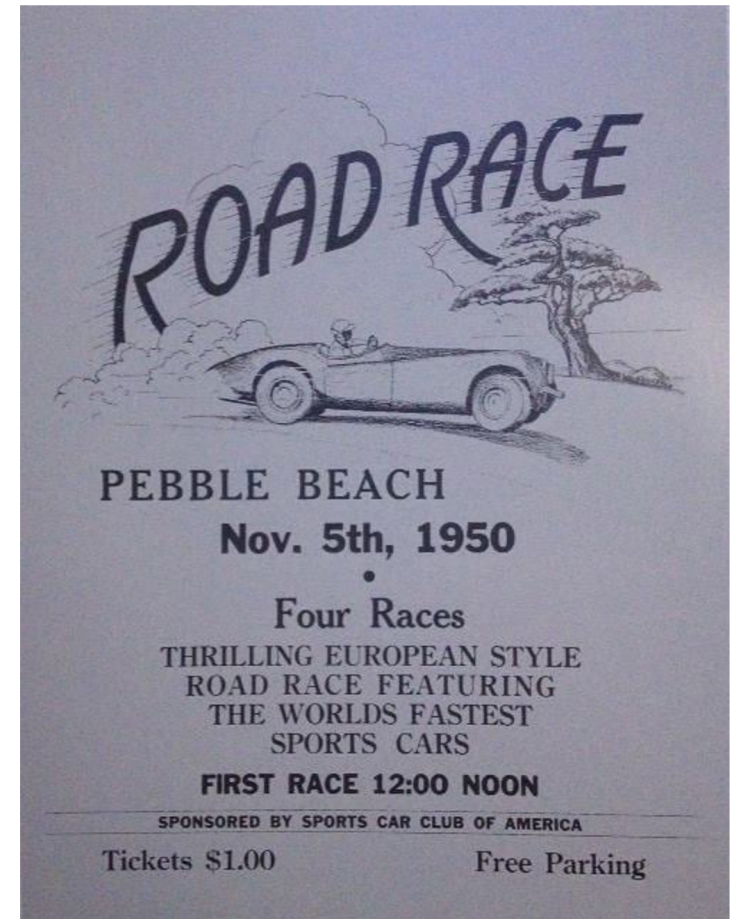




## Pebble Beach Concours d'Elegance 70 Years of Excellence





## 70 Years of Automotive Excellence

The Pebble Beach Concours d'Elegance is the flagship event of Monterey Car Week. Begun in 1950 as a humble sideshow to the Pebble Beach Road Races, it is now considered to be the world's premier celebration of the automobile.

Each year, the finest collector cars gather on the 18th fairway of Pebble Beach Golf Links to compete for the Best of Show — the ultimate award for automobiles. Experts critique their elegance, technical merit and history. And crowds come from all corners of the globe to cheer their favorites. In tandem with the competition between extraordinary historic automobiles, the Concours also serves as host to some of the most anticipated concept and new car debuts.

To celebrate the 70th Annual Concours d'Elegance, the Concours has partnered with Hothouse Media to produce a publication worthy of this significant milestone in the history of the Pebble Beach Concours.

This is your opportunity to be a part of that celebration.





## 70 Years of Automotive Excellence

70 Years of Automotive Excellence will celebrate the very best of the Pebble Beach Concours: the amazing cars, the great collectors, the judges and the partners that have enabled this annual event to have remained at the pinnacle of the historic motoring movement for so many years. Whilst the cars are the stars, the stories that are interwoven through the years are very human and the financial benefit to the many charities over the years has been significant.

70 Years of Automotive Excellence will reflect on the development of the Pebble Beach Concours d'Elegance - from its early role as the precursor to the races to its pioneering role in changing attitudes towards restoration and preservation.

The book will be lavish in every respect - oversized, beautifully produced and with over 240 pages of great writing and stunning photography. Available in Standard, Publisher's and Chairman's editions, the book will become a collectors' item and highly sought after.



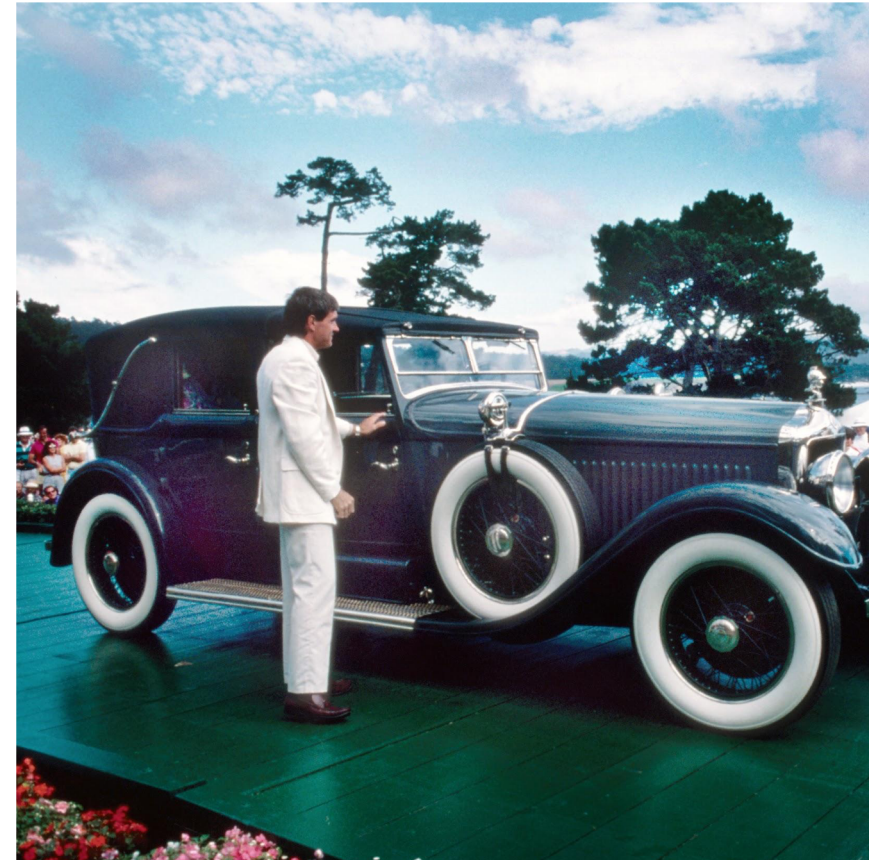


## Editorial Content

70 Years of Automotive Excellence will feature photography and content from some of the world's greatest writers and photographers. It will provide a history of each of the 70 Concours including every Best in Show interwoven with the stories that have contributed to the pre-eminent position that the Pebble Beach holds within the Concours World.

Editorial will include the following:

- History of each Best of Show winner written by marque experts
- The stories of the Pebble Beach Road Races and the first ever Pebble Beach Concours d'Elegance
- The influence of heroic racer, restorer and collector Phil Hill
- Profiles of the people instrumental in the Concours' success, including restorers, judges, chairmen and owners
- The rise – and importance – of the preservation class cars
- Explanations of judging methods and how they've have changed
- An examination of the changes in concours restoration methods





## Distribution

70 Years of Automotive Excellence will be distributed in the following ways:

- All entrants and judges of the 2021 Pebble Beach Concours d'Elegance will receive a copy
- The book will be available to pre-order on the Pebble Beach Concours website
- The book will be available for pre-order at Pebble Beach RetroAuto in advance of the Concours and during the Concours
- The book will be available to purchase via a number of major automotive booksellers throughout the world (including Horton's, Autobooks-Aerobooks, Gilena International Motor Books, Reader's World, etc)
- Distributed by commercial partners to the project.

The book will retail at a price of \$80.00 for the Standard Edition, \$110.00 for the Publisher's Edition and \$250.00 for the Chairman's Edition

A minimum 3000 copies will be produced and distributed





## Partnership Opportunities

70 Year of Excellence provides a unique opportunity to reach a highly active, passionate and committed audience. The distribution to entrants, VIPs and judges of the Pebble Beach Concours will guarantee a high level of interaction with key influencers in the classic car world. Opportunities exist for the following:

### 70 Years of Excellence Sponsorship Package 1

- Double page editorial feature on the brand
- 100 copies of the Standard Edition to distribute to clients
- 20 copies of the Publisher's Edition to distribute to VIPs

Total value \$17,700

Cost of sponsorship \$11,820

### 70 Years of Excellence Sponsorship Package 2

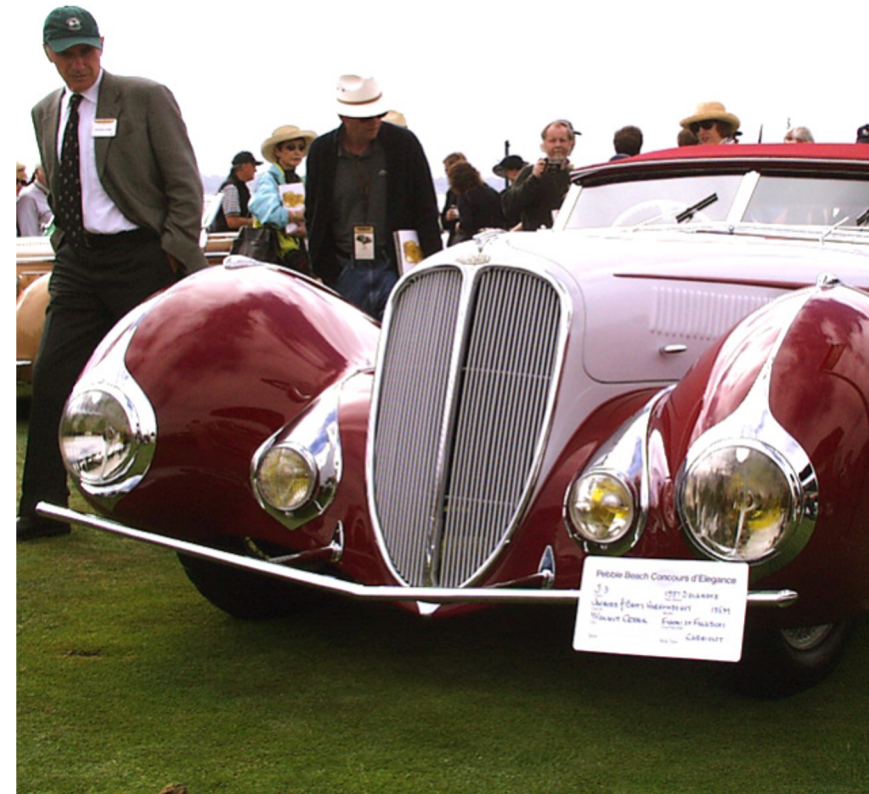
- Single page editorial feature on the brand
- 50 copies of the Standard Edition to distribute to clients

Total value \$7,750

Cost of sponsorship \$6,250

Additional copies available price on request

Bespoke finishing / slipcases also available on request





## Advertising Opportunities

A very limited number of advertising pages are available to partners in addition to the partnership opportunities

Premium advertising pages (first 40 pages)

- Double page spread: \$6,000
- Single page: \$3,000

### Standard Advertising Pages

- Double page spread: \$5,000
- Single page: \$2,500

Copies of the publication are also available to advertisers at a discount to the retail price of \$80.00 Standard Edition, \$110 for the Publisher's Edition and \$250.00 for the Chairman's Edition (limited to 100 copies)





## 70 Years of Excellence - The Basics

Pagination:	240 + covers
Size:	320mm x 270mm portrait
Advertising pages:	20 pages
Editorial pages:	220 pages
Text paper:	150gsm Finesse Silk
Cover finish:	Matt laminate / spot UV
Quantity Published:	Minimum 3000

70 Years of Excellence will be lavish in every respect – oversize, beautifully produced – and a book to be collected.





## 70 Years of Excellence - Publishing Schedule

Advertising Deadline: 30 June 2021

Print Deadline: 5 July 2021

Sample copies available: Pebble Beach August 2021

Final Copies mailing: 10 September 2021\*

\*To include results from 2021

Full page trim 270mm wide x 320mm high

Full page inc. bleed 276mm wide x 326mm high

DPS inc. bleed 546mm wide x 326mm high

DPS trim 540mm wide x 320mm high

Please provide DPS creative as single pages

Please allow for 6mm gutter on each page





## 70 Years of Excellence - Contact Details

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