

THE GOOD OIL

JUNE 2012

Welcome to The Good Oil, the media review of the 2011/12 Premier Race Championship Series.

This report encompasses all classes in the championship – BNT V8s, Toyota Racing Series, Suzuki Swift Sport Cup, UDC V8 UTES, Formula Ford and Sports and Production GT.

All statistics are broken down either by round or by dates surrounding and relevant to each round, from Pukekohe in November 2011 through to Hamilton in April 2012.

We hope you find these statistics of value. If you have any queries or need further information please let me know.

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2011-2012 race championship media review

	PUKEKOHE	RUAPUNA	TERETONGA	TIMARU	MANFEILD	TAUPO	HAMILTON
Date	4-6 Nov 11	9-11 Dec 11	13-15 Jan 12	20-22 Jan 12	10-12 Feb 12	9-11 Mar 12	20-22 Apr 12
Attendance	12,240	9,215	8,840	11,530	12,525	9,966	116,698

PRESS COVERAGE - ARTICLES

No. of articles	15	21	42	22	34	14	n/a
Column cm	2,593	4,145	8,814	4,601	8,365	2,455	n/a
Average size (cm2)	173	197	210	209	246	175	n/a

TV3 'AS LIVE' COVERAGE

Audience numbers - all people	47,300	35,000	27,500	39,700	34,700	55,800	415,600
Rating (audience share) AP 18-49	1.0	1.0	0.6	0.7	0.7	1.1	3.4
Rating (audience share) AP 25-54	1.1	1.0	0.7	1.0	1.0	1.5	3.4
Rating (audience share) M 25-54	1.1	1.4	0.9	1.2	1.3	1.3	2.7

SKY SPORT COVERAGE - FUJITSU MOTORSPORT NZ

Duration (min)	420	420	420	420	420	420	n/a
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NEWSPAPER ADVERTISING - EVENT PROMOTION

No of advertisements placed	online	2	4	5	8	3	n/a
No of publications	1	1	1	2	4	1	n/a

TV ADVERTISING (30-SECOND SLOTS) - EVENT PROMOTION

TV3							
Total Spots	53	24	16	18	36	44	n/a
Total Rate Value	60,528	36,900	24,600	25,600	52,824	47,890	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	64	16	44		165	165	n/a
ZM		16	44	22	165	165	n/a
Easy Mix	32						n/a
Radio Sport	64	32	44	22	165	165	n/a
Newstalk ZB		48	22	44	165	165	n/a
Classic Hits	96	72	99	66	165	165	n/a
Extra	224	220	242	176			n/a
Total	480	404	495	330	825	825	n/a
Rate Value	\$95,987.85	\$28,436.00	\$54,244.00	\$11,247.00	\$151,862.00	\$105,659.00	n/a

WEBSITE STATISTICS

	November 11	December 11	January 12	February 12	March 12	April 12
Visits	11,066	7,415	11,984	8,238	6,657	5,520
Pages	39,988	23,048	38,425	25,938	20,862	14,851

PRESS COVERAGE - PHOTOS

No of Photos - all events	170
Total column cm	27,634
Average size (cm2)	163

PRINT COLLATERAL PRODUCED (UNITS)

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

PRESS COVERAGE - INTERNET

No of Articles - all events	169
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