



Advertising Opportunities

Promote your brand with Australia's governing body of motorsport



ADVERTISE WITH AUSTRALIA'S FASTEST SPORT










About Motorsport Australia

Motorsport Australia's mission is to advance and grow motorsport for Australian participants at all levels as the trusted custodian, developer and facilitator of sustainable, safe and fair sport.

Key Responsibilities

-  National Sporting Organisation
-  Competition and Official Licencing
-  National Competition Rules
-  Event Permits and Promotion
-  Club Affiliation

Social

-  33,000
-  8,550
-  24,400

Our Members

-  24,000 licenced competitors
-  88,000 car club members
-  2,000 permitted events
-  560 affiliated car clubs
-  10,000 licenced officials

“Motorsport’s total gross annual output to the Australian economy is \$8.6b”

The four-wheeled motorsport industry provides \$3.1 billion in direct output, while providing \$5.5 billion of indirect output based on pre-pandemic figures.*

*2021 Ernst & Young — An economic analysis of the contribution of motorsport to the Australian economy. All data from 2019.



Our National Reach

Our vast membership base is truly nation-wide. Across all states and territories, events take place from national and state championships, through to club, grassroots and participation initiatives.

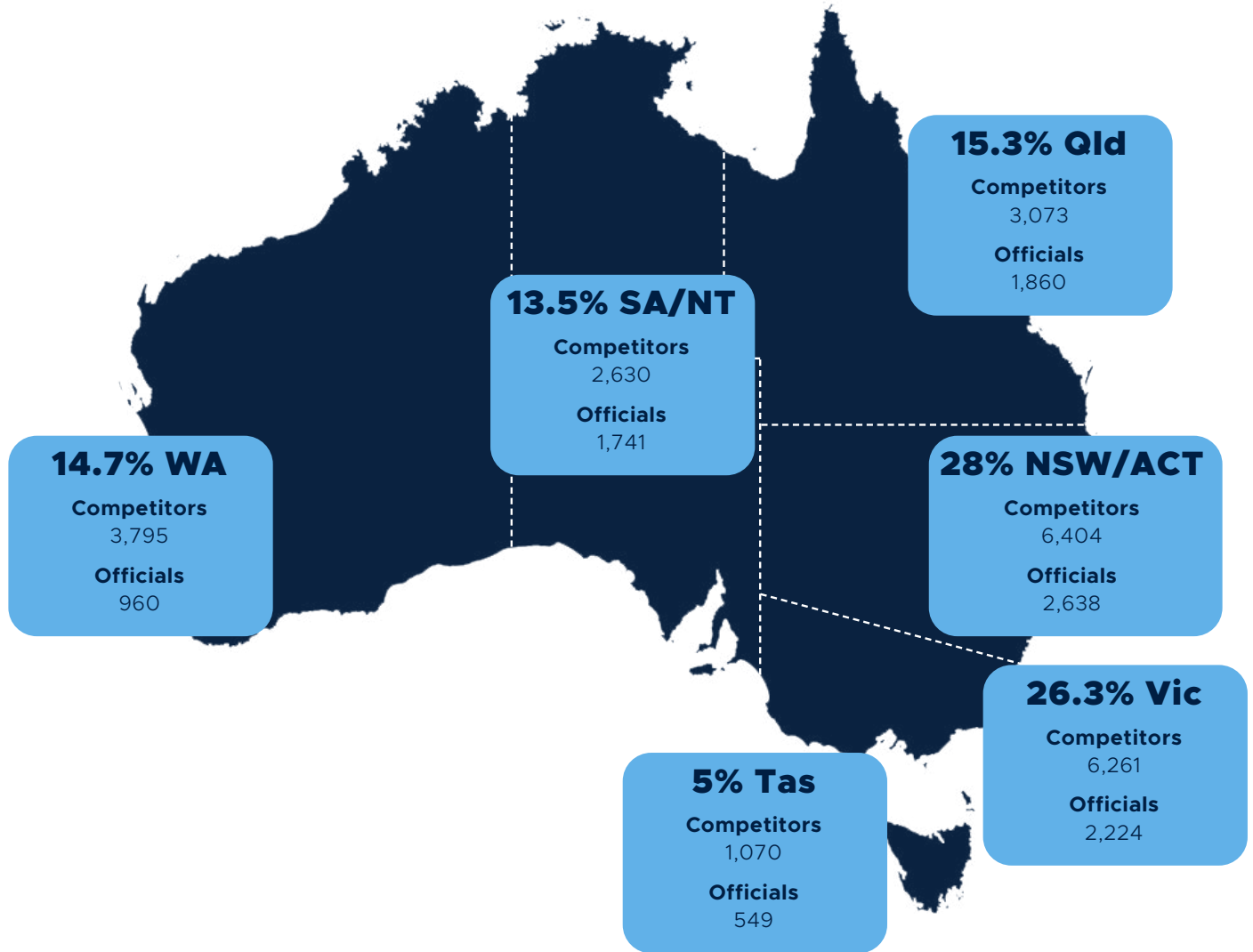
Fast Facts

\$20K Competitor annual spend on motorsport

\$7.4K Official annual spend on motorsport

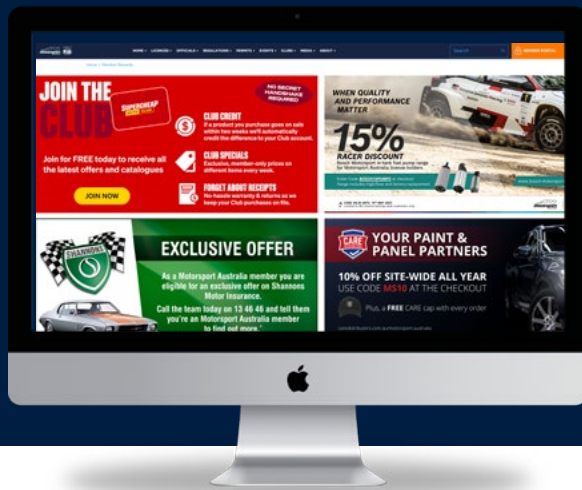
Primary reason for being involved with motorsport:

For the competition



*2021 Ernst & Young — An economic analysis of the contribution of motorsport to the Australian economy. All data from 2019.

Advertising Opportunities



Member Rewards Partner

Exclusive offers and promotions for members

Advertisers now have the opportunity to promote exclusive offers and promotions to Motorsport Australia members through the Member Rewards Program.

Located in the Member Portal, members can access these offers any time throughout the year.

Quarterly EDM Member Rewards campaigns are also sent to members.

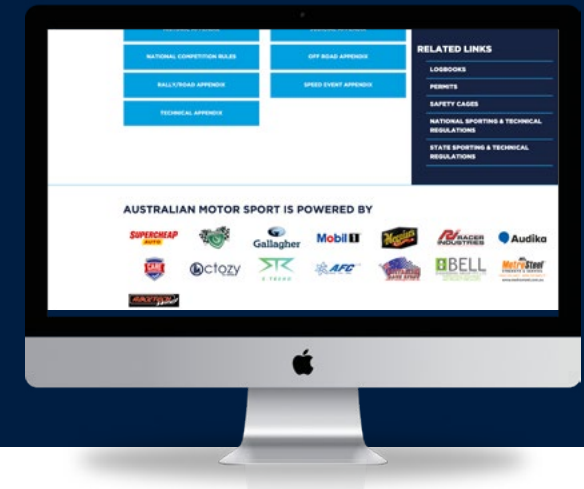


Speed Read

Monthly e-magazine

Sent to more than 70,000 members each month — Speed Read is the one place to catch up on all things motorsport every month.

Interviews, event reports, technical updates and other top news from the month is featured in the monthly publication.



Motorsport Australia Manual

Online access to rules and regulations

The Motorsport Australia Manual is the official rule book of motorsport.

Featuring the National Competition Rules and the General Requirements set by Motorsport Australia, the Manual is available for all to read and is available to download online free of charge.

Advertising space can be targeted to suit core business segments.

Member Rewards

Publication Details

Distribution:	Live on the Motorsport Australia Member Portal
EDM opportunity:	4 x EDMs to Motorsport Australia marketing database per year (45,000)
Rotation of offer:	When required by advertiser
Medium:	Online through the Member Portal (mobile responsive)

Artwork Specifications



Image with offer or call to action

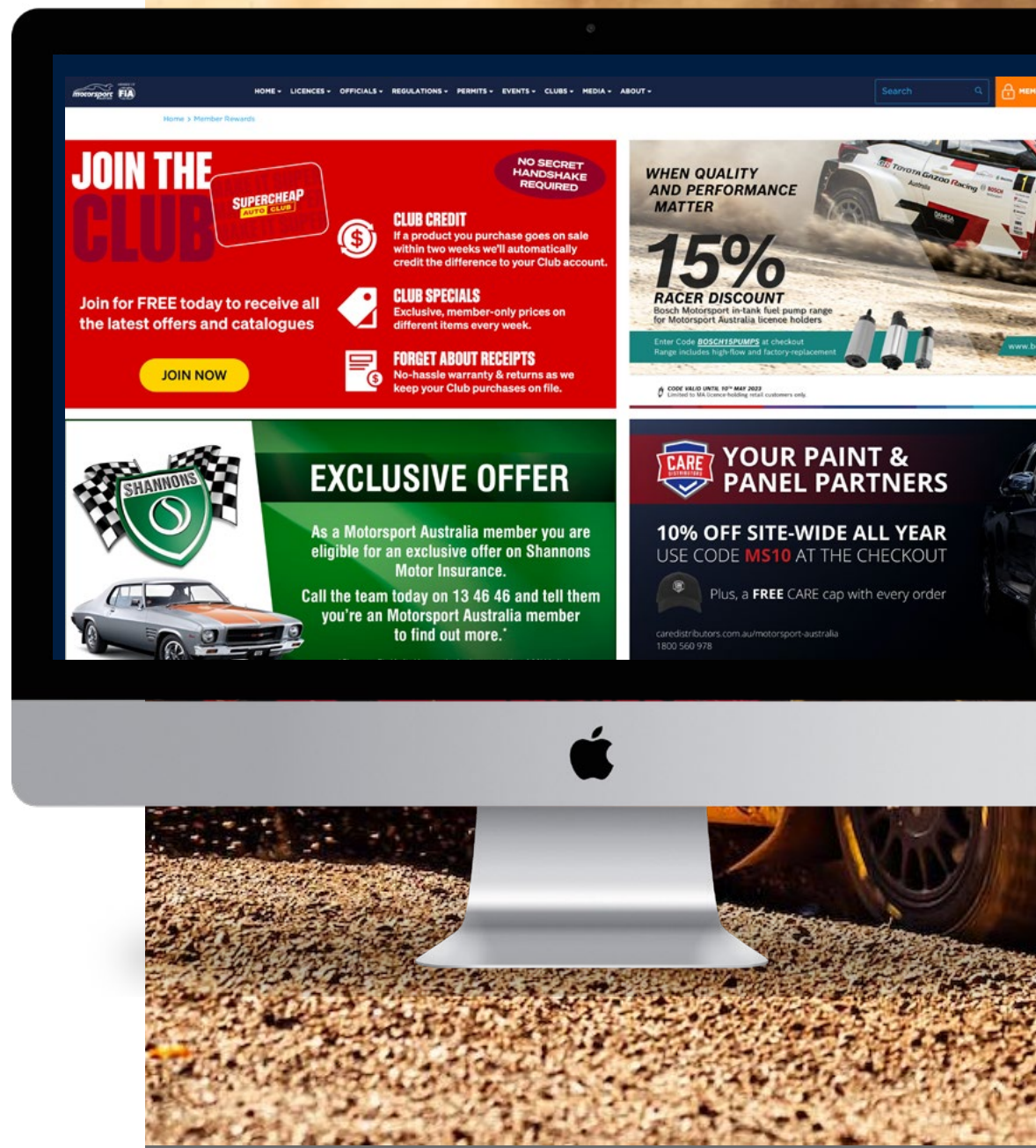
Banner area: 1400 pixels wide x 680 pixels high

Export with: 144 dpi
PNG and RGB colour

Current Member Rewards Partners

Shannons Insurance	Supercheap Auto
Mobil 1	Meguiar's
Racer Industries	Audika
Bosch Motorsport	Care Distributors
Next Level Racing	SicLids
S-Trend Sportswear	Shannons SpeedSeries

All dates and specifications listed in this document are correct at time of printing, and are subject to change.



Speed Read

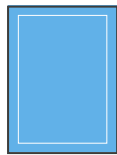
Publication Details

Distribution: 70,000+ direct database email

Frequency: Monthly (11 editions, ex. Jan)

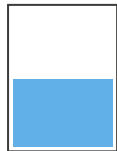
Medium: Online: A4 Digital PDF

Artwork Specifications



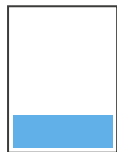
Full Page

Live type area: 184.6 x 271.6mm
Artwork area: 210 x 297mm



1/2 Page Horizontal

Artwork area: 184.6 x 131.8mm



1/4 Page Horizontal

Artwork area: 184.6 x 61.9mm

Current Advertisers

Shannons Insurance

Supercheap Auto

Mobil 1

Meguiar's

Racer Industries

Bosch Motorsport

Audika

Care Distributors

Next Level Racing

S-Trend Sportswear

Polaris

Booking Deadlines

ISSUE	SPEED READ
January	N/A
February	19 January
March	16 February
April	18 March
May	20 April
June	18 May
July	17 June
August	20 July
September	18 August
October	21 September
November	19 October
December	17 November



Motorsport Australia Manual

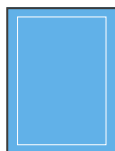
Publication Details

Distribution: Online via motorsport.org.au

Frequency: Updated throughout the year when required

Medium: Online

Artwork Specifications



Full Page

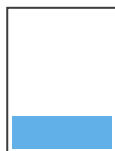
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Booking Deadline

Two weeks prior to publishing being required

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Advertising Fees

Member Rewards Partner

\$5,000 (ex. GST) for 12 months

Offer will also be featured in a quarterly EDM campaign sent out to our marketing list (45,000 recipients).

Speed Read

\$250 (ex. GST) 1/4 page per edition

\$400 (ex. GST) 1/2 page per edition

\$600 (ex. GST) 1 page per edition

Motorsport Australia Manual

\$1,250 (ex. GST) 1/4 page for 12 months

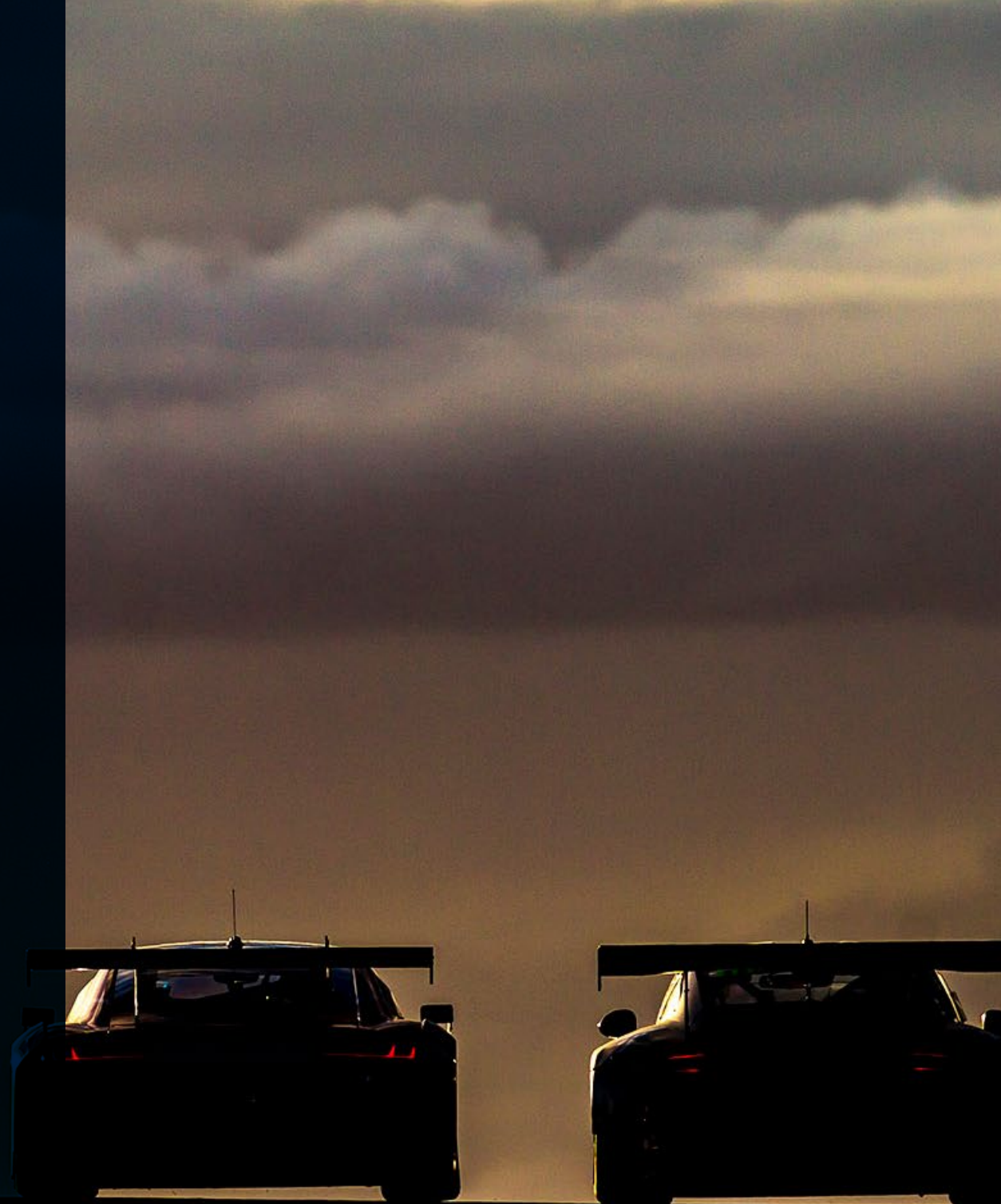
\$1,800 (ex. GST) 1/2 page for 12 months

\$2,400 (ex. GST) 1 page for 12 months

Speed Reward Package

\$7,500 (ex. GST) for 12 months

Be featured as a Member Rewards partner for 12 months + 5 x full page advertisements featured in Speed Read



Submission Information

Artwork Specifications

Material should be supplied digitally at 100% size either via email or file sharing service.

Member Rewards

All artwork to be supplied in PNG format (1400 pixels wide x 680 pixels high).

Artwork must be at specified pixel dimensions (at 144 dpi resolution) and supplied in RGB colour.

Speed Read & Motorsport Australia Manual

All artwork to be supplied in PDF A4 format.

All fonts in supplied PDF must be converted to outline.

Images included must be high resolution (300 dpi at full size) and supplied in CMYK colour.

The Fine Print

No responsibility is accepted for errors occurring in the printing, distributing or displaying of material which is incorrectly supplied.

Motorsport Australia reserves the right to reject any advertising material deemed inappropriate.

All pricing listed in this document is in AUD and does not include GST.

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Partner with our Championships & Programs

*Interested in a broader partnership with Motorsport Australia and our promoted Championships and Programs?
We can tailor a package to suit your brands' requirements. Reach out to learn more.*

MOTORSPORT AUSTRALIA PROMOTED CHAMPIONSHIPS



MOTORSPORT AUSTRALIA PROMOTED PROGRAMS





For more information or to discuss
this in more detail please contact:

Loren Hazelwood

Partnership Executive

+61 417 242 273

lhazelwood@motorsport.org.au

MOTORSPORT AUSTRALIA
275 CANTERBURY ROAD
CANTERBURY, VIC, 3126
+61 3 9593 7777

