

# THE GOOD OIL

JUNE 2011



## SEASON REVIEW

Welcome to The Good Oil, the end of season review for the 2010/11 Premier Race Championship Series.

This report encompasses all classes in the championship – BNT V8s, Toyota Racing Series, V8 UTES, Crown Lift Trucks Porsche GT3 Cup Challenge, Suzuki Swift Sport Cup, Formula Ford and Production Racing.

All statistics are broken down either by round or by dates surrounding and relevant to each round, from Pukekohe in November 2010 through to Hamilton in April 2011.

We hope you find these statistics of value.



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General Manager

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# SPONSORSHIP REPORT

	Pukekohe	Ruapuna	Teretonga	Timaru	Manfeld	Taupo	Hamilton
Date	5-7 Nov 10	26-28 Nov 10	14-16 Jan 11	21-23 Jan 11	11-13 Feb 11	11-13 Mar 11	15-17 April 11
Attendance	14,136	13,634	14,646	10,494	15,096	11,091	105,432

## Press Coverage - Articles

No. of articles	31	37	37	30	61	45	N/A
Column cm	5,368	4,862	6,615	5,395	10,383	5,897	N/A
Average size (cm2)	173	131	179	180	170	131	N/A

## Internet Media

Articles	22	35	48	38	57	29	N/A
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## TV3 'As Live' Coverage

Audience numbers - all people	43,500	36,000	28,700	37,600	53,300	49,500	1,236,000
Rating (audience share) AP 18-49	1.1	0.7	0.8	1.0	1.3	1.3	4.2
Rating (audience share) AP 25-54	1.2	0.8	1.0	1.1	1.7	1.4	4.2
Rating (audience share) M 25-54	1.5	0.8	1.3	1.6	1.7	2.1	7.0

## Sky Sport Coverage – Fujitsu Motorsport NZ

Duration (min)	420	420	420	420	420	420	N/A
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## TV Advertising (30-second slots) - Event Promotion

### TV3

Total Spots	37	25	34	29	31	-	N/A
Total Rate Value	\$34,230	\$11,040	\$6,375	\$6,210	5,820	-	N/A

### Sky Sport

Total Spots	96	96	96	96	96	96	N/A
Total Rate Value	\$48,000	\$48,000	\$48,000	\$48,000	48,000	48,000	N/A

## Radio Advertising (30-second slots) - Event Promotion

Hauraki	114	165	165	-	165	165	N/A
ZM	114	165	165	234	165	165	N/A
Radio Sport	114	165	165	234	165	165	N/A
Newstalk ZB	114	149	165	236	165	165	N/A
Classic Hits	114	165	141	234	165	165	N/A
Total	570	809	801	938	825	825	N/A
Total Rate Value	\$155,542	\$56,328	\$37,108	\$27,886	\$145,601	\$100,604	N/A

## Website Statistics

	November 10	January 11	February 11	March 11	April 11
Visits	20,699	17,832	13,114	6,315	6,282
Pages	75,307	57,584	40,656	20,046	18,333

## Press Coverage - Photos

No. of Photos - all events	269
Total column cm	54,826
Average size (cm2)	204

## Print Collateral Produced (units)

Event posters	1,000/round
Event programmes	3,000/round

The MotorSport Company would like to thank the sponsors for their support this race season:

