

TRACK DAY **DIRECTORY**



ABOUT US

The Track Day App that's free!

Everything for the track day enthusiast, available instantly on phone or tablet.

PRODUCT INFORMATION

The Track Day Directory available exclusively as a digital magazine-style app for both smartphone and tablet users.

The Track Day Directory provides information on upcoming track days, track day organisers, track day cars, safety gear, clothing, performance upgrades, cameras and data loggers and much more.

It is FREE for the user to download and use. The Track Day Directory can include a FREE listing for your company!

It is compatible with both iOS (Apple) and Android devices. It works perfectly with either a smartphone or tablet.

MAKE SURE YOUR COMPANY IS INCLUDED...

FREE
TO DOWNLOAD AND USE



TRACK DAY DIRECTORY

DIARY

Our easy-to-use month-by-month guide to track days across the UK. Includes live website links to relevant track day organisers.

DIRECTORY

Need to find a track day related supplier? From event organisers to safety equipment for you and your car, it's all here complete with live links.

CARS

Thinking of buying a car to use on track days? Look no further. Here are profiles on some of the very best track day cars available.

ORGANISERS

Different track day organisers offer different types of service and operate at different circuits. Here are profiles on some of the best.

CIRCUITS

A guide to all the UK's track day circuits and what they can offer you and your track day car, complete with on-board videos.

CONTACT US

The Track Day Directory will be updated at set times throughout the year. If you'd like your company listed or need to contact us.

www.trackdaydirectory.co.uk

CONTACT US

Click on the buttons below to contact those UK circuits which are open to track day users.

GENERAL CONTACT
The Track Day Directory is published by Performance Publishing Ltd, Unit 1, 100a The Old Mill Lane, Wotton Bassett, Wokingham, Berkshire RG18 7JN. Tel: 01344 870000. Email: info@trackdaydirectory.co.uk

FREE TO BE LISTED:
If you are a track day organiser, supplier or enthusiast, you are invited to advertise your business on the Track Day Directory. There is no charge for this service. However, we do require a photograph of your product or service to be included in your listing. If you are a track day organiser, please send your listing to info@trackdaydirectory.co.uk. If you are a supplier or enthusiast, please send your listing to info@trackdaydirectory.co.uk. We will be happy to help you with your listing.

TO ADVERTISE:
Contact us on 01344 870000 or email info@trackdaydirectory.co.uk. We will be happy to help you with your advertising campaign.

VIDEO CLIPS:
We are looking for high quality, professional video clips of track days. If you have a video clip of a track day, please send it to info@trackdaydirectory.co.uk. We will be happy to feature it on our website.

[Twitter](#) [Facebook](#) [LinkedIn](#)

CIRCUITS

Click on the buttons below to contact those UK circuits which are open to track day users.

- ASHLEY
- BRENTWOOD
- BUTTS PARK
- BRANDON
- CARLTON PARK
- CARTER COURT
- CRIPPS
- DEWONTON PARK
- EDWARDS
- FRANKS
- LANSHIRE
- LEWIS HILL
- MILLY HAY
- SOUTH PINE
- PROBBERY
- ROCKINGHAM
- SILVERSTONE
- WINDYBUSH
- YARLWOOD

ANGLESEY

A beautiful location makes Anglesey an amazing track day location. But don't miss out on the other things that Anglesey has to offer. It's a beautiful island with a rich history and a beautiful coastline. Anglesey is a beautiful island with a rich history and a beautiful coastline. Anglesey is a beautiful island with a rich history and a beautiful coastline.

CADWELL PARK

Known as the home of British motorsport, Cadwell Park is a fantastic venue for a track day. It's a beautiful location with a rich history and a beautiful coastline. Cadwell Park is a beautiful location with a rich history and a beautiful coastline.

ORGANISERS

There are a number of track day organisers throughout the UK. Here are some of the best.

OPENTRACK

Opentrack organises track days all over the UK. It's a fantastic venue for a track day. Opentrack organises track days all over the UK. It's a fantastic venue for a track day.

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Opentrack organises track days all over the UK. It's a fantastic venue for a track day. Opentrack organises track days all over the UK. It's a fantastic venue for a track day.

CARS

There are a number of track day cars available. Here are some of the best.

ARIES SABRE
A fantastic track day car. It's a fantastic venue for a track day. Aries Sabre is a fantastic track day car. It's a fantastic venue for a track day.

GO 427 & T70
A fantastic track day car. It's a fantastic venue for a track day. Go 427 & T70 is a fantastic track day car. It's a fantastic venue for a track day.

SOUTHERN GT
A fantastic track day car. It's a fantastic venue for a track day. Southern GT is a fantastic track day car. It's a fantastic venue for a track day.

TIGER AVON
A fantastic track day car. It's a fantastic venue for a track day. Tiger Avon is a fantastic track day car. It's a fantastic venue for a track day.

WESTFIELD
A fantastic track day car. It's a fantastic venue for a track day. Westfield is a fantastic track day car. It's a fantastic venue for a track day.

GO 427 & T70

A fantastic track day car. It's a fantastic venue for a track day. Go 427 & T70 is a fantastic track day car. It's a fantastic venue for a track day.

DIRECTORIES

Looking for a track day related product? Here are some of the best.

- ARIES SABRE
- GO 427 & T70
- SOUTHERN GT
- TIGER AVON
- WESTFIELD
- ARIES SABRE
- GO 427 & T70
- SOUTHERN GT
- TIGER AVON
- WESTFIELD

ADVERTISING

Looking for a track day related product? Here are some of the best.

trifoam

trifoam is a fantastic track day product. It's a fantastic venue for a track day. trifoam is a fantastic track day product. It's a fantastic venue for a track day.

Foamfilters

Foamfilters is a fantastic track day product. It's a fantastic venue for a track day. Foamfilters is a fantastic track day product. It's a fantastic venue for a track day.

DIARY

Our diary is updated monthly with the track day calendar. Click the links below for 2018's remaining dates.

JANUARY 2018

FEBRUARY 2018

MARCH 2018

APRIL 2018

MAY 2018

JUNE 2018

JULY 2018

AUGUST 2018

SEPTEMBER 2018

OCTOBER 2018

NOVEMBER 2018

DECEMBER 2018

JANUARY 2018

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AUGUST 2018

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OCTOBER 2018

NOVEMBER 2018

DECEMBER 2018

THE APP

The Track Day Directory app is a useful reference for anyone into track days – and it's FREE to download and use!

- The Track Day Directory is designed as a handy reference for any track day enthusiast. It includes...
- Directory listings
 - Track day car profiles
 - Track day organiser profiles
 - Comprehensive diary of events

The Directory's most regularly accessed section will be the diary. This section will list all the track days going on during any given period.

A Special Offers page can be updated at any time. Aimed

primarily at track day organisers who have a few last places to fill. For a small charge, we will update the page and send 'push' notifications to users.

No tricks or gimmicks, the Track Day Directory is free for anyone to download and use.

PERFECT ON THE PHONE

Don't think the Track Day Directory is only relevant for tablet users. The app is just as useful on a phone and with 72% of us now owning a smartphone, that's a lot of people!

WHY NOT?

If you are into track days, why wouldn't you download the Track Day Directory app? IT'S FREE!

GETTING THE WORD OUT

How will people get to hear of the app? We will be doing various forms of promotion...

- Conventional advertising via selected magazines and websites
- Promotion via our own social media channels
- Viral promotion through forums and car clubs

- Press releases to motoring magazines and websites
- Word of mouth... If the app works, people will tell their friends about it. Remember, it's free, so why wouldn't they try it?
- And you can do your bit... Why not tell your customers where they can see your advert and learn more about track days

CONTACT US TODAY

Advertising manager Karen O'Riordan
T: 0330 1234 885
E: karen.ads@performancepublishing.co.uk

PROFILE PAGE

We offer two profile page options – one for track day cars, the other for track day organisers.



BE SEEN!
MAKE YOUR COMPANY
STAND OUT WITH A
FULL PROFILE PAGE



TRACK DAY CAR PROFILE

The Track Day Directory offers manufacturers of suitable track day cars the opportunity to promote their products, taking advantage of all the interactivity available within a magazine app, such as live links, image galleries and movie clips.

A PROFILE ENTRY INCLUDES...

- General information on the car
- Specification panel.
- Movie clips within the page
- A number of picture options are also available, including rotating galleries
- All links to web and email addresses are live
- We can also activate Facebook and Twitter links to help increase 'likes' and 'follows' on your own pages
- Our experienced team can write these pages for you, for your approval and sign-off

TRACK DAY ORGANISER PROFILE

It's not always easy to explain to customers why your company is different to another... but here's how...

A PROFILE ENTRY INCLUDES...

- A company profile...
- Who runs it
- How it came into being
- Any special attributes
- Tracks... The tracks where you offer track days
- Costs... How much are the days.
- Full contact details
- In app movie clips... Why not show people some of the action from your previous events?
- Picture galleries

CONTACT US TODAY

Advertising manager Karen O'Riordan
T: 0330 1234 885
E: karen.ads@performancepublishing.co.uk

PRICE

A single page is £200 + VAT and will remain on the app for 12 months. Multiple page discounts available. Updates can be made to the page during this period at extra cost.

THE DIRECTORY

If your company offers products that track day goers use, make your listing in our Directory stand out with an affordable enhanced listing – from just £50 + VAT for 12 months!

DIRECTORY ENTRY – IT'S FREE!

Getting your company listed in the Track Day Directory is free! Simply phone or email with your company details and the products you offer, or head to our website and fill in the details there. We'll do the rest.

A BASIC ENTRY INCLUDES...

A basic entry in any of the directories (See page 4 for directory headings) will include your company name, address, phone, email and website address... nothing more.

MAKE YOUR ENTRY STAND OUT

You can enhance a basic entry at minimal cost...

Box and logo. A coloured box looks great. As above, but now with your logo as well. Cost: £50 + VAT, per year.

These enhancements can be ordered via our website, or by contacting our ad manager.

HOW YOUR ENTRY WILL LOOK...

BRAKES

Alcon Specialist Brakes and Clutches
Apollo, Lichfield Road
Industrial Estate, Staffordshire
B79 7TN
T: 01827 723700
E: info@alcon.co.uk
W: www.alcon.co.uk



Basic Entry

- No live link

Enhanced Entry

- Live links
- Logo
- Boxed

DIRECTORY LISTINGS

Free directory listings will be available for the following categories...

- Air filters
- Brakes
- Camshafts
- Car Care
- Car companies
- Circuits
- Clothing
- Cooling systems
- Crash helmets
- Dataloggers
- Driver Training
- Electronics
- Engine upgrades



- Exhausts
- Experience days
- Fire extinguishers
- Garage services
- Gearbox upgrades
- Harnesses
- Instruments
- Insurance
- Intercoms
- Lubricants
- Propshafts
- Retailers
- Roll cages
- Rolling roads
- Seats
- Suspension
- Suspension set-up

- Tools
- Trackday organisers
- Trailers
- Tyres
- Video cameras
- Wheels

Please go to our website for a full and updated list of directory sections – www.trackdaydirectory.co.uk

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E: karen.ads@performancepublishing.co.uk

TALK TO US

To find out how we can help spread your message. Contact us today.

TO FIND OUT MORE

Speak to Karen O'Riordan today...
T: 0330 1234 885 E: karen.ads@
performancepublishing.co.uk

GRAPHIC DESIGN/ARTWORK

Please contact Sarah Scrimshaw
for any artwork information.
T: 01476 978843 E: sarah@
performancepublishing.co.uk

PDF preparation and delivery (this
will ensure your advert looks great!)

- Check your ad size is correct.
- Check all colours are RGB –
no Pantone or CMYK.
- Check all images/logos are RGB
– and are at 72dpi at 100 per
cent of size.
- Files must be supplied as PDF.
- No registration or colour or
bleed marks.
- Bleed on all edges of 3mm on
full page adverts only with just
crop marks.
- Type safe area is 6mm inside a
full page advert.
- Fonts must be embedded.

SIZES AND PRICES TO ADVERTISE

Advert Size	1 Year	Dimensions (HxW)
Full page	£590	297mm x 230mm
Half page	£300	131mm x 200mm
Quarter page	£170	131mm x 97.5mm
Eighth page	£95	63mm x 97.5mm
Sixteenth page	£65	63mm x 46.2mm



BANNER ADVERTISING...

If you want to run a banner advert
along the top of a certain buyers'
guide or section of editorial, this
is available on a first come, first
served basis.

Editorial pages... we will be
running editorial on a number of
subjects, including advance driving
techniques and more.

To express an interest in this
type of advertising and to find out
the latest options, please contact
Karen O'Riordan for details.