



Magneto

2022 Media Information



Print is Dead... Long Live Print

Doomsayers have long been predicting the demise of print, and to a large degree we at Hothouse Media agree with them. The age of poor quality magazines that survive without innovation, recycling the same cover stories on a rotating basis, reducing paper quality to maintain profits and drowning in irrelevant adverts is over. The age of highly curated and unmissable content, beautifully crafted design and production values that create valuable communities of passion is now.

In the rush to digital and the desire for attribution of spend many advertisers are missing the distinct role that print can provide in a balanced marketing strategy.

Great magazines create an environment of authority and trust where readers are relaxed and keen to indulge their passion. Within such an environment advertisers have a great opportunity to deliver their message directly and creatively without the noise and transience of the digital world.

Welcome to Magneto

Winner - Consumer Magazine of the Year - Periodical Publishers Association

Winner - Automotive Publication of the Year - Newspress

Winner - Editor of the Year - Newspress

Winner - Classic Car Writer of the Year - Newspress

Winner - Editor of the Year - Guild of Motoring Writers

Winner - Specialist Writer of the Year - Guild of Motoring Writers

Winner - Designer of the Year - Periodical Publishers Association



“A new gem has blossomed on the international publishing scene. Beautiful photos, great design and new scenarios that enrich our passion. Leafing through Magneto is a real pleasure!”

Corrado Lopresto - Architect and collector

Magneto

Magneto is the award-winning quarterly magazine for the most active participants in the classic and collector car market.

In just two years it has established itself as one of the most widely respected and influential magazines in the world.

Magneto talks directly to those who enter concours, historic motor sport and classic car tours, and who buy from international auction houses and dealers. Magneto readers are the most active participants at a global level in the classic car world, with the resources required to indulge their passion for their hobby to the full.

The average Magneto reader will be in their mid- to late-50s, and will be at the top of their career. Generally self-made, or second generation wealth, they now have the time and desire to build a collection, go racing or travel the world to take in the best global events.

Alongside their passion for classic and collector cars, Magneto readers share a love of craftsmanship and quality. Watches, art and automobilia, fine wines and other collectibles are of keen interest to Magneto readers.

The editorial of Magneto is produced only by the very best, most knowledgeable writers and most creative photographers with production values that are of the highest quality.



"Magneto is a fantastic magazine. We at Fiskens pride ourselves of being the greatest place that cars come to sell, this is a magazine that really puts the effort into quality journalism, print/design which is important to us. But most of all, it is a really interesting read, it is a magazine not trying to be all things to all people."

Gregor Fisken
Fiskens Fine Historic Automobiles

Magneto Partnerships

Magneto is unlike other magazines in that it is distributed via partnerships to named individuals who qualify, by their involvement in the market, to receive a copy.

The audience is highly targeted - probably the most influential, active and affluent 10,000 car collectors on the planet. Total circulation has now surpassed 12,500 copies, printed in both the UK and in the USA.

As a result, the quality of the audience is unmatched. Of the 100 most important collectors in the classic car world ('The Key' 2019), Magneto reaches over 83% of these (and climbing).

Recipients of Magneto magazine include the following:

- Entrants and VIPs to Pebble Beach Concours d'Elegance, Salon Privé, Concours of Elegance Hampton Court, Amelia Island Concours
- Hagerty insurance clients with classic car portfolios worth in excess of £500,000
- Motor Racing Legends entrants to the Sir Stirling Moss, Woodcote Trophy, Pre '66 race series
- Entrants to global rallies from Rally the Globe and Rally Round
- Hothouse Publishing VIP list
- VIP lists from numerous dealers, auction houses, collections and event partners
- Subscribers paying full price, not heavily discounted offers

Circulation Geographic Breakdown:

UK: 45%

USA: 30%

Europe: 18%

Rest of World: 7%



"We are delighted to be able to offer Magneto as a complimentary magazine to our Concours entrants. The quality and breadth of features is world class"

*James Brooks-Ward Chief Executive
Concours of Elegance Hampton Court Palace*

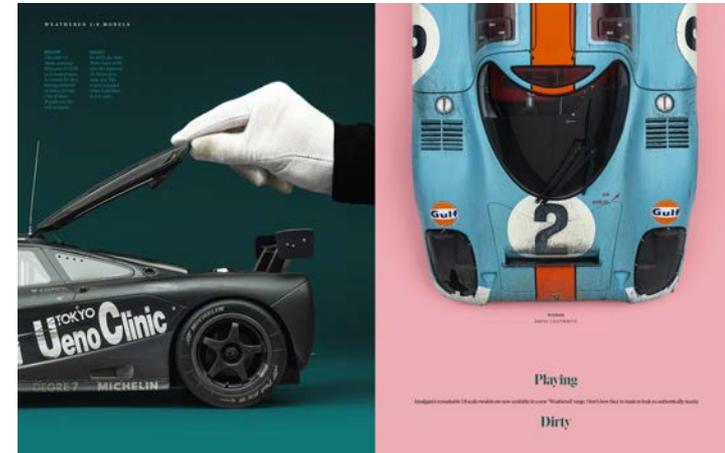
Magneto Continued Developments 2022

Magneto is not a magazine to rest on its early success but continues to invest in the content and product

- Pagination has now risen to 200+4 every issue of which less than 30% is advertising
- Printing is now taking place in the UK and the USA, ensuring magazines get to their final destination in good time, and allowing for editorial to be finessed for the two key audiences. Specific advertising options are now available for either UK/ Rest of World or USA marketing.
- All magazines are now sent via book wrap ensuring every issue arrives in perfect condition
- Investment in subscription marketing to grow paid-for circulation in addition to the expanding controlled circulation base
- A new website will be launched in quarter four 2021 with a focus on content to support Magneto and on driving subscriptions
- Investment in the weekly newsletter to provide a connection between each quarterly issue of Magneto

"It is an absolute delight to read and is so very many notches above any other known magazine on the market today. I absolutely love the diversity of the articles"

*David Newton - subscriber
Ex-Chairman Porsche Club GB*



"Magneto offers a quality of audience that is unmatched by any automotive publication"

*Lucius DePaula - Marketing Director
EFG Private Bank*

Magneto Advertising

With a strictly limited number of advertising pages per issue, Magneto creates an environment that allows adverts to be noticed and fully considered rather than lost within a sea of advertising and white noise.

Relevant advertising is as much a part of the content offering as great editorial, and the commercial team is careful about ensuring that the balance and quality of advertisers are a good fit for the discerning readership.

Advertising in Magneto is not for everyone. But if you offer products and services that are best in class and that appeal to an international audience of very discerning High Net Worth and Ultra High Net Worth individuals then Magneto should be under consideration.

The limited number of advertisers also allows for collaboration and partnership development between the advertiser / Magneto and the readership. Long term cooperation is key to the magazine's ongoing success, both in terms of editorial partnerships and circulation. Magneto is always keen to add high quality readers to the distribution list and is more than happy to discuss this with advertisers.

In addition to the publication, Magneto's Weekly Email Briefing reaches over 12,000 of the most active enthusiasts on the Hothouse database. With an opening rate in excess of 45%, it is well regarded and highly responsive. A single advertising placement is available each week for advertisers in Magneto.



"Many of my clients are recipients of Magneto. Hearing that they love the production quality and content of the magazine means I can be confident Magneto connects with the collectors I want to talk to"

Paul Russell - Restorer - Multiple Pebble Beach winner

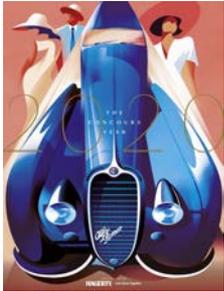
Magneto Advertising Rates 2022

Display Advertising		
	Single Issue	Four Issues
Double page spread	£3800	£3600
Full page	£2200	£1900
Half page	£1200	£1000
Premium Positions		
Full page (1st 40 pages)	£2600	£2200
Opening spread	£4800	£4400
Second spread	£4400	£4000
Third spread	£4000	£3600
Outside back cover	£6000	£5000
Magneto Newsletter Placement	£1,050 per week (single insertion)	

Advert Dimensions
DPS bleed 466mm wide x 296mm high DPS trim 460mm wide x 290mm high Full page inc bleed 236 wide x 296mm high Full page trim 230mm wide x 290mm high Full page type area 192mm wide x 248mm high

Publication Dates 2022
Spring: February 9th Autumn/Fall: August 3rd Summer: May 5th Winter: November 2nd

Other Opportunities



The Concours Year

An annual celebration of the greatest Concours events from around the world. 200+ pages, hardbound book, beautifully produced and mailed to the entrants and VIPs of 40+ Concours. A collectors item.



Concours on Savile Row

New for 2022, Concours on Savile Row is a boutique London event celebrating the very best of bespoke cars and tailoring. 30 exquisite cars, the world's best tailors and hospitality to match



Concours Programmes

The London Concours and Concours of Elegance Hampton Court are two of the UK's most prestigious classic and collector car events. Reach a very discerning audience through advertising in the souvenir programmes



Pebble Beach at 70

The 70th running of the greatest Concours d'Elegance in the world is worth celebrating. Hothouse Media will be publishing the official book - a stunning 300+page book chronicling every winning car and key milestone. Sponsorship and advertising opportunities available

Meet the Team



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