



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 and e-racing365, as well as the Executive Producer for the newly launched SportsCar365.fm podcast network.

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 MILLION PAGE VIEWS IN 2018

1.3 MILLION UNIQUE VIEWERS IN 2018

1.1 MILLION PAGE VIEWS PER MONTH (average)

+66% INCREASE IN PAGE VIEWS 2017 to 2018

15,313 ARTICLES PUBLISHED

15.1 MILLION TWITTER IMPRESSIONS IN 2018

30,206 LIKES sportscar365

24,150 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.



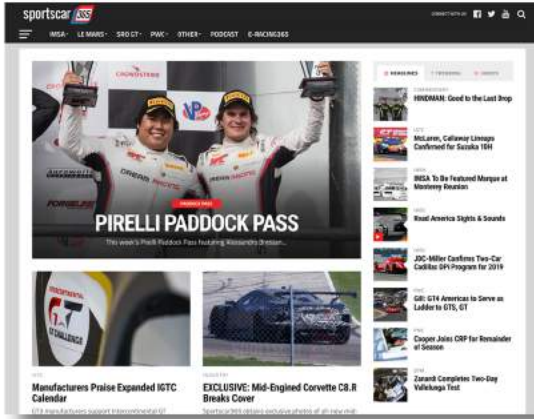
FOCUSED SERIES COVERAGE

- IMSA WeatherTech SportsCar Championship
• FIA World Endurance Championship
• Intercontinental GT Challenge
• Blancpain GT Series / 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

# SPORTSCAR365 IN-DEPTH

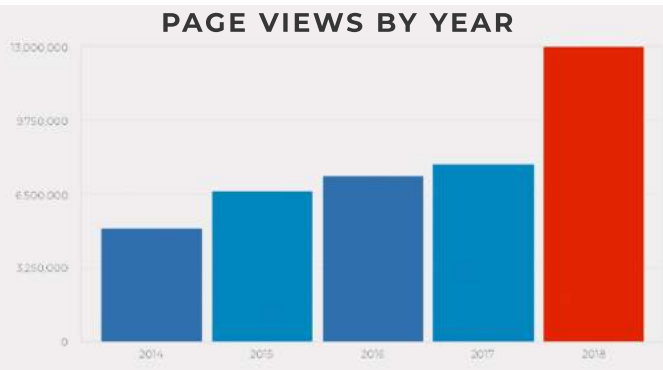


## WINNING NUMBERS

More than **4.8 million** unique viewers have visited SportsCar365 since its launch in 2013, totaling **41 million** page views from **233** 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

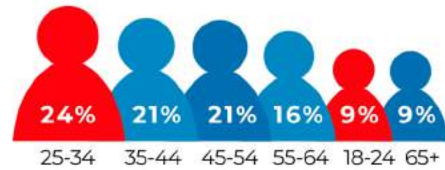
The 24 Hours of Le Mans delivered record numbers in 2018, with more than **1.1 million** page views during race week, marking a **138 percent** increase in overall site traffic year-to-year.

## DEMOGRAPHICS

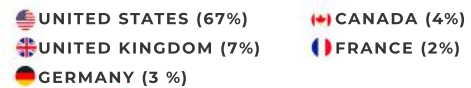
### USERS BY PLATFORM



### VIEWERS BY AGE



### TOP 5 COUNTRIES



## PARTNERSHIP OPPORTUNITIES



### PODCAST NETWORK

# sportscar **365**.fm

New-for-2019, a dedicated podcast network for Sportscar365's expanding lineup of audio content and shows.

#### DOUBLE STINT

Sportscar365.fm's flagship weekly podcast with news, analysis and opinion from the industry's leading experts, plus a featured interview.

- Title Sponsorship: **\$9,995/yr**
- 2-3 Minute Live Read: **\$399/mo**
- 30 Second Recorded Read: **\$249/mo**
- 10 Second Pre/Post-Roll: **\$149/mo**

#### DAILY DIGEST

Newly launched podcast recapping the top stories in sports car racing, Monday-Friday, in rapid-fire format.

- Title Sponsorship: **\$9,995/yr**
- 10 Second Pre/Post-Roll: **\$349/mo**

### WEBSITE AD RATES

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

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

**SECTION SPONSOR: from \$995/mo**  
SRO America - FIA WEC - Blancpain GT  
720x90px (article banner)  
*\*minimum 12-month commitment*

**SPONSORED CONTENT**  
Features - Videos - Columns  
**Contact Us for Pricing**

### MULTI-CHANNEL

sportscar **365**

e-racing **365**

sportscar **365**.fm

Packages available for partnerships across all of John Dagys Media, LLC's platforms.

**Contact Us for More Details**

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# AD LOCATIONS

The screenshot shows the top half of the sportscar365.com homepage. At the top is a navigation bar with the site logo and menu items. Below it is a red banner for the 'TOP LEADERBOARD' featuring a large photo of a driver celebrating a win with the headline 'LONG-AWAITED PWC TITLE'. To the right of this banner is a vertical list of smaller article thumbnails. Below the main banner is a 'MIDDLE LEADERBOARD' section with a blue header, containing several news articles with images and headlines. On the right side of this section is a green sidebar with the text 'SIDEBAR 300x250'. At the bottom right of the page is a yellow vertical banner with the text 'SKYSCRAPER'.

The screenshot shows an article page on sportscar365.com. The top navigation bar is identical to the homepage. Below it is a red banner for the 'TOP LEADERBOARD'. The main article is titled 'Alonso Confirms Interest for Rolex 24' and includes a sub-headline and a short introductory paragraph. Below the text is a large photo of Fernando Alonso. To the right of the main article is a green sidebar with the text 'SIDEBAR 300x250'. At the bottom right of the page is a yellow vertical banner with the text 'SKYSCRAPER'.

The screenshot shows an article page on sportscar365.com. The top navigation bar is identical to the homepage. Below it is a blue banner with the text 'WALLPAPER SKIN'. The main article features a large photo of a driver celebrating a win with the headline 'LONG-AWAITED PWC TITLE'. To the right of this banner is a vertical list of smaller article thumbnails. Below the main banner is a 'MIDDLE LEADERBOARD' section with a blue header, containing several news articles with images and headlines. On the right side of this section is a yellow vertical banner with the text 'SKYSCRAPER'.