

top **performance**
magazine

2010

w e s t  s i d e
The Automotive Media Group





Faster, lower, louder

From high-revving banzai screamers to the American muscle cars and European thoroughbreds, no magazine covers performance machines like Top Performance!

Our magazine is dedicated to performance tuning, styling and enhancement, and it's the **ONLY** regional resource for the true performance enthusiast. Every issue of Top Performance is packed with exceptional cars, real people, insightful reports on performance tuning, exciting test drives, motoring news, motor sports coverage and step-by-step guides on making your car run faster, handle better, sound louder, look tighter.

And for those racing die-hards, Top Performance is the right guide to getting started in car racing: from driving and safety tips, through to race preparation, rules, review of racing facilities and other are all covered by our resident racing experts.

From enthusiasts for enthusiasts

Our team members are hardcore performance enthusiasts who tailor this publication to suit a range of high profile, well educated, performance-savvy, technically minded readers.

With the car enthusiast in mind, every featured vehicle is carefully picked, every article is prepared with attention to form, function, aesthetics and the kind of details that give readers the adrenaline rush they're looking for in specialised car magazines.

Add boost to your marketing campaigns

The performance industry and culture have recorded an exponential global growth in the last decade, becoming not only a very profitable business but also a new lifestyle for thousands of followers around the world.

Let your business rub shoulders with top motoring companies advertising in Top Performance magazine. Reach an audience of enthusiasts and a range of professionals with high spending power and a strong influence on the purchasing preferences of end users.

Get the right exposure through this exciting new medium. Grab your seat in this vibrant and fast growing market section and steer your business into the fast lane.



2010 NET Aftermarket Ad Space Rates (Rates USD)

Size	Frequency	3x	6x	12x
Full Page 4-Color		\$2,670	\$2,420	\$2,100
Half Page 4-Color (horizontal)		\$1,550	\$1,300	\$1,100

Covers - Inside Front Cover, Inside Back Cover, Back Cover:

- Inquire about pricing and availability

Spreads, inserts, polybags and other special ad units:

- Inquire about pricing and availability

Technical specifications

Size	Print Size (mm)	Trim Size for Bleed ads (mm)
Full Page 4-Color	W 205 x H 275	W 205 x H 275
Half Page 4-Color (horizontal)	W 178 x H 120	W 205 x H 140
Bleed Area	Extra 3mm on all trim sides	
Screen	150 - 175 lines per inch	
Color Separations	Right reading, emulsion down, films plus progressive color proofs.	
Digital Artwork	Complete artwork to be supplied prepress ready in common printing formats (pdf, eps, tif). Minimum resolution 300 dpi.	
FTP Instructions	ftp.westsidedubai.com Log in: wsd Password: Tpm12345	

Contact: **MOTOR MEDIA INC.** (818)248-4449 or sales@motormediainc.com

Frequency

- Monthly publication

Distribution

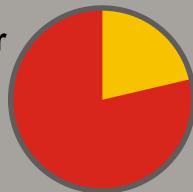
- Subscriptions
- Retail sales
- Promotional
- Automotive companies
- Hotels / Airlines / Malls
- Events

Readers' profile

- High spending power
- Highly educated
- Tech savvy
- Brand & badge conscious
- Multi cultural

Segmentation

Gender



■ Male 78%
■ Female 22%

Age



■ <20 11%
■ 20-30 26%
■ 31-40 30%
■ 41-50 21%
■ >50 12%

On-line advertising

Advertising opportunities available on the following websites:

- www.performancemag.net
- www.topautomag.net
- www.top-drive.tv

Visit the site for more details or contact us.

WEST SIDE PUBLISHING
P.O. Box 215783, Dubai, United Arab Emirates
Tel: +971 4 3401480, Fax: +971 4 3401481
info@performancemag.net

www.performancemag.net