	15 million minutes
YouTube video views (2017)	1.3 million
Average viewing duration of the YouTube videos	10:54 minutes

Opinion

Gergely Dénes, Editor in Chief at hu.Motorsport.com

"I am truly honoured by Motorsport.com's decision to enter Hungary and bring to our dedicated readership their industry-leading editorial coverage of all things motorsports."

"Hungary has a proud racing tradition that goes back to Ferenc Szisz's Grand Prix victory in 1906, and includes more than 30 straight years hosting Hungarian Grands Prix. There is no better digital media platform in the world that can provide the depth and breadth of auto racing coverage than Motorsport.com."

Filippo Salza, President of Motorsport.com, Europe

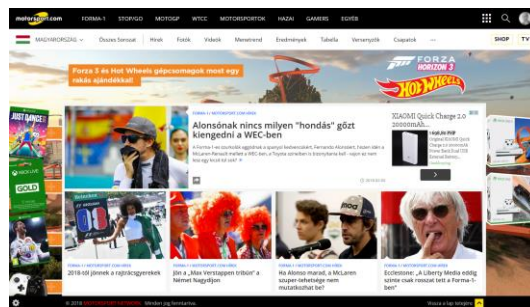
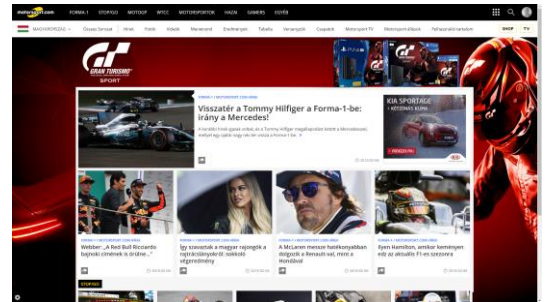
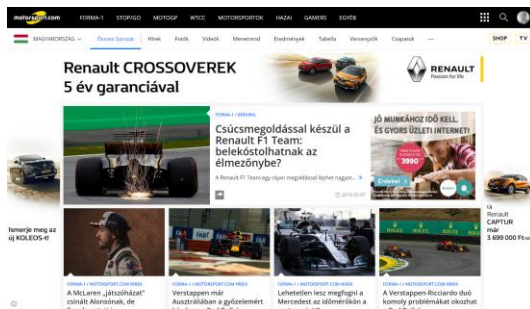
"Gp-live.hu has served as the go-to source for motorsport news and information in Hungary for nearly a decade. Our position in Hungary further exemplifies our commitment in providing the most comprehensive and diversified motorsports coverage in the world."

Partners

Video content (Click on the picture for reference)



Universal Ads



Universal Ads (IAB) Size

- Billboard 970x250
- Super leaderboard 970x90
- Leaderboard 728x90
- Mobile leaderboard 320x100, 320x50
- Medium rectangle 300x250, 336x280
- Half page 300x600
- Wide skyscraper 160x600

Custom Display Size

- Skins 2600x1000
- Interstitial (size is variable)

hu.Motorsport.com has a wide range of products and options available tailored to reach your marketing and advertising objectives. In order to know more and get our latest media kit please contact our advertising sales representative:

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