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**2024**

**MEDIA PACK**



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# What is **CARFEST?**

**CARFEST IS BACK AND CELEBRATING BIGGER AND BETTER THAN EVER IN 2024. CREATED BY CHRIS EVANS FOR CHARITY, IT'S AN EVENT WITH A DIFFERENCE; A SUPER-CHARGED WEEKEND, PACKED FULL OF HAPPINESS, KINDNESS, AND HONESTY. IT'S ABOUT MAKING MORE MARVELLOUS MEMORIES FOR FAMILIES.**

With a mix of live music, a live track and a jampacked Motorsport Paddock showcasing the best cars, delicious food from top celebrity chefs, topped up with endless worlds of entertainment, CarFest brings the true spirit of family to life!

**BRINGING YOU SEVEN MAGICAL FESTIVALS IN ONE, ALL RAISING MILLIONS FOR CHILDREN'S CHARITIES**



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# Meet the **CHARITIES**

**Launched in 2012 by Chris Evans** with the sole purpose of raising funds for UK Children's Charities, CarFest is an event with heart and hope. We continue our commitment to raising funds in 2024 with BBC Children in Need as well as Ellen MacArthur Cancer Trust, My Black Dog, Rainbow Trust Children's Charity, Starlight Children's Foundation, Teenage Cancer Trust, Young Epilepsy and local Hampshire hospice Naomi House and Jacksplace. Full information about charity beneficiaries is available at [carfest.org](http://carfest.org)

## WE'VE RAISED OVER **£25 MILLION** FOR UK CHILDREN'S CHARITIES SO FAR





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# The must-have PUBLICATION

The **CarFest 2024 Official Festival Guide** is the perfect place to get your brand and products face-to-face with more than 100,000 engaged visitors across the weekend.



This incredible marketing opportunity is the chance to be part of the biggest family festival weekend in the UK and support UK children's charities in the process.



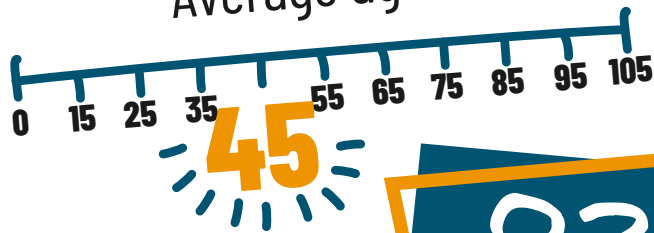
**Rag'n' Bone Man**



Containing all the essential show information across the three-day event, the site map, full exhibitor listings and high quality magazine-style editorial features, the Festival Guide is a must-have publication for CarFest visitors. Along with the Festival Guide, visitors also receive a CarFest tote bag, a lanyard, sticker and Children's Activity Pack.

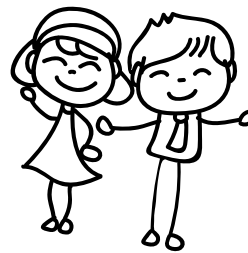
# The CarFest Tribe

Average age



Over  
**100,000**  
people attended  
CarFest in 2023

**83%**  
ABC1 profile



**34:66**  
MEN / WOMEN



**50K+**

Average household income  
of 60% of visitors



**69%**  
own two cars

**92%**  
of our audience  
have children

# Online Stats

**45.1k**  
Instagram followers

LIKE **74k**  
Facebook fans

**28.1K**  
X followers

**780,000+**  
newsletter subscribers



**8.6**  
**MILLION**  
website page views  
(Jan 2023 - Aug 2023)

## TECHNICAL SPECS

PRINT RUN: **10,000** FINISH: **PERFECT BOUND**

PAGINATION: **128PP + 6PP GATEFOLD** STOCK: **300GSM SILK (COVER) WITH 115GSM SILK (TEXT)**

SIZE: **240MM (H) X 168MM (W)**

## AD DIMENSIONS

### DOUBLE PAGE

240mm (h) x 336mm (w)  
+ 3mm Bleed

### FULL PAGE

240mm (h)x 168mm (w)  
+ 3mm Bleed

### HALF PAGE LANDSCAPE

108mm (h) x 148mm (w)

### HALF PAGE HORIZONTAL

220mm (h)x 72mm (w)

File format: PDFX1-a, CMYK, image resolution 300ppi, all fonts embedded. Text safe area: 10mm from all edges



# RATES

<b>DOUBLE PAGE</b>	£1,745	<b>INSIDE BACK COVER</b>	£1,745
<b>FULL PAGE</b>	£995	<b>INSIDE FRONT COVER</b>	£1,745
<b>HALF PAGE</b>	£595	<b>OUTSIDE BACK COVER</b>	£1,995
<b>QUARTER PAGE</b>	£345		

Inserts available on request - All rates plus VAT

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