

# Online Media Pack 26/27



**THE "GO TO" PLATFORM  
FOR THOSE PASSIONATE  
ABOUT EVERYTHING  
MOTORSPORTS....**

Pitlane Media and News is the "go to" online Media platform for those that follow the passionate industry of Motorsports....

## INTRODUCTION

Welcome to Pitlane News, your go-to source for the latest and most exciting developments in the world of motorsports. As a leading digital platform, we specialize in delivering comprehensive coverage of Endurance, MotoGP, Touring Car, Rally, Karting and other high-speed racing events. Our content ranges from in-depth analyses, race previews, and post-race reports to exclusive interviews with drivers, team principals, and industry insiders. We pride ourselves on being a trusted resource for both seasoned enthusiasts and newcomers alike, offering insights that cater to fans' diverse interests and levels of expertise. Our audience is passionate about the thrill of racing and seeks up-to-date information, expert opinions, and engaging stories that capture the essence of motorsport's fast-paced environment. Join us at Pitlane News, where the race never stops, and neither does our commitment to delivering top-tier content.

## OUR AUDIENCE

Pitlane News boasts a diverse and dedicated audience that encompasses a wide range of individuals passionate about motorsports. This group includes fervent fans who eagerly follow races and events, suppliers committed to providing top-notch products, and supportive stakeholders who invest time and resources into the sport. Teams and athletes form the backbone of this vibrant community, fostering an environment of collaboration and enthusiasm. United by their love for motorsport, the Pitlane News audience is characterized by a strong sense of camaraderie and pride, drawing upon their shared values of excellence, integrity, and a relentless pursuit of achievement in the racing arena.

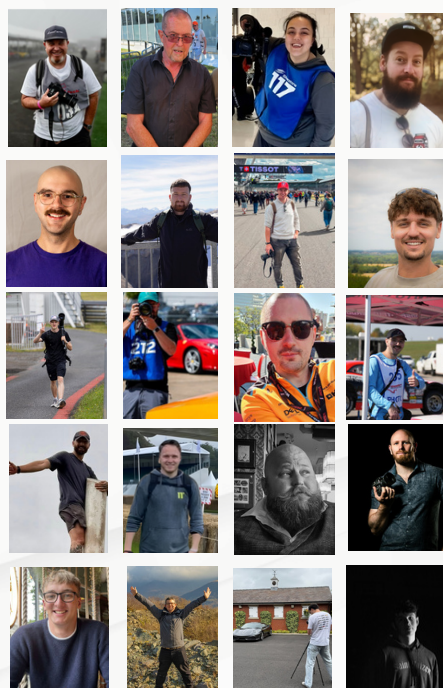
## PLN HISTORY

Pitlane News was originally conceived as a platform to elevate and promote the achievements of our Roux Ambassadors, such as Matt Neal from BTCC and Luke Browning from Formula Racing. Since its inception, Pitlane News has evolved into a comprehensive resource dedicated to showcasing not only the talent of drivers and teams but also the vital contributions of photographers, hospitality services, circuits, and various suppliers within the motorsport industry. By maintaining a commitment to quality and engagement, Pitlane News adds value through every aspect of its operations, fostering a richer appreciation for the intricate tapestry of motorsport and its numerous stakeholders.

[www.pitlane-news.com](http://www.pitlane-news.com)

## PLN PRESS TEAM

Pitlane News, since its launch during CV Lockdown, has collected a group of extremely passionate and skilled photographers, providing stills and videos from FIA organized events like the World Rally Championships, IMSA in USA, the Le Mans 24h, UK & European Series including BTCC, Fun Cup, MotoGP and most of the UK's Rally Championship series... [Www.https://www.pitlane-news.com/tag/press-team/](http://www.pitlane-news.com/tag/press-team/)



**WRC**  
FIA WORLD RALLY CHAMPIONSHIP

**24h**  
LE MANS

**FIA**

**BRC**  
British Rally Championship

**motor sport UK**

**GOOD WOOD**  
MOTOR CIRCUIT

**IMSA**

**SALON PRIVE**  
EST. 2006

"The PLN Photography team

**"Time and time again, this team have delivered not just amazing images, great great content, and a few go the extra mile (especially the winter rally fanatics) but their combined passion for Motorsports, and their loyalty to Pitlane."**

Matthew Jordan  
BD PLN/S4R



**SPONSORS**  
**4 RACING**

## SHARING IS CARING

PITLANE News offers a comprehensive platform for motorsport enthusiasts, industry professionals, and aspiring athletes seeking the latest updates and insights into the automotive and motorsport sectors. As a premier online news service, it provides daily, breaking news, ensuring readers stay informed about pivotal developments impacting the motorsport community.

Unlike some platforms, PITLANE News fast-tracks access to timely information, allowing athletes, engineers, and decision-makers to respond swiftly to industry changes. Our online portal not only features current news but also includes web-exclusive articles, in-depth analyses, and interactive media that engage a wide readership. With a focus on athlete development, we spotlight the journeys of emerging talents and provide resources tailored to their progress in the competitive landscape.

Our digital distribution methodology guarantees that professionals from various sectors can access valuable information seamlessly. PITLANE News is constantly evolving, catering to an expanding audience with an average of 50,000+ monthly visitors. Highlighting key suppliers in the motorsport industry, we offer a comprehensive directory that connects professionals with essential resources, enhancing their operational capabilities.

PITLANE News stands as an authoritative source for those invested in the professional motorsport world, fostering a community where knowledge, innovation, and athlete progression thrive. Join us in our mission to illuminate the path of motorsport excellence and athlete development.

## OUR AUDIENCE...



2.5 Million Views

20,000 Followers

50,000 Views P/M

30,000 Likes

9,000 Views P/M

## AWARDS WINNING. PHOTOGRAPHY

Our photographers work with purpose, not ego. They don't chase trends or shoot for clout — they document motorsport with integrity, precision, and respect. Whether it's the grit of pit lane or the emotion on a driver's face, every shot is captured with an understanding of what the moment really means. No filters, no drama — just real racing, seen through a trained eye.

We take responsibility for how our images are used. These aren't throwaway snaps or social content — they're part of the sport's record. Our team works with the trust of drivers, teams, and organisers, and we don't take that lightly. What you see here reflects hours of work, honest access, and a quiet standard that demands more than just a good camera. It demands character.

