



PITSTOPS

MEDIAKIT

We connect brands and motorsport fans

THIS IS OUR STORY.

PitStops.ro is the largest digital-only motorsport publication in Romania. Since 2014, PitStops has been reporting on news, race previews, reviews, racing history, live-texts and unique editorial content.

We provide relevant and compelling content funneled through our site and our social media channels, connecting Romanians all over the world with motorsport activities.

WE ARE HERE
TO HELP YOU
REACH YOUR GOAL.
HERE IS HOW
WE BUZZ.

CONTENT MARKETING

SPONSORED CONTENT
SOCIAL CONTENT
ADVERTORIAL ADVERTISEMENT

SOCIAL ENGAGEMENT



WE ARE THE PULSE OF MOTORSPORT.

100,000

in-season articles views / month

60,000

unique visitors / month

+100%

Y-o-Y growth rate for the past 2 years

Know more about
our audience

83%   17%

Romania **82%**
vs
International **18%**

TECH SAVY
SOCIALLY ACTIVE

SPONSORED CONTENT

SHARE VALUE. WIN YOUR AUDIENCE

Take advantage of the existing content in our pipeline or suggest your own, and brand it to increase mindshare and following for your company.

Offering value to your readers will build loyalty.

Email us at contact@pitstops.ro

Displayed properly.
Content that complements your brand.



The screenshot shows a web article from PitStops.ro. The header is red with the 'PIT STOPS' logo and navigation links for FORMULA1, MONOPOSTURI, MOTOCICLISM, TURISM, and NATIONAL. The main image is a blurred background with the Ferrari logo and 'SF16-H' text. The article title is 'Ferrari SF16-H – ac de cojocul Mercedes?' by Dragos Soare-Rada, dated Feb 19, 2016. It has 79 likes and social media share buttons for Facebook and Twitter. The text discusses Ferrari's new race car, mentioning the Maranello factory and the team's goal to challenge Mercedes. At the bottom, there is a small image of the red Ferrari SF16-H race car.

CO-BRANDED CONTESTS

START A BUZZ

Run a contest through our platform for virality. Whether your goal is awareness, email acquisition, or building a social following, we can set up the contest accordingly.

Email us at contact@pitstops.ro

We're reaching out to
OVER 100,000 persons each month.



PitStops.ro
Salutare!

Poți câștiga un pachet original BMW M, constând dintr-un rucsac și o șapcă.

Reguli de participare:

1. Like paginii: <https://www.facebook.com/pitstops.ro>;
2. Like & Share (distribuie public, nu privat) acestei fotografii pe profilul personal;
3. Comentariu la acest post ce să conțină o FOTOGRAFIE CU UN MODEL BMW preferat, fie mașină personală (dacă e cazul), o imagine cu un #BMW de stradă, ori un monopost BMW de #F1 sau model din competiții #GT.

Concursul se termină pe 15 decembrie. Câștigătorul va fi ales cu ajutorul www.random.org.

Validarea acestuia se face pe baza urmării celor 3 reguli. În caz contrar, următorul extras va fi numit câștigător.

Succes tuturor!



SHOWCASE YOUR BRAND. SPREAD THE WORD.

Homepage Banner advertising

Homepage right sidebar 300x250

Homepage right sidebar 300x600

Homepage banner 850x313

Homepage middle page 1-FOLD banner

Homepage takeover

Sitewide opportunities

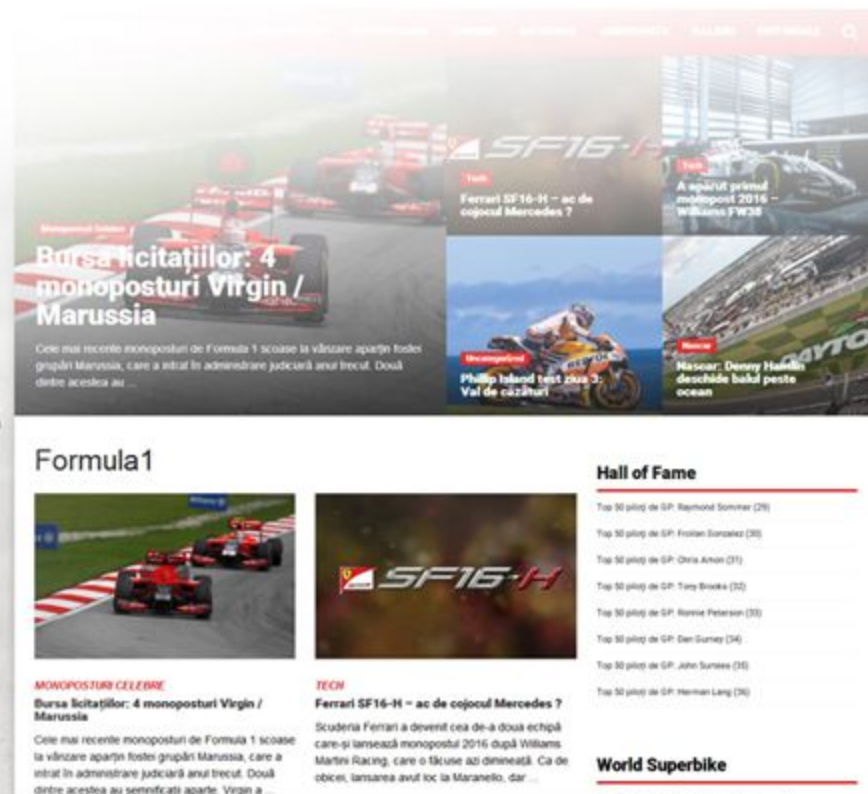
Sitewide right sidebar 300x250

Sitewide right sidebar 300x600

Sitewide Background anchor

Site takeover

Email us at contact@pitstops.ro



The screenshot displays the PitStops.ro website interface. At the top, there is a navigation menu with categories like 'HOME', 'ACTUALITATE', 'SERII', 'MOTORSPORT', 'MOTORBIKE', 'HALL OF FAME', and 'CONTACT'. The main content area features several news items:

- Bursa licitațiilor: 4 monoposturi Virgin / Marussia** - Citește mai multe monoposturi de Formula 1 scoase la vânzare aparțin fostei grupări Marussia, care a intrat în administrare judiciară anul trecut. Două dintre acestea au ...
- Ferrari SF16-H - ac de cojoș Mercedes 7** - Scuderia Ferrari a devenit cea de-a doua echipă care și lansează monopostul 2016 după Williams Martini Racing, care o făcuse azi dimineață. Ca de obicei, lansarea avut loc la Maranello, dar ...
- A apărut primul monopost 2016 - Williams FW36**
- Phillip Island test rza 5. Val de căzături**
- Masoar: Doney Haidin deschide buclă peste ocean**

Below the main content, there are two columns:

- Formula1**: Includes a small image of a race and a 'MONOPOSTURI CELEBRE' section.
- Hall of Fame**: Lists top drivers such as Raymond Sommer (26), Froilan Gonzalez (30), Chris Amon (31), Tony Brooks (32), Ronnie Peterson (33), Dan Gurney (34), John Surtees (35), and Herman Lang (36).
- World Superbike**: A section for motorcycle racing news.

SOCIAL MEDIA

VOICE TO THE MASSES

We know how to utilize each of our social channels to their maximum capability and which are right for your business. Ask us about the social media mix we will create for you.

Email us at contact@pitstops.ro

Your story on
PitStops channels





Connect with PitStops

Email us today at contact@pitstops.ro

PITSTOPS