

Magneto

2023 MEDIA INFORMATION



**HOTHOUSE
MEDIA**



PRINT IS DEAD...

LONG LIVE PRINT!

DOOMSAYERS HAVE LONG BEEN PREDICTING THE demise of print, and to a large degree we at Hothouse Media agree with them. The age of poor quality magazines that survive without innovation, recycling the same cover stories on a rotating basis, reducing paper quality to maintain profits and drowning in irrelevant adverts is over. The age of highly curated and unmissable content, beautifully crafted design and production values that create valuable communities of passion is now.

In the rush to digital and the desire for attribution of spend, many advertisers are missing the distinct role that print can provide in a balanced marketing strategy.

Great magazines create an environment of authority and trust where readers are relaxed and keen to indulge their passion. Within such an environment advertisers have a great opportunity to deliver their message directly and creatively without the noise and transience of the digital world.

MAGNETO ADVERTISING

WITH A STRICTLY LIMITED NUMBER of advertising pages per issue, Magneto creates an environment that allows adverts to be noticed and fully considered rather than lost within a sea of advertising and white noise.

Relevant advertising is as much a part of the content offering as great editorial, and the commercial team is careful about ensuring that the balance and quality of advertisers are a good fit for the discerning readership.

Advertising in Magneto is not for everyone. But if you offer products and services that are best in class and that appeal to an international audience of very discerning High Net Worth and Ultra High Net Worth individuals then Magneto should be under consideration.

The limited number of advertisers also allows for collaboration and partnership development between the advertiser, Magneto and the readership. Long term cooperation is key to the magazine's ongoing success, both in terms of editorial partnerships and circulation. Magneto is always keen to add high quality readers to the distribution list and is more than happy to discuss this with advertisers.

In addition to the publication, Magneto's weekly Email Briefing reaches over 14,000 of the most active enthusiasts on the Hothouse database. With an opening rate in excess of 45%, it is well regarded and highly responsive. A single advertising placement is available each week for advertisers in Magneto.



WELCOME TO MAGNETO

Winner

Consumer Magazine of the Year

Periodical Publishers Association

Winner

Automotive Publication of the Year

Newspress

Winner

Editor of the Year

Newspress

Winner

Classic Car Writer of the Year

Newspress

Winner

Editor of the Year

Guild of Motoring Writers

Winner

Specialist Writer of the Year

Guild of Motoring Writers

Winner

Designer of the Year

Periodical Publishers Association

**‘It is an absolute
delight to read and
is so very many
notches above any
other known
magazine on the
market today. I
absolutely love
the diversity of
the articles’**

David Newton, subscriber Former Chairman of Porsche Club GB



MAGNETO



MAGNETO IS THE AWARD-WINNING QUARTERLY magazine for the most active participants in the classic and modern collector car markets.

Now four years old, it has established itself as one of the most widely respected and influential magazines in the world.

Magneto talks directly to those who enter concours, historic motor sport and car tours, and who buy from international auction houses and dealers.

Magneto readers are the most active participants at a global level in the classic and collector car worlds, with the resources required to indulge their passion for their hobby to the full.

The typical Magneto reader will be in their mid- to late-50s, and will be at the top of their career. Generally self-made, or second generation wealth, they now have the time and desire to build a collection, go racing or travel the world to take in the best global events.

Alongside their passion for classic and collector cars, Magneto readers share a love of craftsmanship and quality. Watches, art and automobilia, fine wines and other collectibles are of keen interest to Magneto readers.

The editorial of Magneto is produced only by the best, most knowledgeable writers and most creative photographers, with production values that are of the highest quality.

‘Many of my clients are recipients of Magneto. Hearing that they love the production quality and content of the magazine means I can be confident Magneto connects with the collectors I want to talk to’

Paul Russell Restorer and multiple Pebble Beach winner



MAGNETO PARTNERSHIPS

MAGNETO IS UNLIKE OTHER MAGAZINES IN THAT it is distributed via partnerships to named individuals who qualify, by their involvement in the market, to receive a copy.

The audience is highly targeted – probably the most influential, active and affluent 10,000 car collectors on the planet. Total circulation has now surpassed 12,500 copies, with tailored content and advertising via two editions – USA and UK / Rest of World.

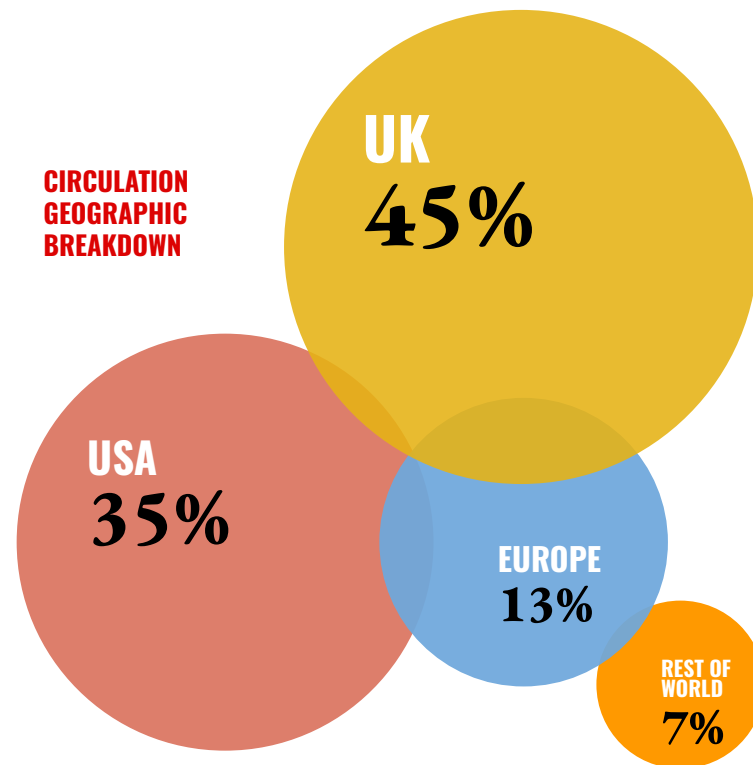
As a result, the quality of the audience is unmatched. Of the 100 most important collectors in the classic car world ('The Key' 2021), Magneto reaches over 85% of these (and climbing).



Recipients of Magneto magazine include the following:

- Entrants and VIPs to Pebble Beach Concours d'Elegance, Concours of Elegance Hampton Court, Hagerty Garage & Social Members
- Petersen Museum Checkered Flag members
- Motor Racing Legends entrants to the Sir Stirling Moss, Woodcote Trophy and Pre '66 race series
- Entrants to global rallies from Rally the Globe and HERO-ERA
- Hothouse Publishing VIP list
- VIP lists from numerous dealers, auction houses, collections and event partners
- Subscribers paying full price, not heavily discounted offers

CIRCULATION GEOGRAPHIC BREAKDOWN



**‘We are delighted
to be able to offer
Magneto as a
complimentary
magazine to our
Concours entrants.
The quality and
breadth of features
is world class’**



James Brooks-Ward Chief Executive, Concours of Elegance Hampton Court Palace

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MAGNETO ADVERTISING RATES 2023

DISPLAY ADVERTISING	GLOBAL EDITION	
	Single issue	Four issues
Double page spread	£4250	£3750
Full page	£2500	£2200
Half page	£1350	£1150
PREMIUM POSITIONS		
Full page (1st 40 pages)	£2900	£2500
Opening spread	£6500	£6000
Second spread	£5400	£4590
Third spread	£5000	£4250
Double page spread (1st 40 pages)	£4600	£3900
Outside back cover	£7000	£5950
Weekly newsletter advertising	£1050	£800

All figures net
of VAT where
applicable



MAGNETO SPECIFICATIONS 2023

ADVERT DIMENSIONS

DPS bleed 466mm wide x 296mm high

DPS trim 460mm wide x 290mm high

Full page inc bleed 236mm wide x 296mm high

Full page trim 230mm wide x 290mm high

Full page type area 192mm wide x 248mm high

Newsletter 540px x 300px plus 50 words

TECHNICAL REQUIREMENTS

Format PDF 1.3

Pages Single page PDF

Fonts All fonts to be embedded (subset)

Colour space CMYK

Image resolution 300dpi

Crop marks Trim marks 3mm from edge

Bleed 3mm

Gutter allowance 6mm

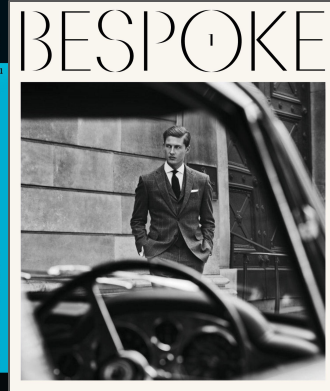
PUBLICATION DATES 2023

Spring February 6th

Summer May 2nd

Autumn/Fall August 7th

Winter November 6th



OTHER ADVERTISING OPPORTUNITIES



**HOTHOUSE
MEDIA**

The Concours Year

An annual celebration of the greatest concours events from around the world, this 280-page hardbound book is beautifully produced. It's mailed to the entrants and VIPs of more than 50 concours. A collectors' item.

Concours on Savile Row

Concours on Savile Row is a boutique London event celebrating the best of bespoke cars and tailoring, with hospitality to match. Launched in 2022, it is a fantastic addition to Central London's automotive scene.

Concours Programmes

The London Concours and Concours of Elegance Hampton Court are two of the UK's most prestigious classic and collector car events. Reach a very discerning audience through advertising in the souvenir programmes.

M1 Momentum

M1 Momentum, the high-quality bi-annual magazine for M1 Concourse – an exciting private garage community, track and event location at the epicentre of all things automotive in Metro Detroit, Michigan.



Bespoke

From personally designed cars, to handmade shoes, handcrafted watches and individually blended fragrances, Bespoke celebrates the best artisans creating products and services for discerning consumers.

Magneto

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