



**LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY**

8-10 JUNE 2021

Concours Programme Media Information 2021



**HOTHOUSE
MEDIA**



London Concours Honourable Artillery Company

The London Concours, presented by Montres Breguet, is a luxurious automotive garden party hosted right in the heart of the City of London from Tuesday 8th – Thursday 10th June. This hugely exciting automobile extravaganza will see 80 of the world's most precious cars gather in the gardens of the historic and beautiful Honourable Artillery Company Headquarters and will include a ferocious collection of horsepower arranged in specially curated and themed displays.

For 2021 the organisers are introducing a third day, creating three subtly different themes for three different audiences. The days will be: VIP Preview Day, Style Edition Day and Supercar Day.

Running from 8-10 June, the London Concours will be one of the very first quality events to run in the calendar post Covid-19 and as such will be much anticipated and tickets will be highly sought after.

Whether you are attending as a sponsor, exhibitor or with VIP guests, the programme provides an excellent opportunity to deliver your message both at the event and beyond when the wine has been drunk and the visitors have left the field.



London Concours Programme

Produced to complement the London Concours, the souvenir programme will offer entrants and visitors a stunning guide to the three-day garden party, and a publication that will be kept and referred to into the future.

Advertising in the programme provides a unique opportunity to engage with a wealthy London audience in the heart of the city and to be associated with the most prestigious motoring event in the capital.

- Over 5000 copies given free to all entrants, VIPs and visitors to the Concours
- Key information on each of the 70+ iconic cars on display
- Ultimate guide to the event: Timetable of activities, site map, exhibitor listings
- Feature content: Sponsor Profiles, Evo Supercar Paddock, Special Features, Class and Best of Show Awards
- High production values, produced by the Award-winning team that publish Magneto and The Concours Year



London Concours Programme - The Basics

Pagination:	72 + 6 page cover
Size:	270 x 210mm portrait
Advertising pages:	20 pages
Text paper:	150gsm finesse silk
Cover finish:	300gsm finesse silk with matt laminate and spot UV
Price:	Free of Charge
Quantity:	8000

The London Concours programme will be the essential guide to the must-attend social event in the Capital's Automotive Calendar.



Advertising Opportunities

A limited number of premium advertising pages will be available for key brands to promote their products and services. The London Concours Programme will reach the most affluent and passionate collectors in the Concours market in the UK

Costs per page:	Back page	£2500
	Inside Front DPS	£2800
	Advertorial Single Page	£1500
	Single Page	£1200
	DPS	£2000
Advertising Specs:	DPS inc bleed	276mm x 426mm
	DPS trim	270mm x 420mm
	Full page inc bleed	276mm x 216mm
	Full page trim	270mm x 210mm
Deadline for Copy:	25 May 2021	



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