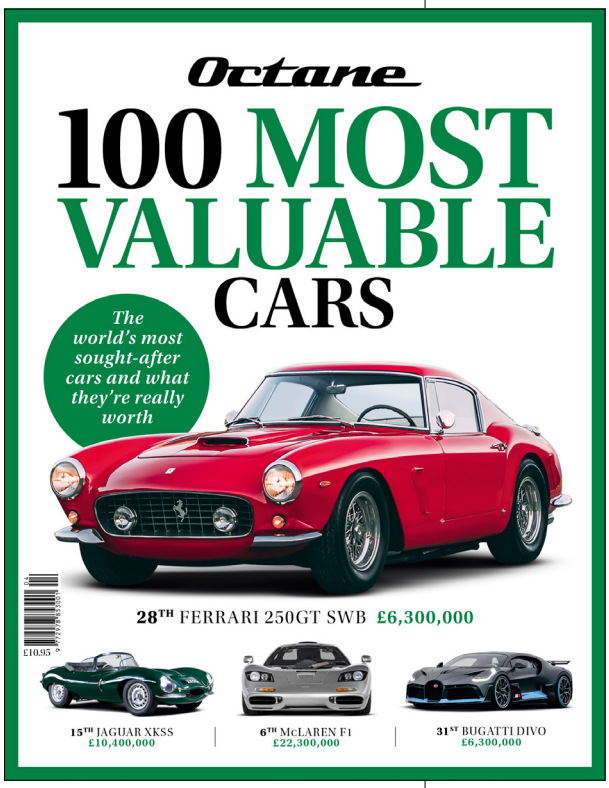
Octane BOOKAZINES 2026 MEDIA INFORMATION





ANDY MORGAN



LEXUS

Octane bookazines sit at the intersection of a book and a magazine, combining the award-winning design, authority and photography of *Octane* with premium production values that ensure they are kept, collected and revisited long after a magazine has been archived.

Following the outstanding success of *100 Greatest Porsches* and *100 Greatest Ferraris*, the series continues with *100 Greatest Supercars*, now on sale, before rounding off the year with *100 Most Valuable Cars*.

Each bookazine ranks the 100 most significant cars within its category, supported by authoritative editorial, market insight and outstanding photography that make every issue an essential long-term reference.

Throughout 2026, the *100 Greatest series* has celebrated four fascinating areas of the collector car world: Porsches, Ferraris, Supercars and the Most Valuable Cars.

Distributed through TG Jones, WHSmith Travel, Barnes & Noble, key supermarkets, independent retailers and direct via the *Octane* and *Magneto* websites, the series benefits from strong national and international visibility and a three-month shelf life.

Investment in advertising is highly cost-effective, with your brand positioned within a premium editorial environment trusted by discerning enthusiasts and collectors.

Octane bookazines 2026

100 Greatest Porsches: On sale 12 March

100 Greatest Ferraris: On sale 11 June

100 Greatest Supercars: On sale 3 September

100 Most Valuable Cars: On sale 3 December

WHAT YOU WILL FIND IN EACH ISSUE...

- The definitive ranking from 100 to 1
- In-depth features on the most important and influential cars
- Comprehensive specification, production and historical data
- Latest market values and buying insight
- Expert opinion from Octane's renowned contributors
- Entertaining, authoritative editorial
- World-class photography throughout
- Octane's award-winning design and production quality
- Plus exclusive facts, stories and much more

More details overleaf...

RATECARD

Premium Positions

	Single bookazine (per insertion)	All four bookazines (per insertion)
Outside back cover	£1500	£1350
Inside back cover	£1200	£1080
Opening double page spread	£2000	£1800
Full page first 30 pages	£800	£720

Display Positions

Double page spread	£1500	£1350
Full page	£750	£675
Half page	£350	£338

All prices exclude VAT where applicable

ADVERTISING SPECIFICATIONS

Full page trim:	222mm x 285mm (portrait)
Full page inc bleed:	228mm x 291mm (portrait)
DPS trim:	444mm x 285mm (landscape)
DPS inc bleed:	450mm x 291mm (landscape)
Half page:	196mm x 126mm (landscape)

Octane's 2026 bookazines

- **100 Greatest Porsches:** The definitive ranking of Porsche's greatest road and racing cars, judged on design, engineering excellence, motorsport heritage and lasting influence.
- **100 Greatest Ferraris:** An authoritative ranking of Ferrari's most important cars, from competition legends to road icons, assessed for beauty, innovation, provenance and impact.
- **100 Greatest Supercars:** The definitive ranking of the world's greatest supercars, from pioneering icons to modern hypercars, judged on performance, innovation, desirability, influence and lasting legacy.
- **100 Most Valuable Cars:** The ultimate guide to the world's most valuable collector cars, exploring the masterpieces that command record prices through rarity, provenance, significance and enduring market appeal.

FOR INFORMATION ABOUT ADVERTISING, PLEASE CONTACT

Advertising director: Sue Farrow, sue@flyingspace.co.uk
Advertising director: Rob Schulp, rob@flyingspace.co.uk
Lifestyle director: Sophie Kochan, sophiekochan2010@gmail.com

FOR EDITORIAL ENQUIRIES, PLEASE CONTACT

Editor in chief: James Elliott, james@octane-magazine.com

The basics

- **Size:** 222mm x 285mm portrait
- **Pagination:** 192+4 pages
- **Binding:** Perfect bound
- **Editorial pages:** 171
- **Advertising pages:** 25
- **Cover price where sold:** £10.95

Circulation

- **Print run:** 8000 per bookazine
- **Distribution:**
  UK: TG Jones, WHSmith Travel, Tesco, Waitrose, selected independent retailers
  USA: Barnes & Noble, selected independent booksellers
- Promoted to *Octane* and *Magneto* subscribers and available on *Octane* and *Magneto* websites to order directly

Dates for your diary

100 Greatest Porsches: Advertising deadline 23 February | on-sale 12 March

100 Greatest Ferraris: Advertising deadline 25 May | on-sale 11 June

100 Greatest Supercars: Advertising deadline 17 August | on-sale 3 September

100 Most Valuable Cars: Advertising deadline 16 November | on-sale 3 December