



# Magneto

2024 Media Information



## 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.

### 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  
Ex-Chairman Porsche Club GB*

# Magneto

Magneto is the award-winning quarterly magazine for the most active participants in the classic and collector car market.

Now five 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 classic 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 car world, with the resources required to indulge their passion for their hobby to the full.

The average 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 very best, most knowledgeable writers and most creative photographers with production values that are of the highest quality.



100 / MAGNETO

MAGNETO / 117

*"Magneto is a fantastic magazine. We at Fiskens pride ourselves of being the greatest place that cars come to sell, this is a magazine that really puts the effort into quality journalism, print/design which is important to us. But most of all, it is a really interesting read, it is a magazine not trying to be all things to all people."*

Gregor Fisken  
Fiskens Fine Historic Automobiles

## 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' 2022), 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 Chequered Flag members
- Motor Racing Legends entrants to the Sir Stirling Moss, Woodcote Trophy, Pre '66 race series
- Entrants to global rallies from Rally the Globe and HERO
- 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:

UK: 45%

USA: 35%

Europe: 13%

Rest of World: 7%



*"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*

## 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.

# Magneto



*“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 - Multiple Pebble Beach winner*

# Magneto Advertising Rates 2024

Display Advertising	Global Edition		UK / RoW Edition		USA Edition	
	Single Issue	Four Issues	Single Issue	Four Issues	Single Issue	Four Issues
Double page spread	£4500	£3825	£2700	£2295	\$2855	\$2430
Full page	£2500	£2125	£1500	£1275	\$1585	\$1365
Half page	£1400	£1190	£840	£715	\$890	\$765
<b>Premium Positions</b>						
Full page (1st 40 pages)	£3000	£2550	£1800	£1,530	\$1900	\$1650
Opening spread	£7000	£5950	N/A	N/A	N/A	N/A
Second spread	£5400	£4590	N/A	N/A	N/A	N/A
Third spread	£5000	£4250	N/A	N/A	N/A	N/A
Double Page Spread (1st 40 pages)	£4800	£4080	£2880	£2,450	\$3045	\$2600
Outside back cover	£7000	£5950	N/A	N/A	N/A	N/A
Weekly Newsletter Advertising	£1050	£800	N/A	N/A	N/A	N/A

all figures net of VAT where applicable

# Magneto Specifications 2024

## Advert Dimensions

DPS bleed 466mm wide x 296mm high  
DPS trim 460mm wide x 290mm high  
Full page inc bleed 236 wide x 296mm high  
Full page trim 230mm wide x 290mm high  
Full page type area 192mm wide x 248mm high

Newsletter: 540 px x 300px plus 50 words

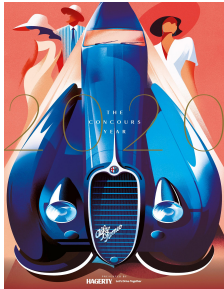
## Publication Dates 2024

Spring:	February 5th	Autumn/Fall:	July 29th
Summer:	May 7th	Winter:	November 7th

Format	PDF 1.3
Pages	Single Page PDF
Fonts	All fonts to be embedded (subset)
Colour Space	CMYK
Image Resolution	300 dpi
Crop Marks	Trim marks 3mm from edge
Bleed	3mm



## Other Advertising Opportunities



### The Concours Year

An annual celebration of the greatest Concours events from around the world. 200+ pages, hardbound book, beautifully produced and mailed to the entrants and VIPs of 40+ Concours. A collectors item.



### Concours on Savile Row

Concours on Savile Row is a boutique London event celebrating the very best of bespoke cars and tailoring. 35 exquisite cars, the world's best tailors and hospitality to match. Launched in 2022 it is a fantastic addition to the automotive scene in central London



### 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 bi-annual magazine for M1 Concourse - the private garage community, track and event location at the epicentre of all things automotive in Metro Detroit.



## Meet the Team



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