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SALES SHEET

RALLYSPORT MAGAZINE

<http://www.rallysportmag.com.au>

SITE DESCRIPTION

RallySport Magazine is Australia's only rally website dedicated to all levels and branches of rallying. Having started in September 1989 at the advent of Rally Australia as a round of the World Rally Championship, Australian Rallysport News (as it was then known) was published in a tabloid newspaper format for 16 years. In January 2005, RallySport Magazine was born and produced as a glossy A4 magazine.

In September 2006, Rallysport Magazine embraced modern technology and is now produced entirely as an online magazine, reaching over 11,000 unique visitors and 95,000 page views every month.

Under the editorship of Jeff and Peter Whitten, RallySport Magazine is the respected market leader in Australia and covers all aspects of the sport, from the World Rally Championship, right through to the grass roots level of the sport, including both gravel and tarmac events.

With respected contributors from each Australian state, and from overseas, RallySport Magazine continues to produce a wide range of rallying stories, from interviews and feature cars, right through to technical reports and the latest news. RallySport Magazine's mission is to deliver the most up to date, interesting and relevant stories to our readers.

If it's happening in rallying, you'll read it first on www.rallysportmag.com.au

DEMOGRAPHIC PROFILE

- | | |
|---|--|
| <ul style="list-style-type: none"> Male - 92.16% Female - 7.84% Under 18 - 3.92% 19-29 years - 24.41% 30-39 years - 36.04% 40-49 years - 24.41% 50-59 years - 11.62% | <p>Live in:</p> <ul style="list-style-type: none"> Qld - 18.6% NSW - 17.44% ACT - 4.65% Vic - 23.25% Tas - 9.3% SA - 6.97% WA - 15.11% |
|---|--|

RATE CARD

- Leaderboard - \$30 CPM
- Tower - \$30 CPM
- Button - \$10 CPM
- Banner - \$30 CPM
- Island - \$40 CPM

TRAFFIC

- Monthly Page Impressions: 108,089
- Unique users: 11,100
- Average Session Length: 2.58 mins
- Registered user: 1,500

SCREEN SHOT



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