



OctaneFactory  
Digital Publishing

Media Pack and Partnership Information  
CarPhotographer.net | HistoricRacer.com | NeillWatson.com



HISTORIC RACER

## Overview

- A blog network of niche subjects with a cross pollination of interests
- Content created by professional writers, bloggers and photographers, experts in their respective fields
- Targeted, receptive audience,
- Double opt-in email lists. Subscribers have opted and confirmed that they want to receive information from us
- Strong automotive, lifestyle, leisure and photographic interests
- Fully mobile responsive websites, around 50% of visitors now on mobile devices
- Bespoke content, not cut n paste press information
- Long form features, often over 1,000 words giving 'sticky' long life, legacy content combined with short news articles

## Previous Collaborations

- Canon UK / Elinchrom / The Flash Centre - photography workshops and product tests / reviews
- Hahnemuhle Fine Art Papers - guest blog post and review
- Think Tank Photo - product reviews
- Photodeck - product reviews and affiliate promotion
- Unruly Media - ongoing series of sponsored blog posts

## Statistics

- More than 50,000 visitors over the last six months
- Over 150,000 page views
- Rapidly growing audience of knowledgeable, enthusiastic readers
- Growing social media profiles
- Klout score of 58

## Work With Us

- Sponsored articles and blog posts
- Product tests and reviews
- Directory listings
- Product placement
- Advertising positions

## Neill Watson's Blog

Neill Watson is a professional writer, photographer and track driver coach. Since 2002 he has been creating photography and features for clients across the world. Editorial features include writing about and driving classic and performance cars. Clients include Total 911, 911 and Porsche World, Evo magazine and he has been featured online in Jalopnik.

In response to requests from readers and marketing partners, his blog has been overhauled in July 2014. He writes about automotive subjects including driver coaching, road trips, car reviews, photography and some of the fascinating people he meets in his work. He is a member of The Guild of Motoring Writers in the UK and is the founder and editor of car Photographer.net and Historic Racer.com blogs.

<http://www.neillwatson.com>



***“Fantastic shot, I read the article on Jalopnik and made my way over here to find out how to get a print for my Man-Cave as well!”***

***“Neil can I just say what a truly wonderful and funny shot you’ve captured there...well done that man!”***

***“I bought Capture One Pro whilst it was on 50% off a few weeks ago, I love it, never got on with Lightroom or Aperture and instead was using Bridge and Photoshop, once I’ve spent the time to learn Capture One I’m well impressed with it.”***

**Comments from the blog.**

## Car Photographer

With automotive subjects at the core of our readership, a blog covering the diverse areas of automotive photography is an obvious step. We write about everything from shooting cars on the iPhone all the way to high end, million dollar advertising campaigns.

We review photographic products with an interest in how they can be applied to car photography and help promote the various brands we partner with, from professional grade photographic bags to location lighting and suction mounts.

<http://www.carphotographer.net>



## Historic Racer

*"Writing passionately about the things we care about. Because we know you feel the same way too."*

Historic Racer launched in May 2013 as a test of the concept and to prove or disprove the value of our content. The experiment was to see if the conventional mantra that people don't read more than 300 words online was fact or myth. We published long form features of 1,000 words or more, with full width, large images. The results confirmed our suspicions. Our bounce rate of just 12%, plus an average time on site of more than 6 minutes showed that people do indeed read features online. As tablet users continue to grow, reading features online becomes a far more comfortable process than sitting with an overheating laptop and, coupled with ebooks and other digital content, readers are finding it a more natural, integrated process. Indeed our mobile readership is almost 50% and growing. This gave the inspiration and proof to move Historic Racer forwards.

Our features are designed for a long shelf life, as the 'anchors' of Historic Racer and prove every bit as effective at drawing readers on Year Three as they did on Day One. We aim for a knowledgeable audience, with core subjects of historic motorsport, classic and collectable car and the associated lifestyle and memorabilia.

<http://www.historicracer.com>



## Display Advertising

Display advertising is available at a variety of positions across the websites using industry standard dimensions and served using industry standard software. Advertising positions are available by time period and can be on a shared rotational basis or an exclusive position basis, meaning that your ad will be exclusive to that position on each website.

Advertising banners dimensions are industry standard configurations meaning that artwork creation costs are low - you may well already have banners created for your chosen campaign.

Research shows that the best performing banners for click through incorporate dynamic content. We encourage this and would suggest that you host the banners on your website. This makes changing your content fast and painless.

With almost half of our readership viewing on mobile devices, we optimise our advertising positions to reflow and remain in the context. Your 300x250 banner won't shrink to the size of a micro dot when viewed on an iPhone and the text and graphics resize and reflow regardless of the viewers device.



## Sponsored Blog Posts

One of the most effective ways to promote your website or business is via a sponsored blog post. In much the same way that the term 'advertorial' is used to describe a featured article in print media, a sponsored blog post is written in the same vein. Typically showcasing your business or a new product line, each sponsored blog article will include two contextual hyperlinks to your website, deep linking to a specific product page if required

## Product Reviews

All reviews are exactly that – reviews (not paid endorsements). We will give an honest opinion on products based on whether we think they would be useful for our readers. There are no guarantees that we will review your product. If you would like a guaranteed position, please consider another paid advertising option.

## Total Branding

If you are wanting to build major brand appeal, branding one of the websites for a period can be an excellent way to build the brand and start a conversation with your customers. This can be incorporated with competitions and giveaways

## For More Information

To discuss your advertising and promotion objectives

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