

Octane

BOOKAZINES

2026 MEDIA

INFORMATION

Octane

100 GREATEST

PORSCHE



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of *Octane* with premium production values that ensure they are kept, collected and revisited long after a magazine has been archived.

This longevity creates a powerful environment for advertisers seeking sustained exposure to a highly targeted, affluent and knowledgeable audience of enthusiasts and collectors.

For 2026, the *100 Greatest* series comprises four titles: *100 Greatest Porsches*, *100 Greatest Ferraris*, *100*

Greatest Supercars and *100 Most Valuable Cars*. Each bookazine ranks the most significant cars within its category, supported by expert editorial that encourages repeat engagement.

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 brand messages positioned within a premium editorial environment.

WHAT YOU WILL FIND IN EACH ISSUE...

- Ranking from 100 to 1 of the greatest cars in each category
- Full features on some of the key cars in each of the top 100s
- Standard facts on each car (launch date, production numbers, period of production, etc)
- Latest valuation figures
- Expert opinion from a variety of renowned writers
- Entertaining, informative writing
- World class photography
- *Octane's* high design standards
- Plus much more!

More details overleaf...

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

RATECARD

Premium Positions

	Single bookazine (per insertion)	All three 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	£400	£400

ADVERTISING SPECIFICATIONS

Full page trim:	222mm x 285mm (portrait)
Full page inc bleed:	238mm 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:** A definitive ranking of the world's most extreme supercars, charting the machines that redefined performance, drama, desirability and modern automotive ambition.
- **Top 100 Most Valuable Cars:** An expert guide to the world's most valuable cars, revealing the rarity, provenance and market forces behind record-breaking prices.

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:** 224+4 pages
- **Binding:** Perfect bound
- **Editorial pages:** 198
- **Advertising pages:** 30
- **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