

# sportscar

*The news authority on IMSA, FIA WEC, GT racing and more!*



## ABOUT THE PUBLISHER

John Dagys is a motorsports publisher, journalist and photographer, having covered the sport professionally since 2005. He is the founder and Editor-in-Chief of Sportscar365.

With a Bachelor's Degree in Journalism, John spent nine years as a motorsports correspondent for FOXSports.com prior to launching his own media business.

## AT A GLANCE

**13.4 MILLION**  
PAGE VIEWS IN 2020

**1.4 MILLION**  
UNIQUE VIEWERS IN 2020

**1.1 MILLION**  
PAGE VIEWS PER MONTH  
(average)

**+66%**  
INCREASE IN PAGE VIEWS  
2017 to 2018

**23,200**  
ARTICLES PUBLISHED

**18 MILLION**  
TWITTER IMPRESSIONS IN 2020

 **35,620 LIKES**  
*sportscar365*

 **46,400 FOLLOWERS**  
*@sportscar365*

## THE INDUSTRY LEADER

Launched in 2013, Sportscar365 has become the leading independent English-language news source for sports car racing, with more than 40 million views in its first five years of operation.

Sportscar365 provides breaking news, features, analysis and industry insight that's not seen on any other media platform.

Featuring a global staff of reporters that are on-site at every major event, Sportscar365 provides unparalleled in-depth coverage of the leading sports car racing championships.



## FOCUSED SERIES COVERAGE

- IMSA WeatherTech SportsCar Championship
- FIA World Endurance Championship
- Intercontinental GT Challenge
- GT World Challenge

## KEY RACES

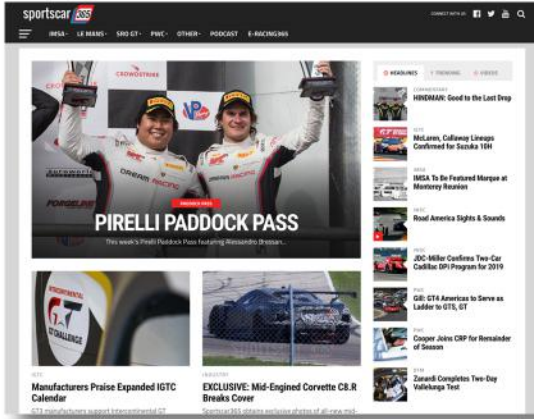
- 24 Hours of Le Mans
- Rolex 24 at Daytona
- Total 24 Hours of Spa
- Nürburgring 24
- Twelve Hours of Sebring
- Motul Petit Le Mans

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Updated: December 2021

# SPORTSCAR365 IN-DEPTH

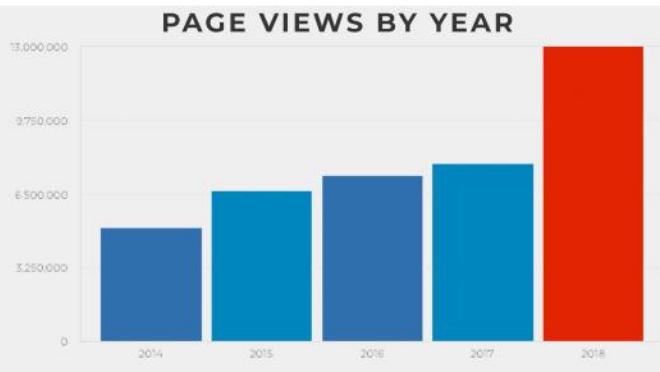


## WINNING NUMBERS

More than **8 million** unique viewers have visited SportsCar365 since its launch in 2013, totaling **75 million** page views from **234** different countries/territories.

## MOBILE-FIRST DESIGN

The latest website redesign, launched in late 2017, features a mobile-first approach, helping boost traffic and contributing to a **66 percent increase** in page views year-to-date.



### TRAFFIC BY YEAR

YEAR	PAGE VIEWS	UNIQUE VIEWERS
2014	5 million	603,310
2015	6.6 million	825,839
2016	7.3 million	951,391
2017	7.8 million	1.1 million
2018	13 million	1.3 million

## RECORD-BREAKING LE MANS

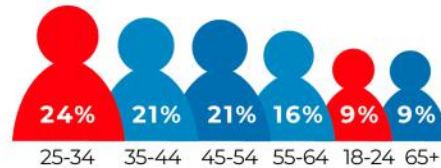
The 24 Hours of Le Mans delivered record numbers in 2018, with more than **1.1 million** page views during race week, marking a **138 percent increase** in overall site traffic year-to-year.

## DEMOGRAPHICS

### USERS BY PLATFORM



### VIEWERS BY AGE



### TOP 5 COUNTRIES





## PARTNERSHIP OPPORTUNITIES



### SECTION SPONSORSHIP

720x90 pixel headline banner displayed on all content for each series category (IMSA, WEC, GT World Challenge, etc). Minimum 12-month commitment:

**From \$995/mo**

### SPONSORED COLUMNS

Exclusive pre or post-race columns from drivers, engineers, team owners, etc, with in-text sponsorship opportunities.

**Contact us for pricing**

### SPONSORED POSTS

Features, technical analysis, video embeds and more. Options include supplied or tailor-made content to fit your editorial needs. **Contact us for pricing**

### OTHER OPTIONS

Please contact us for additional advertising and partnership opportunities.

*\*All rates in U.S. Dollars (USD)*

### AD RATES

**TOP LEADERBOARD: \$3295/mo**  
970x90px (run-of-site)

**MIDDLE LEADERBOARD: \$1995/mo**  
970x90px (homepage)

**TOP SIDEBAR AD: \$1595/mo**  
300x250px (top-right homepage)

**SIDEBAR AD: \$995/mo**  
300x250px (homepage or articles)

**SKYSCRAPER: \$1195/mo**  
300x600px (homepage or articles)

**WALLPAPER SKIN: \$1995/wk**  
(run-of-site)

**FOOTER LEADERBOARD: \$595/mo**  
970x90px (run-of-site)

# AD LOCATIONS

The screenshot shows the sports car website interface. At the top, there is a navigation bar with 'sports car' logo and menu items: 'HOME', 'LEADERBOARD', 'SCHEDULE', 'PAGES', 'OTHER SERIES', 'PODCAST', 'E-NEWSLETTER'. Below the navigation is a red banner for 'TOP LEADERBOARD'. The main content area features a large article titled 'LONG-AWAITED PWC TITLE' with a photo of three women. To the right of this article is a green sidebar ad labeled 'TOP SIDEBAR 300x250'. Below the main article are several smaller news items with photos and titles, such as 'Double Drive: Shanghai Recap, Tristan Nunez Interview (11.7.17)', 'Porsche LMP1 Reflections: Brendon Hartley', 'Dyer Recovering from Surgery', 'Shanghai Lights & Sounds', and 'Ford Chasing Its 2018 Customer Car Decision'. Below the main content area is a blue banner for 'MIDDLE LEADERBOARD'. Underneath this banner is a 'MORE NEWS' section with several article thumbnails and titles, including 'DC Racing Preparing for Two-Car Daytona Effort', 'Lago Set for Bathurst 12H Return', 'Shanghai Post-Race Notebook', 'Top 20 Photos from 6H Shanghai', and 'Sold: "Big Release" for Porsche After Clinching World Championships'. To the right of the 'MORE NEWS' section is another green sidebar ad labeled 'SIDEBAR 300x250'. At the bottom right of the page is a vertical yellow banner with the text 'SKYSCRAPER'.

The screenshot shows the sports car website interface. At the top, there is a navigation bar with 'sports car' logo and menu items: 'HOME', 'LEADERBOARD', 'SCHEDULE', 'PAGES', 'OTHER SERIES', 'PODCAST', 'E-NEWSLETTER'. Below the navigation is a red banner for 'TOP LEADERBOARD'. The main content area features a large article titled 'Alonso Confirms Interest for Rolex 24' with a photo of Fernando Alonso. To the right of this article is a green sidebar ad labeled 'SIDEBAR 300x250'. Below the main article is a section titled 'SECTION SPONSORSHIP' with a photo of a man in a racing helmet. Below this section is another green sidebar ad labeled 'SIDEBAR 300x250'. At the bottom right of the page is a vertical yellow banner with the text 'SKYSCRAPER'.

The screenshot shows the sports car website interface. At the top, there is a navigation bar with 'sports car' logo and menu items: 'HOME', 'LEADERBOARD', 'SCHEDULE', 'PAGES', 'OTHER SERIES', 'PODCAST', 'E-NEWSLETTER'. Below the navigation is a blue banner for 'WALLPAPER SKIN'. The main content area features a large article titled 'LONG-AWAITED PWC TITLE' with a photo of three women. To the right of this article is a green sidebar ad labeled 'SIDEBAR 300x250'. Below the main article are several smaller news items with photos and titles, such as 'Double Drive: Shanghai Recap, Tristan Nunez Interview (11.7.17)', 'Porsche LMP1 Reflections: Brendon Hartley', 'Dyer Recovering from Surgery', 'Shanghai Lights & Sounds', and 'Ford Chasing Its 2018 Customer Car Decision'. Below the main content area is a blue banner for 'MIDDLE LEADERBOARD'. Underneath this banner is a 'MORE NEWS' section with several article thumbnails and titles, including 'DC Racing Preparing for Two-Car Daytona Effort', 'Lago Set for Bathurst 12H Return', 'Shanghai Post-Race Notebook', 'Top 20 Photos from 6H Shanghai', and 'Sold: "Big Release" for Porsche After Clinching World Championships'. To the right of the 'MORE NEWS' section is another green sidebar ad labeled 'SIDEBAR 300x250'. At the bottom right of the page is a vertical yellow banner with the text 'SKYSCRAPER'.