

THERE'S
AWESOME
IN EVERY **MOMENT**

4 OF THE
BEST

V8 SUPERCARS MEDIA KIT 2011



ncp NEWS
CUSTOM
PUBLISHING

Four of the Best



Four of the Best is the most comprehensive and affordable way to purchase a full page of advertising at the largest V8 Supercars events along the eastern seaboard in 2011.

News Custom Publishing has secured the rights to publish four magazines for V8 Supercars this season.

Please take the time to review our comprehensive package that will see your brand represented at each of these events.

NCP are offering a huge discount and premium placement to all advertisers who invest in this incredible package.



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TOWNSVILLE400

JULY 8-10



The sporting event of North Queensland and the biggest for the region, with the slickest street circuit on the continent. The **Armor All Townsville 400** draws a big crowd locally as well as national and international tourists.

A range of on and off track entertainment ensures a family-friendly, festival atmosphere with mainstream entertainments such as concerts, this ensures that event goers are not restricted by their knowledge of the sport and can engage on any level.

Our magazine sold out at this event last year and will have an increased print run to cater for the expected crowds this year.



Circulation	55,000	Full Page	\$4,410
Readership	120,000+*	DPS	\$7,927
		Half Page	\$2,866

*Publisher's claim



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SUPERCHEAP AUTO BATHURST 1000

6-8 OCTOBER

Offering a traditional motorsport experience, this event has legendary status in Australian motorsport history and is the Melbourne Cup of motorsport. Mount Panorama is considered to be the Mecca of motorsport, an annual pilgrimage that should be experienced by all.

Supercheap Auto Bathurst 1000 is the crown of V8 Supercars racing, held on the toughest track for cars and drivers on the V8 Supercars calendar – it is by all accounts the pinnacle of V8 Supercars racing in Australia. The official event program also has the largest circulation of the season and is a must for those wanting exposure to an audience of motorsport enthusiasts.

Circulation	70,000	Full Page	\$6,930
Readership	180,000+*	DPS	\$11,987
		Half Page	\$3,938

*Publisher's claim



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GOLD COAST 600

21-23 OCTOBER, 2011 

V8 SUPERCARS
CHAMPIONSHIP
BIG POND

Held on the streets of Surfers Paradise and celebrating 21 years as the Gold Coast's signature street race, 2011 will see the event as a festival that can be enjoyed by families, corporate, industry and trade, ensuring a strong community engagement; V8 Supercar Challenge, Gold Coast is an endurance race that covers over 600km, 300km each day. There will be 18 international drivers from around 14 different countries.

Held over three days Friday to Sunday and offering more activities off track the Broadwater Park will be utilised for nightly entertainment featuring Australian and International artists which are all included in the ticket price.



Circulation	60,000	Full Page	\$6,174
Readership	TBC	DPS	\$11,552
		Half Page	\$3,360



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SYDNEY **Telstra** 500

2-4 DECEMBER 2011



Held at Sydney Olympic Park this race attracts family and friend groups as well as motor enthusiasts. It's the grand final of the year that encapsulates the greatest show on wheels.

With a focus on entertainment and a strong festival atmosphere the event offers great value with public transport, on and off track entertainment included in the ticket cost.

Investing in this title will offer you a targeted audience of like-minded individuals that have an interest in sport, entertainment and are attracted to an outdoor lifestyle.

Circulation	60,000	Full Page	\$4,410
Readership	120,000+*	DPS	\$7,927
		Half Page	\$2,886

*Publisher's claim



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Hitting the Mark

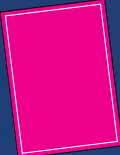
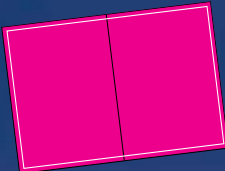


NCP offers discounted options when you book two or more of the magazines as part of your media schedule during the year. This gives advertisers a great opportunity to gain exposure and coverage at all the V8 Supercars events offered here and enjoy a discount of between 5 and 20% depending on the investment you choose.

You can alter your advertisement in each magazine to make it specific for that event and state or run the same material in all four issues, it's up to you!

Investment Options

All costs listed are per issue and ex GST

	Full Page 				DPS 				Half Page 			
	Just one	Any two	Any three	All four	Just one	Any two	Any three	All four	Just one	Any two	Any three	All four
Armor All Townsville 400	\$4,410	\$4,189	\$3,859	\$3,528	\$7,927	\$7,530	\$6,938	\$6,342	\$2,886	\$2,744	\$2,526	\$2,310
Supercheap Auto Bathurst	\$6,930	\$6,583	\$6,063	\$5,544	\$11,987	\$11,472	\$10,566	\$9,660	\$3,938	\$3,742	\$3,446	\$3,144
V8 Supercar Challenge, Gold Coast	\$6,174	\$5,865	\$5,570	\$4,939	\$11,552	\$10,972	\$9,992	\$9,240	\$3,360	\$3,192	\$2,938	\$2,688
Sydney Telstra 500	\$4,410	\$3,990	\$3,859	\$3,528	\$7,927	\$7,530	\$6,938	\$6,342	\$2,886	\$2,744	\$2,526	\$2,310



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About NCP

A division of News Ltd, News Custom Publishing produces a range of Sport and Entertainment magazines that have wide appeal, specialising in Motorsport.

This year NCP will produce four magazines at the largest V8 Supercars events – Townsville, Gold Coast, Bathurst and Sydney.

NCP has been producing magazines for V8 Supercars for over 10 years.

NCP also has the rights to sell and distribute the magazines inside the track at all of the events to ensure your advertisement reaches the right target.

We can also provide accurate after sales data to any advertiser through our in-house Marketing Department.



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Booking cancellations and amendments will not be accepted one week prior to the advertised Booking Deadline. New clients are subject to credit approval. A Credit Account will only be offered to clients who complete a News Ltd Credit Application, this must be submitted 3 days prior to the advertised booking deadline. The promoter of the event has the right to exclude any advertisement that they deem conflicts with any sponsorship arrangement they have in place. This may also include advertising of an unsuitable nature that does not accurately represent the audience that attend these events.



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