

THE BEST MOTORSPORTS PLATFORM OF THE WORLD WIDE WEB

SPEEDWEEK.com presents around-the-clock the latest top stories as well as detailed results and background reports from international racing formats and national series in the field of automotive sports and the world of two-wheelers. With a focus on up-to-datedness and comprehensive coverage, SPEEDWEEK.com offers an appealing platform for all motorsport fans who want to stay up to date.



Page Impressions (Google Analytics monthly Ø 2024)

5.773.000



Sessions (Google Analytics monthly Ø 2024)

3.755.000



Social Media Followers (Meta, Januray 2025)

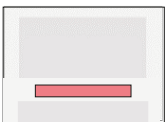
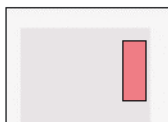
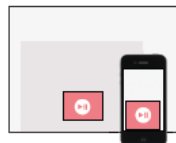
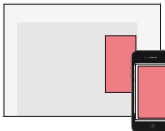
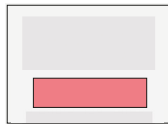
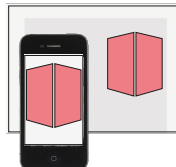

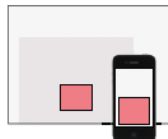
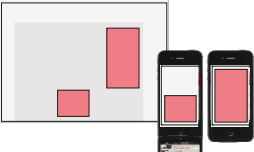
76.600




Newsletter Subscriptions (Publisher data, January 2025)

11.600













CLASSIC DISPLAY

	Leaderboard	728 x 90 px Desktop ROS TKP	30.–		Skyscraper	160 x 600px Desktop ROS TKP	30.–		Outstream	16:9 mind. 1.280 x 720 px max. 1.920 x 1.080 px TKP 10-25 sec	50.–
	Halfpage Ad	300 x 600 px Desktop/Mobile ROS TKP	50.–		Billboard	970 x 250 px Desktop ROS TKP	50.–		Cube Ad	300 x 600px Desktop/Mobile TKP	50.–
	Newsletter Integration	<ul style="list-style-type: none">• weekly dispatch (Tuesday/Friday)• Integration options: MPU (300 x 250 px) or content teaser (image/text combination)	1,990.–		MPU	300 x 250 px Desktop/Mobile ROS TKP	30.–				
	„Home Page-Rach-Package“									GSA	on request
<p>The advertising form in a class of its own: we make the speedweek.com home page in your layout and you achieve maximum attention for your advertising message.</p>											


ADVERTORIAL/NATIVE

	Advertorial	<p>You supply the text and image material and we design your advertorial in the look and feel of the website</p> <p>Video integration is also possible as an option.</p> <p>Running time: 1 month+</p>	<p>Guaranteed services GSA:</p> <ul style="list-style-type: none"> • 200,000 Ad Impressions via Content Teaser • 60,000 social media impressions • Individual countries on request 	GSA	4,950.– Design costs included
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CONTENT & SOCIAL MEDIA FORMATS

  	 „Produkt-/ Modell-Portrait“ <i>Product Portrait</i>	<p>Format for the automotive & motorsport industry to present models/products and services. Image and text material is supplied.</p> <ul style="list-style-type: none">• The portrait is prepared in the look & feel of speedweek.com and placed in the “Products” channel• Integration of existing/appropriate articles, videos, etc. <p>Duration: 1 month</p>	<p>Guaranteed services GSA:</p> <ul style="list-style-type: none">• 200,000 ad impressions via content teaser• 60,000 social impressions• 1 week placement on the speedweek.com homepage and speedweek.com/products• 1x Integration of the article teaser in the newsletter	GSA	4,950,- Incl. design costs
  	 „Die Geschichte von ...“ <i>The Story of...</i>	<p>Format for the automotive & motorsport industry to tell a unique story. Storytelling offers the opportunity to bring the history, ideas and successes of your company closer and to tell your personal company story. Image and text material are supplied.</p> <ul style="list-style-type: none">• The portrait is prepared in the look & feel of speedweek.com and placed in the “Products” channel• Integration of existing/appropriate articles, videos, etc. <p>Duration: 1 month</p>	<p>Guaranteed services GSA:</p> <ul style="list-style-type: none">• 200,000 ad impressions via content teaser• 60,000 social impressions• 1 week placement on the speedweek.com homepage and speedweek.com/products• 1x Integration of the article teaser in the newsletter	GSA	4,950,- Incl. design costs
  	 Native Interview	<p>The speedweek.com editorial team talks to people from the world of motorsport about life, work and the current situation. Informative, entertaining and inspiring for the target group.</p> <p>Running time: 1 week</p>	<p>Guaranteed services GSA:</p> <ul style="list-style-type: none">• 200,000 ad impressions via content teaser• 60,000 social impressions• 1 week placement on the speedweek.com homepage and speedweek.com/products• 1x Integration of the article teaser in the newsletter	GSA	4,950,- Incl. design costs

CONTESTS & SWEEPSTAKES

  	 Sweepstakes	<p>The online competition on speedweek.com.</p> <p>You choose the prize Set-up and product integration in the look & feel of speedweek.com</p> <p>Duration: 1 month</p>	<p>Services:</p> <ul style="list-style-type: none">• Promotion of the post with the content teaser• social media activation (Facebook posting)• 1x Integration of the article teaser in the newsletter	GSA	3,950,- Incl. design costs
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