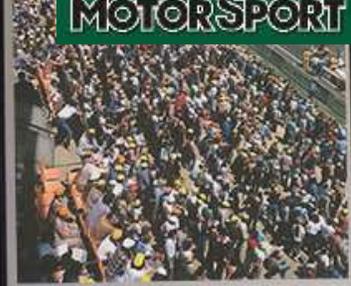


MOTORSPORT



E-COMMERCE

Monetising our Audience

Motor Sport Magazine



ABOUT US

As an independent niche publisher, the Motor Sport brand has matured to bring a multi-channel experience to the motor racing fan, thus presenting a unique opportunity for partners and brands to work with us.

ABOUT US

Motor Sport Media

*Launched in 1924 our highly acclaimed content is cross-platform.
We are the best known motor racing magazine in the world with a loyal readership.*



MAGAZINE



WEBSITE



APP



EVENTS



E-COMMERCE



CONTRACT PUBLISHING



PODCASTS



VIDEOS



PHOTOGRAPHY



BOOKS & SPECIALS

ABOUT US

Global Brand Reach

A powerful brand in reach and engagement, with a gross brand footprint of over 1 m people each month and is read in over 45 countries



PRINT

31,541
Magazine circulation
+0.4% YoY

90,000+
readers



WEBSITE

327,000+
Unique Users per month
+5% YoY

1 m+
page views per month



APP

7000+
Users
+95% YoY

1.2 m+
Users reached in Apple News



PODCASTS

60k+
listens per month
+12% YoY

20+
Podcasts per year



NEWSLETTERS

37,000+
Marketing opt-ins
+10% YoY

40,000+
Writer and subject content
+15% YoY



SOCIAL MEDIA

43,000+
Facebook
+38% YoY

55,000+
Twitter
+11% YoY



EXTERNAL EVENTS

600k+



YOUTUBE

7,700+
Subscribers
+295% YoY

100k+
Monthly views

Challenges

Major challenges clearly exist in the publishing industry but media companies can survive and thrive by looking beyond traditional business models, diversifying their product lines and seeing opportunities in the challenges they face.



NEWSSTAND ENVIRONMENT



DIGITAL AD REVENUES STAGNATING

E-COMMERCE

The *Motor Sport* Shop

A FLEXIBLE BUSINESS OPPORTUNITY

The shop provides an additional channel to market and sell products & subscriptions

AN ENGAGED & LOYAL AUDIENCE

The shop allows consumers to explore, discover, and purchase multiple products and services on a single website

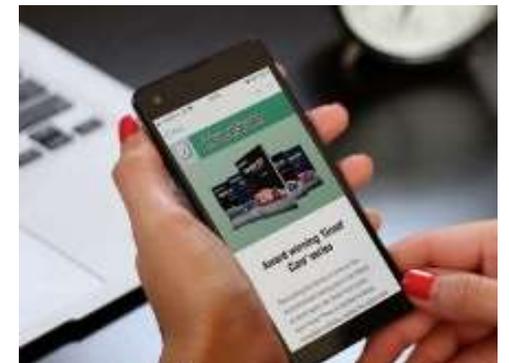
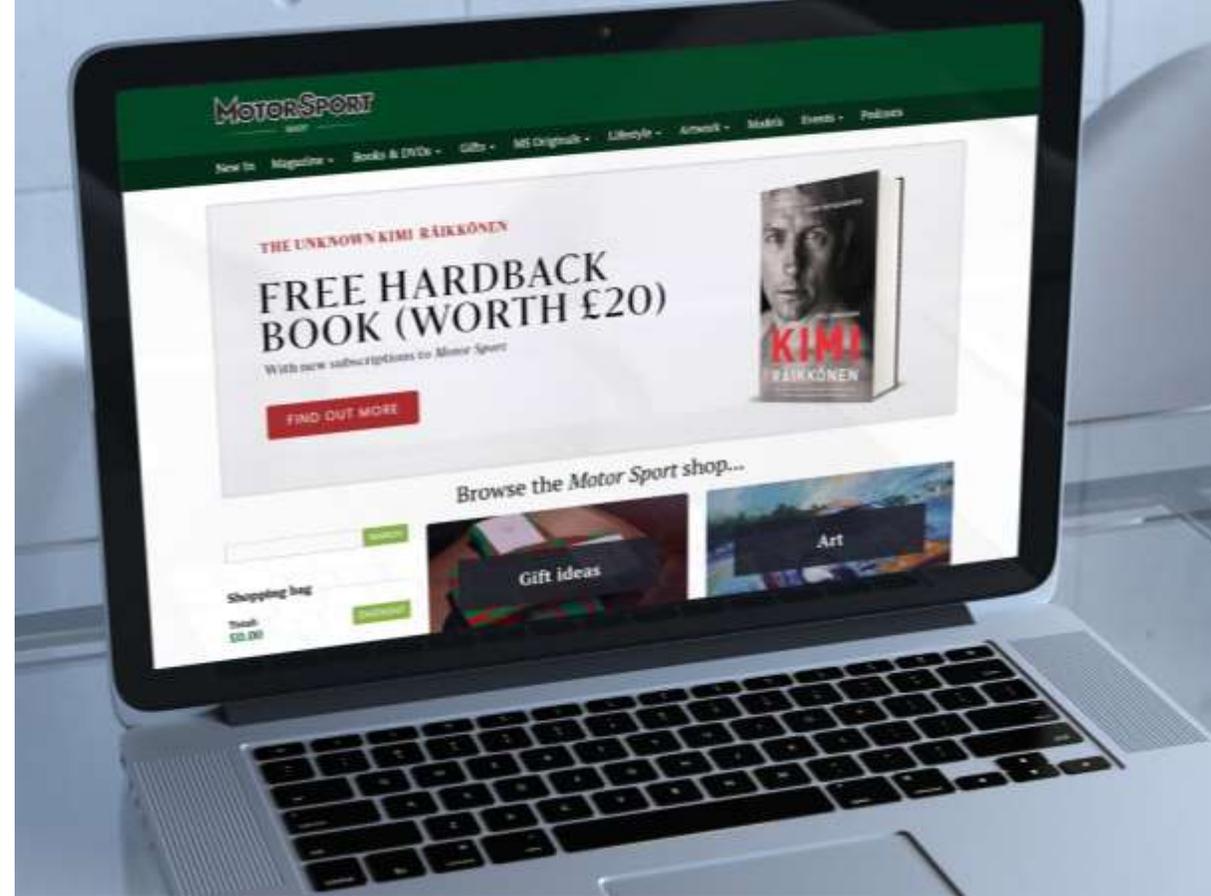
A TRUSTED BRAND

All of our products benefit from the *Motor Sport* stamp of approval via our content

A FULL 360 MARKETING MIX –

our integrated campaigns reach our key target audiences through our established and proven marketing campaigns including:

- ✓ Christmas, Father’s Day and Black Friday
- ✓ Email campaigns to over 37,000 opt-ins
- ✓ Online and in-magazine editorial features with links to products (book) reviews, gift guides and content articles related to products.
- ✓ Social media pushes to over 75k fans
- ✓ Offline sales at key industry events
- ✓ PPC
- ✓ SEO



E-COMMERCE

How does it work?

Whilst drop shipping partners yield high volume sales, the most profitable items are the stock brand items

The Drop Ship Model

Retailer lists item on shop

45%



Stock Brand Merchandise

Motor Sport identifies merchandise

33%



Motor Sport Originals

Motor Sport identifies merchandise and brands with logo

22%



Promotion and marketing plan for products across platforms



Customers purchase through our website



Retailer fulfils the order

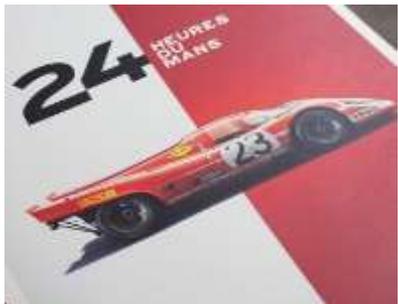


Motor Sport fulfils



Premium

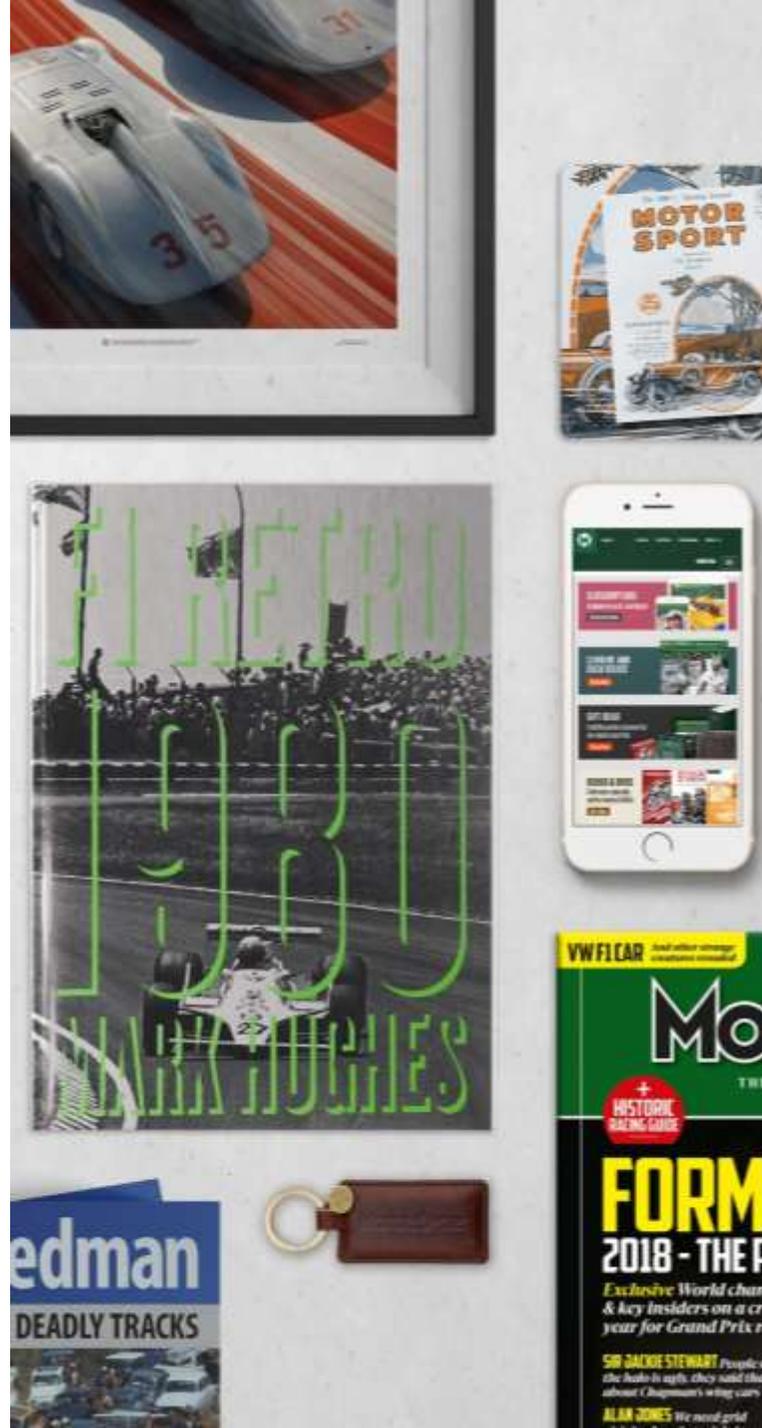
- Products and services designed with our customer's passion for motor racing and extension of interests in mind
- Stylish and premium products and services
- Original ideas – something a little different
- Brands that are looking to grow as our shop does



Driving Growth

The shop provides a unique opportunity to sell premium products alongside Subscriptions

- Our authoritative name, our customer-centred approach and an established customer base, the *Motor Sport* shop is now a global gift and shopping platform for motor racing gifts and services.
- The one-stop platform for the discerning motor racing fan and lookalike audiences searching for a wide range of quality motoring items.
- In addition to subscriptions, our marketing team are perfectly placed to promote selected products through the *Motor Sport* shop.



YoY STATS

101%

increase in visitors

9%

decrease in bounce rate

117%

increase in sessions with product views

102%

Increase in revenue from social media

92%

Our email campaigns have seen an increase in revenue

62%

Traffic from the content area of the website to the shop

CUSTOMER STATS

£315,000

spent online in 2018

2 items

average per basket

£60

average basket value

4.5%

conversion rate -

50%

of customers were new web visitors

1 in 2

are subscribers

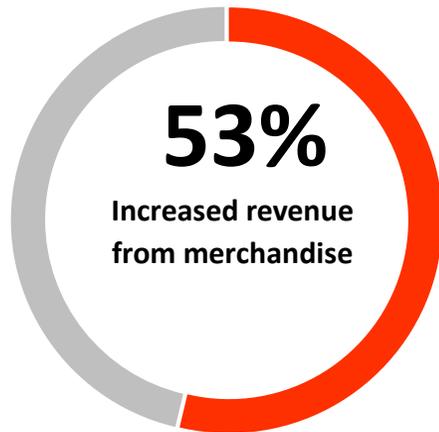
Overview

- Over 15% of visitors to the shop are female, suggesting that a number of customers are looking for gifts for their partners, friends and families.
- The Motor Sport shop ships products to customers in over 54 countries
- Currently sell over 500 products from books, event tickets, artwork, watches, photography, car care
- Currently work with over 15 different drop-ship partners



Results

Over the last two years



Future – 2019

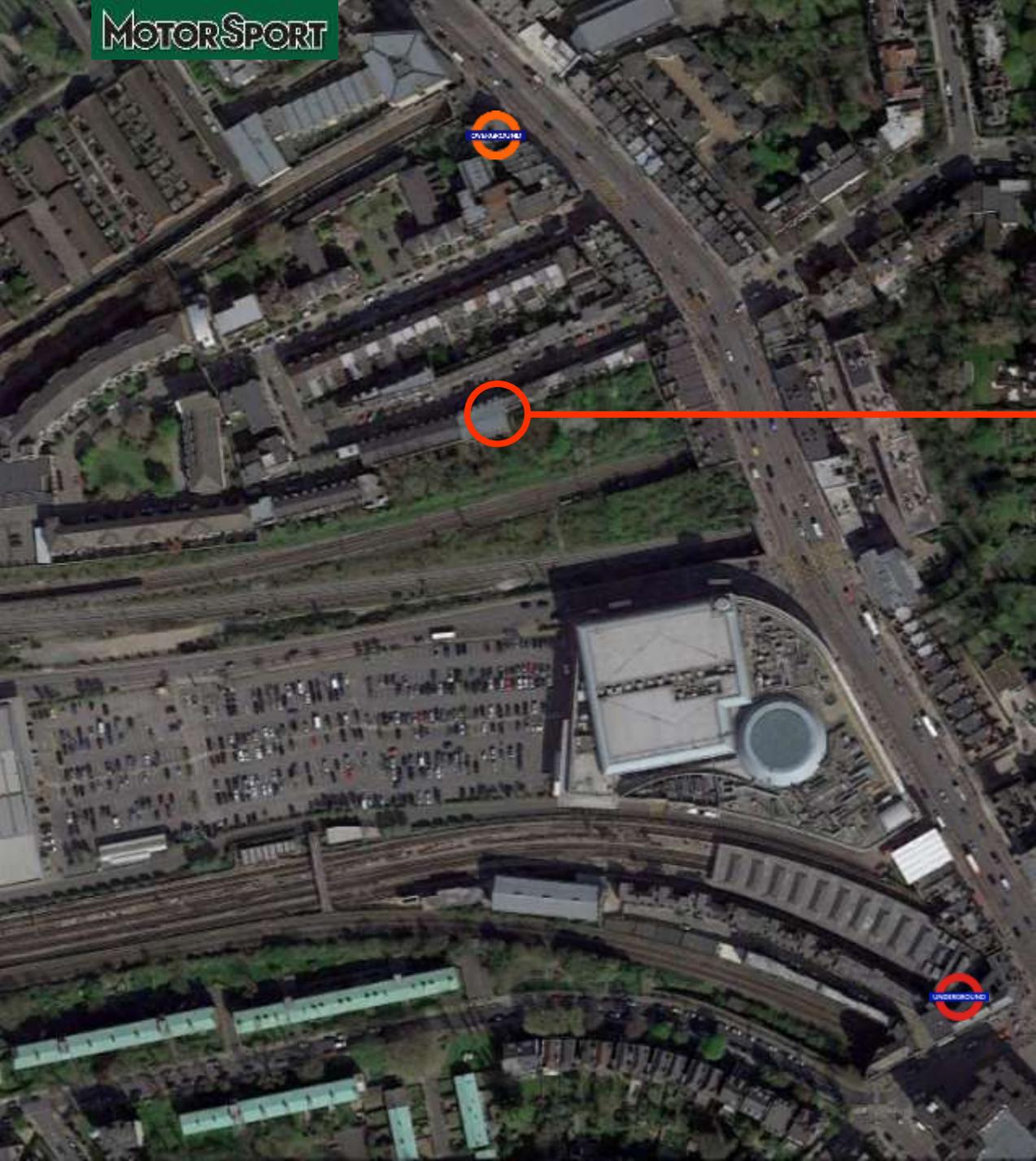
- Investing in a new e-commerce platform which will enable us to scale up and convert better
- Investing in main content website to include product integration to maximise general traffic
- Growing our product range to provide a better offering based on demand
- Introduce personalised and behaviour-based automated campaigns based on browsing interests
- Introduce more stock products to improve margins as well as control over delivery tracking and packaging.



Considerations

- Adding an e-commerce dimension to a digital property should only be done if it makes sense to the brand and its audience
- Start with your own stuff – Selling Bundle subscriptions, books, binders, t-shirts to your existing readers.
- The drop ship model, focus on premium suppliers. They are more likely to look after your customers. If something goes wrong, it will look bad on you not them.
- Strong content, in our case, does a better job of driving product revenue than a shop button. Think carefully about how you use content to support e-commerce sales.
- Make sure that the products that you are selling align well with your brand and deliver real value to your audience
- Digital resource and skill set
- Technology & Platforms





LOCATION

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