



LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY

Concours Programme Media Information 2023



HOTHOUSE
MEDIA



London Concours Honourable Artillery Company

The London Concours, presented by Montres Breguet, is a luxurious automotive garden party hosted right in the heart of the City of London from Tuesday 6th – Thursday 8th June.

This hugely exciting automobile extravaganza will see 80 of the world's most precious cars gather in the gardens of the historic and beautiful Honourable Artillery Company Headquarters and will include a ferocious collection of horsepower arranged in specially curated and themed displays chosen by the London Concours Steering Committee.

The three days offer entertainment on the lawns, beautiful retails chalets with luxury brands and artisan goods, and a delicious selection of food and beverages to match.

Whether you are attending as a sponsor, exhibitor or with VIP guests, the programme provides an excellent opportunity to deliver your message both at the event and beyond when the wine has been drunk and the visitors have left the field.



London Concoours Programme

Produced to complement the London Concoours, the souvenir programme will offer entrants and visitors a stunning guide to the three-day garden party, and a publication that will be kept and referred to into the future.

Advertising in the programme provides a unique opportunity to engage with a wealthy London audience in the heart of the city and to be associated with the most prestigious motoring event in the capital.

- Over 5000 copies given free to all entrants, VIPs and visitors to the Concoours
- Key information on each of the 80+ iconic cars on display
- Ultimate guide to the event: Timetable of activities, site map, exhibitor listings
- Feature content: Sponsor Profiles, Special Features, Class and Best of Show Awards, The Collector
- High production values, produced by the Award-winning team that publish Magneto and The Concoours Year





London Concours Programme - The Basics

Pagination:	72 + 6 page cover
Size:	270 x 210mm portrait
Advertising pages:	20 pages
Text paper:	150gsm finesse silk
Cover finish:	300gsm finesse silk with matt laminate and spot UV
Price:	Free of Charge
Quantity:	5000

The London Concours programme will be the essential guide to the must-attend social event in the Capital's Automotive Calendar.



Advertising Opportunities

A limited number of premium advertising pages will be available for key brands to promote their products and services. The London Concours Programme will reach the most affluent and passionate collectors in the Concours market in the UK

Costs per page:	Back page	£2800
	Inside Front DPS	£3000
	Editorial Feature Single Page	£1750
	Editorial Feature DPS	£3200
	Single Page	£1250
	DPS	£2200

Advertising Specs:	DPS inc bleed	276mm x 426mm
	DPS trim	270mm x 420mm
	Full page inc bleed	276mm x 216mm
	Full page trim	270mm x 210mm

Deadline for Copy: 17 June 2022



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