

## THE BEST MOTORSPORT ON THE 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-dateness and comprehensive coverage, SPEEDWEEK.com offers an appealing platform for all motorsport fans who want to stay up to date.



Page Impression (Google Analytics monthly Ø 2024)

**9,708,000**



Sessions (Google Analytics monthly Ø 2024)

**5,355,000**



Social Media Follower (Meta January 2025)

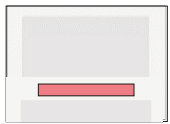
**81,000**



Newsletter Subscriptions (publishers statement, January 2025)

**11,600**

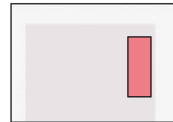
**CLASSIC DISPLAY**



**Leaderboard**

728 x 90 px  
Desktop  
ROS TKP

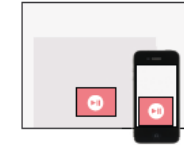
30.-



**Skyscraper**

160 x 600px  
Desktop  
ROS TKP

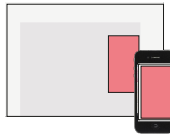
30.-



**Outstream**

16:9  
mind. 1.280 x 720px  
max. 1.920 x 1.080px  
TKP 10-25 sec

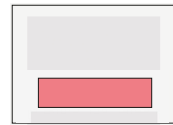
50.-



**Halfpage Ad**

300 x 600 px  
Desktop/Mobile  
ROS TKP

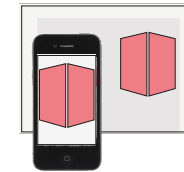
50.-



**Billboard**

970 x 250 px  
Desktop  
ROS TKP

50.-



**Cube Ad**

300 x 600px  
Desktop/Mobile  
TKP

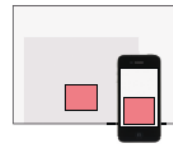
50.-



**Newsletter Integration**

- weekly dispatch (Tuesday/Friday)
- Integration options:  
MPU (300 x 250 px) or content teaser (image/text combination)

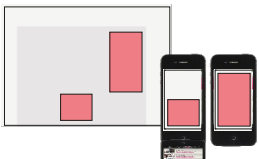
1,990,-



**MPU**

300 x 250 px  
Desktop/Mobile  
ROS TKP

30.-



**„Home Page-Reach-Package“**

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.

GSA

on request

**ADVERTORIAL/NATIVE**



**Advertorial**

You supply the text and image material and we design your advertorial in the look and feel of the website  
Video integration is also possible as an option.

**Running time: 1 month+**

**Guaranteed services GSA:**

- 200,000 Ad Impressions via Content Teaser
- 60,000 social media impressions
- Individual countries on request

GSA

4,950,-  
Design costs included



## CONTENT & SOCIAL MEDIA FORMATE

	<b>„Produkt/Modell-Portrait“</b>	<p>Format for the automotive &amp; motorsport industry to present models/products and services. Image and text material is supplied.</p> <ul style="list-style-type: none"> <li>The portrait is prepared in the look &amp; feel of speedweek.com and placed in the “Products” channel</li> <li>Integration of existing/appropriate articles, videos, etc.</li> </ul> <p><b>Duration: 1 month</b></p>	<p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"> <li>200,000 ad impressions via content teaser</li> <li>60,000 social impressions</li> <li>1 week placement on the speedweek.com homepage and speedweek.com/products</li> <li>1x Integration of the article teaser in the newsletter</li> </ul>	GSA	4,950,- Incl. design costs
	<b>„Die Geschichte von ...“</b>	<p>Format for the automotive &amp; 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"> <li>The portrait is prepared in the look &amp; feel of speedweek.com and placed in the “Products” channel</li> <li>Integration of existing/appropriate articles, videos, etc.</li> </ul> <p><b>Duration: 1 month</b></p>	<p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"> <li>200,000 ad impressions via content teaser</li> <li>60,000 social impressions</li> <li>1 week placement on the speedweek.com homepage and speedweek.com/products</li> <li>1x Integration of the article teaser in the newsletter</li> </ul>	GSA	4,950,- Incl. design costs
	<b>Native Interview</b>	<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><b>Running time: 1 week</b></p>	<p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"> <li>200,000 ad impressions via content teaser</li> <li>60,000 social impressions</li> <li>1 week placement on the speedweek.com homepage and speedweek.com/products</li> <li>1x Integration of the article teaser in the newsletter</li> </ul>	GSA	4,950,- Incl. design costs

## PRICE GAME

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