the history

Launched in Summer 2003 and published 8 times a year, Race Engine Technology is the brainchild of Ian Bamsey, the highly respected and award-winning motorsport journalist of over 30 years standing. Ian and his team of industry experts produce a unique, high quality, technical source of information that is widely read, referred to, and sought after, by its dedicated readership of design and development engineers, across the entire global powertrain industry. RET remains one of the few magazines in motorsport entirely dedicated to the technology and innovation that drives competition forward.

editorial

At the heart of this authoritative publication are in-depth research insights that probe significant contemporary projects, with informed analysis backed by professor peer review and critique. Race Engine Technology (RET) features all aspects of technological developments, in turn creating a truly must-read title among the global racing industry. We cover many and varied types of feature and here are a few examples:

Engine dossier

The ‘Dossier’ is at the core of every issue of RET. Our signature feature, it is an incredibly detailed look at a high-profile racing engine, revealing many secrets of the technology that are simply not reported anywhere else.

Motorcycle

Each issue highlights a powertrain from the world of two wheels providing a succinct analysis of key aspects of the engine, as well as its performance characteristics. Coverage includes all forms of motorcycle competition from Motocross to MOTOGP, from drag racing to World Superbikes and from Land Speed Record attempts to Speedway.

Insight: The challenge of…

Is a series of articles, each of which highlights the demands presented to engine engineers by a specific type of racing. The development of specific solutions is discussed in depth with engine builders and component manufacturers. Annually reviewed is everything from Top Fuel drag racing to World Rally Cars to MotoGP.

Component focus

Revisited just once every 3 years the focus acts as an excellent source of reference – topics covered include:

- Alternative Energy/ERS
- Aluminium
- Bearings
- Camshafts
- Castings
- CFD
- Circuits
- Coatings
- Con Rods
- Coolers/Radiators
- Crankshafts
- Data Acquisition
- Dynamometers
- ECUs
- Exhausts
- Fasteners
- Fuel Pumps
- Fuels
- Gaskets
- Heads & Blocks
- Injectors
- Liners/Sleeves
- Lubricants
- Machine Tools
- Non-Metals
- Oil Pumps
- Piston Pins
- Pistons
- Pushrods & Rockers
- Rapid Prototyping
- Rings
- Seals
- Sensors
- Steel
- Surface Treatments
- Test Equipment
- Titanium
- Transmission
- Turbochargers
- Ultrasonic Cleaning
- Valve Springs
- Valves
- Water Pumps
headline
statistics

Print run: 6,000
copies per issue (minimum)

Estimated readership: in excess of 18,000
On average at least 2 people over and above the addressee read each copy we send out

Geographical breakdown:

USA 46%
UK 22%
Europe 8%
ROW 24%
57 countries in total

<table>
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<th>Insight Challenge Of</th>
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The Race Technology Reports take the wider view of racecar design and development, complementing the engine focused content of Race Engine Technology. Edited by Lawrence Butcher, each report delves into the details of specific racing types from across the globe. Whether it is Top Fuel drag racing or Formula One, a range of features get under the skin of the cars, looking at everything from the subtleties of chassis construction through to the advanced simulation tools used for aerodynamic development. Nowhere will you find more in-depth analysis of the engineering behind modern racing machinery.

**Dossier**

In each Race Technology Report is one of High Power Media’s signature ‘dossier’ features. These are extensive, 8-12 page articles which present an in-depth analysis of a particular vehicle. The features cover all aspects of the car, but the focus tends to be on the chassis and aerodynamic development, as well as the overall story of the engineering challenges a particular project presented.

**Technical review**

Where applicable, Race Technology Reports contain a technical season review of a specific series. With the fast rate of development within racing, engineering solutions evolve from season to season, particularly if rule changes are implemented. These technical reviews look at all aspects of the cars, from chassis to powertrain and aerodynamics.

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<table>
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<tr>
<th>Aero Design Engineer</th>
<th>Aero Performance Engineer</th>
<th>Aerodynamic Engineer</th>
<th>Aerodynamicist</th>
<th>Aerodynamics Project Engineer</th>
<th>Assembly Technician</th>
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<td>Director of Design &amp; Development</td>
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<td>Integration Engineers</td>
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<td>Purchasing Agent</td>
<td>Race Engineer</td>
<td>Race Mechanic</td>
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<td>Research &amp; Development Engineer</td>
<td>Simulation Engineer</td>
<td>Software Engineer</td>
<td>Suspension Design Engineer</td>
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<td>Tyre Technician</td>
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<td>Wind Tunnel Manager</td>
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*This list is an indication of readers and not exhaustive*
headline statistics

Print run: 3,000 copies per report (minimum)

Estimated readership: in excess of 10,000
At UK£20 / EUR€30 / US$40 per report, readers are inclined to share their copy with others

Reader profile:
In addition to paid copy sales, each report is sent to 1,500 engineers, technicians, aerodynamicists, team managers, powertrain professionals and other key personnel within the specific area of motorsport covered by the report. This ensures that, irrespective of who chooses to purchase the publication, advertisers are guaranteed that their principal target market is extremely well covered.

Geographical breakdown:

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publishing schedule

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“Congratulations on ten years of RET! You continually achieve a very high standard of reviewing engines and engine components from a highly technical perspective. We have learned a great deal from your articles.”

Dr. Andrew Randolph –
Engine Technical Director, ECR Engines

“Thanks very much, your magazine is my bible. Keep up the good work.”

Guy Martin

“Race Engine Technology is the gold standard in coverage of motorsports powertrain technology. Our crew chiefs and engineers look forward to each issue and learn eagerly from all the latest developments throughout the world of motorsports. We are proud to share developments at DSR that powered Antron Brown to the 2015 NHRA Top Fuel championship and Matt Hagan to the blinding Funny Car speed record of 335 MPH. Thank you for including features from experts throughout the various NHRA classes and for sharing insight from all forms of motorsports.”

Mike Lewis, Senior Vice President,
Don Schumacher Racing

“Again, thank you for an outstanding article. The engineering/design side of racing components is second to none.”

“Excellent, one of a kind, it is great to read about industry tech and insight to development.”

“I think your magazine is excellent, and a very good source of both information and suppliers (adverts).”

“The “focus” articles that look at specific components are great. They could be compiled into a text book. In fact, I make copies of them and keep them in an easy to reference binder in my office.”

“Keep up the excellent technology focus articles.”

“The technical detail you provide about race engines is just plain not available from any other source.”

“Again, thank you for an outstanding article. The engineering/design side of racing components is second to none.”

“I recommend your magazine to everyone in the paddock and every person that has signed up for your magazine has thanked me for informing them of your publication. We all think your magazine is head and shoulders above all others.”

“Everything in RET is excellent! When I’m working on anything that relates to what you have written about before, I read through the relevant article again, paying particular attention to the appropriate advertisers on the next few pages that under normal circumstances would be hard to track down. Many thanks and just keep it up with LOTS more of the same!!”

“RET is an exceptional source of information on the current technical status of activities in the world of racing engines. I also believe that it is an extremely valuable historical archive of that technology. Given the strong urge in the motorsports world to confidentiality and secrecy, there is a genuine danger that technical information will go unrecorded and be lost to future generations. RET, under the guidance of Ian Bamsey, provides that record that would otherwise be lost.”
Ratecard

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Cover positions +20%, Guaranteed position +10%

**Advertisement specifications:**
Artwork can be supplied in PDF, EPS, TIFF or JPEG formats. Artwork to be set at 300dpi.

Alternatively we do offer a design service by arrangement, so if you would like us to help make an advertisement for you, or amend an existing ad, then please get in touch to discuss.