

complete
KITCAR
BUILD • DRIVE • ENJOY *magazine*
MEDIA PACK 2022



“COMPLETE KIT CAR IS LIKE A BREATH OF FRESH AIR FOR THE KIT CAR INDUSTRY. THE MAGAZINE IS PRODUCED BY KNOWLEDGABLE AND ENTHUSIASTIC STAFF, IN A MOST PROFESSIONAL WAY.”

Gerry Hawkrige, MD, Hawk Cars

THE MAGAZINE

Complete Kit Car magazine is the essential companion for any kit car fan – whether they're just about to embark on their first project or a died-in-the-wool serial kit car builders, our readers are knowledgeable and keen to learn more about car building, the kit car industry and the social scene their hobby provides.

Every issue captures the the fun and excitement of this unique pastime with a mix of:

- Hands-on technical guidance
- Reviews of the latest cars
- Clubs and lifestyle
- Historical cars

In short, we live our own slogan:

#BuildDriveEnjoy



AT A GLANCE

- Published 13 time a year (every four weeks)
- Worldwide availability in paper and digital formats
- Active website with advertising opportunities
- The biggest social media following of its kind
- Free ad make-up service
- Cost-effective advertising rates



THE MAGAZINE

Every issue of Complete Kit Car is crafted to engage readers... and we make it easy for them to find.

High Street availability

Stocked by every High Street WHSmith, as well as 2200 independent newsagents, 200 garage forecourts, Moto service stations and 50 WHSmith Travel branches (railways and airports).

Wide availability

4500+ UK sales, 1500+ subscribers, 1000 EU sales per issue
1000 worldwide sales per issue

We take the magazine to car enthusiasts

Complete Kit Car sponsors the Stoneleigh kit car show, and has a major presence every year. We also attend high-profile events such as Race Retro and the NEC Classic Motor Show to give the industry a wide shop window.

Loyal subscribers

As well as retail activity, Complete Kit Car has a loyal subscriber base that has grown year on year for eight consecutive years.



MORE THAN PRINT

The app

Not just a replica of the printed magazine, the Complete Kit Car app includes live web links, embedded videos and additional image galleries.

Online

The Complete Kit Car website contains news, competitions, events diary and more, it's a useful reader reference alongside the magazine and offers additional advertising opportunities.

Social media

Complete Kit Car has the largest social media following of its kind, and we support advertisers' social media presence with our own platforms.

6151 Facebook likes

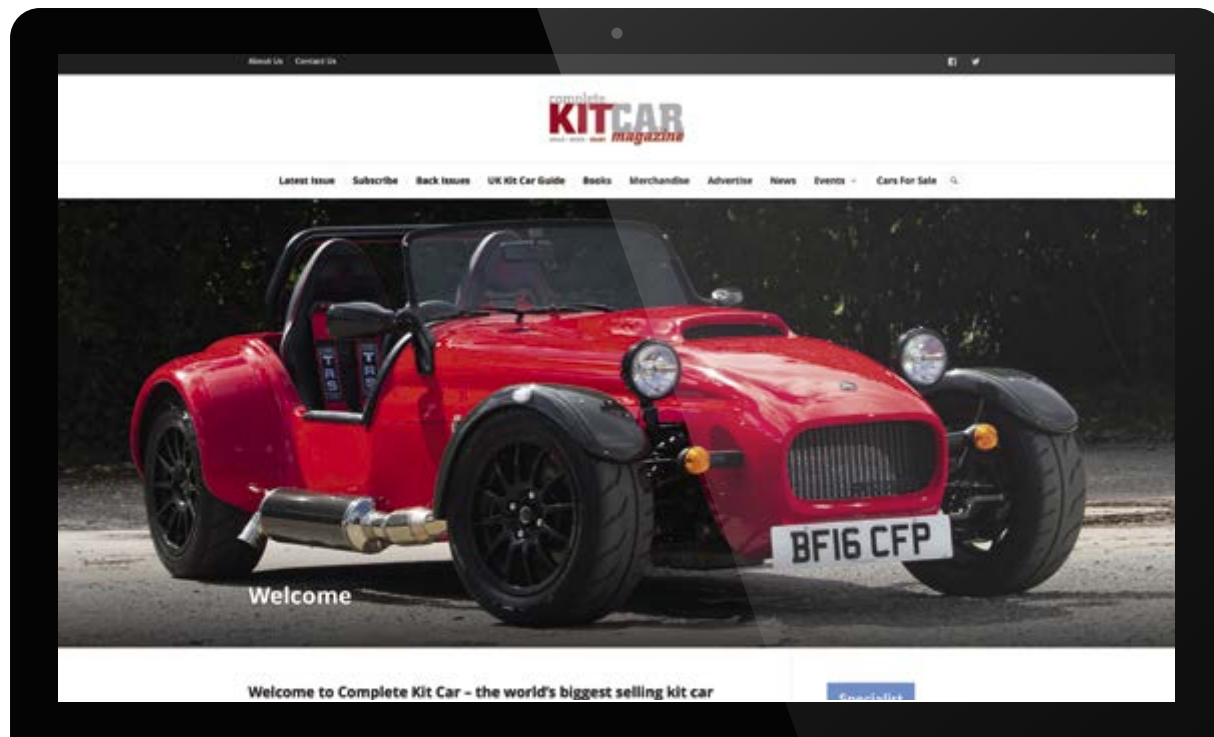
1809 Twitter followers

2210 Instagram followers

(February 2019, and growing all the time)

SIZES AND PRICES TO ADVERTISE ON OUR WEBSITE

Advert Size	1 month	6 months	1 year	Dimensions (HxW)
Large Box	£75	350	600	300x 150px
Standard Box	£40	200	450	150x 150px



TALK TO US TODAY

Find out how we can help spread your message to kit car builders and enthusiasts.

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SIZES AND PRICES TO ADVERTISE IN THE MAGAZINE

Advert Size	1 issue	6 Issues	13 Issues	Dimensions (HxW)
Full page	£595	£455	£405	297mm x 230mm
Half page	£315	£255	£225	131mm x 200mm
Quarter page	£180	£145	£130	131mm x 97.5mm
Eighth page	£105	£85	£75	63mm x 97.5mm
Sixteenth page	£70	£55	£50	63mm x 46.2mm
Inside Front/Back Cover £750 subject to availability Special Positions: add 20%				



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