



OFFICIAL PROGRAM

 Lenovo
FORMULA 1 • LENOVO
**GRAND PRIX
DU CANADA**
2026



F1GPCANADA

352,000

fans on-site
Canada's largest sporting event

2035

Event locked in
on the F1 calendar

F1® SPRINT

for the first time in 2026,
bringing more action-
packed moments to the
track



F1 Academy advancing
the future of women in racing

IT'S MORE THAN JUST A RACE .
IT'S A CELEBRATION OF PERFORMANCE , INNOVATION , AND INCLUSIVITY !

BROADCAST



90M

**Total
viewership**

18.9M

Digital audience

71.1M

TV audience



4.4M

**Canadian
viewership**

KEY FACTS

- More than 45 advertising pages
- Over 35 partners in the official program
- Printed and digital versions in 2025

READERS AROUND THE WORLD

Top 5 countries

- Canada
- United States
- England
- Australia
- Mexico

PRINTED VERSION

- 25,000 printed copies sold and distributed

PRINTED VERSION

EDITOR

FORMULA 1 GRAND PRIX DU CANADA

DUE DATE

APRIL 1ST 2026

NUMBER OF COPIES

25,000

DISTRIBUTION

SOLD ON-SITE DURING THE THREE DAYS OF THE EVENT AND OFFERED FREE OF CHARGE TO BUSINESS SUITE GUESTS, AS WELL AS MADE AVAILABLE IN PARTNER HOTELS (E.G., FAIRMONT).

DIGITAL VERSION

DOWNLOADS

1,000

IMPRESSIONS

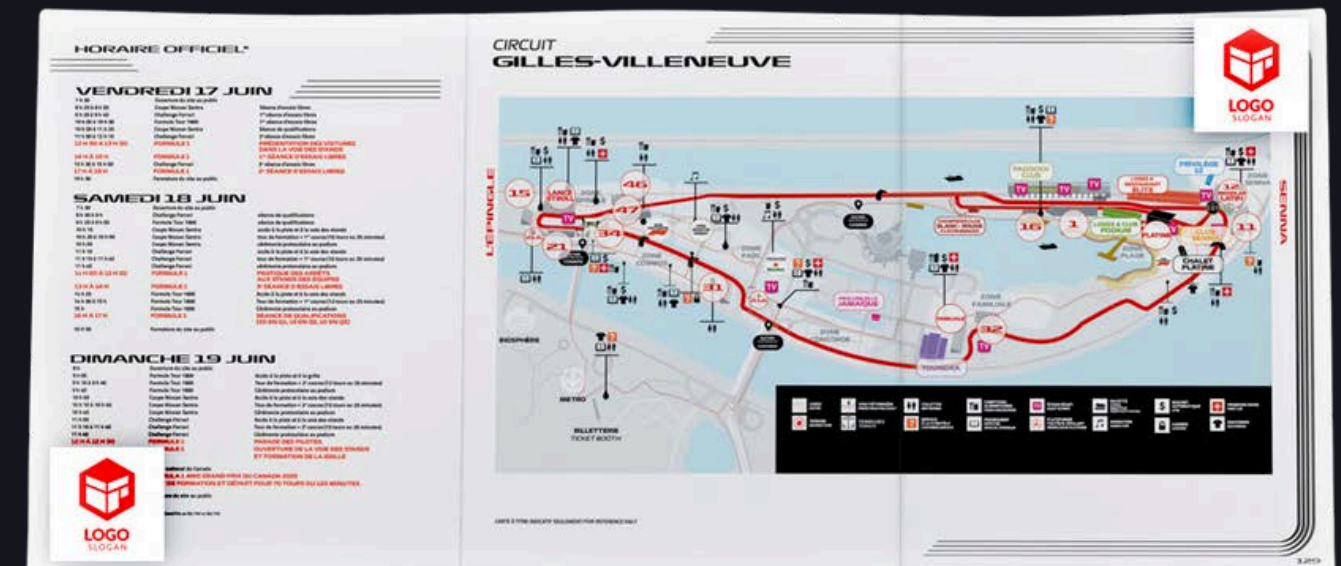
5,000



PRESENTING PARTNER BENEFITS

SCHEDULE & MAP

- Visibility on the cover page (logo/mention) of the schedule and map section;
- 4-colour advertisement on the 4th cover of the schedule and map section;
- An advertorial page in the schedule and map section;
- A post on our social media platforms announcing the schedule and map section;
- A newsletter announcing the schedule and site map section and its presenter.





PRESENTING PARTNER BENEFITS

SPOTTER'S GUIDE

- Visibility element on the first page (logo/mention) of the Spotter's Guide;
- Backcover advertising (C4) 4 c of the Spotter's Guide;
- Single page editorial advertising in the Spotter's Guide;
- A publication on our social media platforms to announce the Spotter's Guide;
- A newsletter announcing the Spotter's Guide and the presenter.



RATE CARD



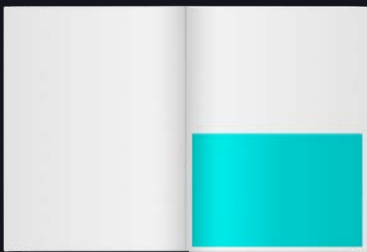
SINGLE PAGE (SP)
4 colour advertising in print and digital versions.
\$9,000 CAD



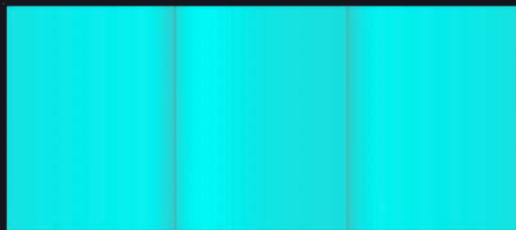
SPOTTER'S GUIDE (SG)
Presenter of the teams and drivers, incorporating your advertising concept
\$30,000 CAD



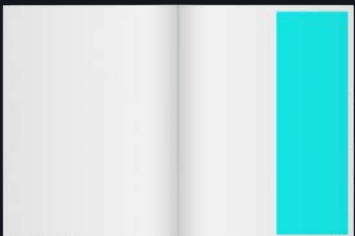
DOUBLE PAGE (DPS)
4 colour advertising in print and digital versions.
\$16,000 CAD



HALF-PAGE
(HORIZONTAL)
4 colour advertising in print and digital versions.
\$4,000 CAD



SCHEDULE & MAP
Presenter of the schedule and site map
\$20,000 CAD



COLUMN
(1/4 PAGE VERTICAL)
4 colour advertising in print and digital versions.
\$3,500 CAD

DOUBLE PAGE

FORMAT

- Final format: 16.25" x 10 7/8"
- High-resolution PDF file (PDFX-1A).
- Include all fonts and images in the PDF.
- Crop marks set to 12 pts.

SAFETY MARGIN

- Minimum of 1/4" inside the final format.
- Inner safety margin on the spine side: 1/2".
- Bleed: Minimum of 1/8" outside the final format.

TYPOGRAPHY

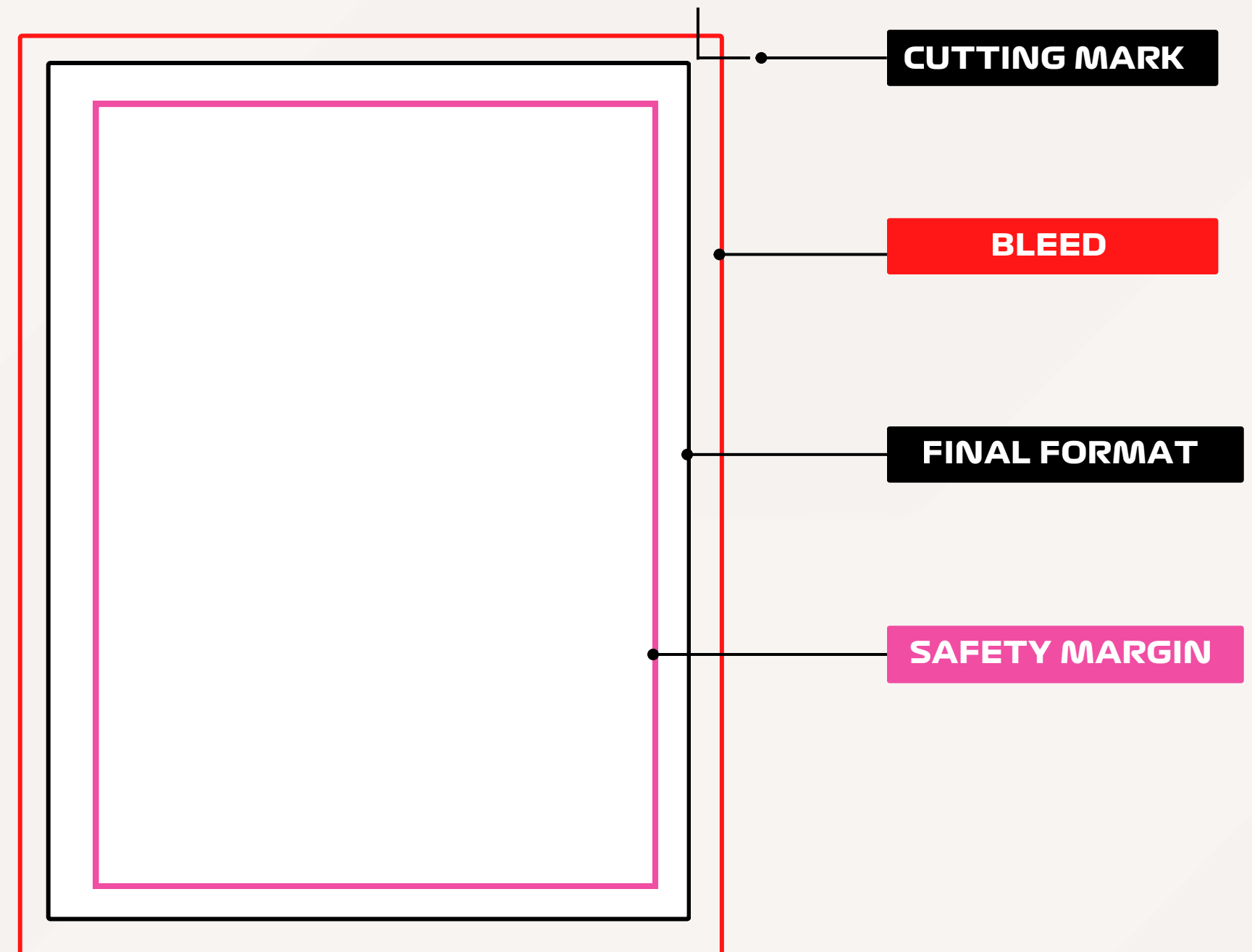
- Minimum size: 8 points for standard text, 12 points for reversed text (on a black background).
- Serif fonts are not recommended.
- Body text: Use 100% black (100K) only.
- Convert all fonts to outlines.

IMAGES AND RESOLUTION

- Images and Resolution
- Minimum resolution: 300 DPI.
- Maximum saturation: 300%.
- RGB format not accepted.
- Black & White: White = 3%, Black = 95%, Mid-tone = 50%.

COLOR

- Maximum density: 300%.
- Tints over 95% = solid color; under 3% = 0%.
- Typical dot gain: 16% +/- 4% in a 50% area.
- Colors: All colors must be in CMYK.
- Rich black: 100K 30C recommended.
- Metallic or fluorescent PMS: Consult in advance.



Double page : Avoid placing text along the fold to prevent the loss of letters

FULL PAGE

FORMAT

- Final size: 8 1/8" x 10 7/8"
- High-resolution PDF file (PDFX-1A).
- Include all fonts and images in the PDF.
- Crop marks set to 12 pts.

SAFETY MARGIN

- Minimum of 1/4" inside the final format.
- Inner safety margin on the spine side: 1/2".
- Bleed: Minimum of 1/8" outside the final format.

TYPOGRAPHY

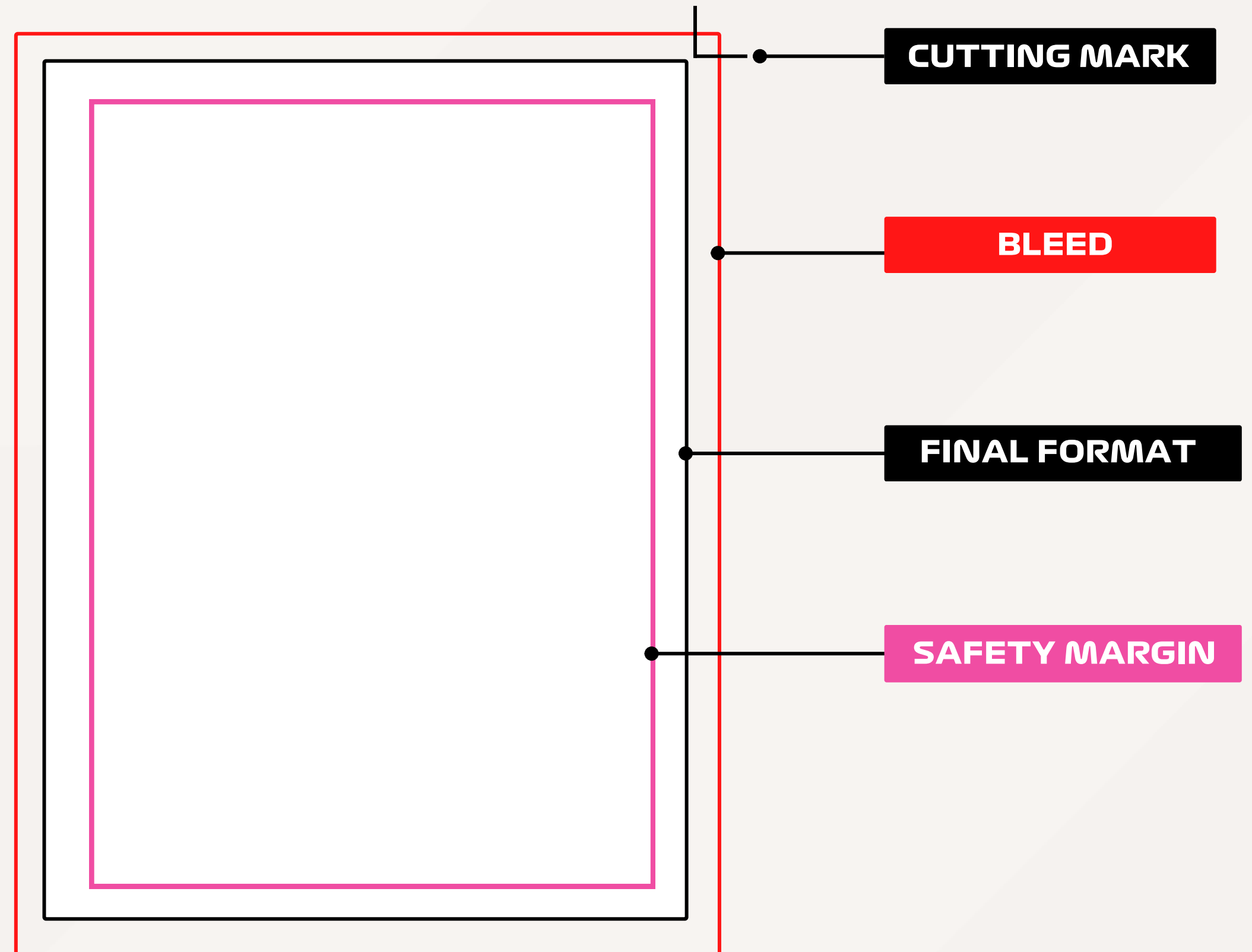
- Minimum size: 8 points for standard text, 12 points for reversed text (on a black background).
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COLUMN

[1/4 PAGE VERTICAL]

FORMAT

- Final Format
- Final size: 8.375" x 5.6875"
- High-resolution PDF file (PDFX-1A).
- Include all fonts and images in the PDF.
- Crop marks set to 12 pts.

SAFETY MARGIN

- Minimum of 1/4" inside the final format.
- Inner safety margin on the spine side: 1/2".
- Bleed: Minimum of 1/8" outside the final format.

TYPOGRAPHY

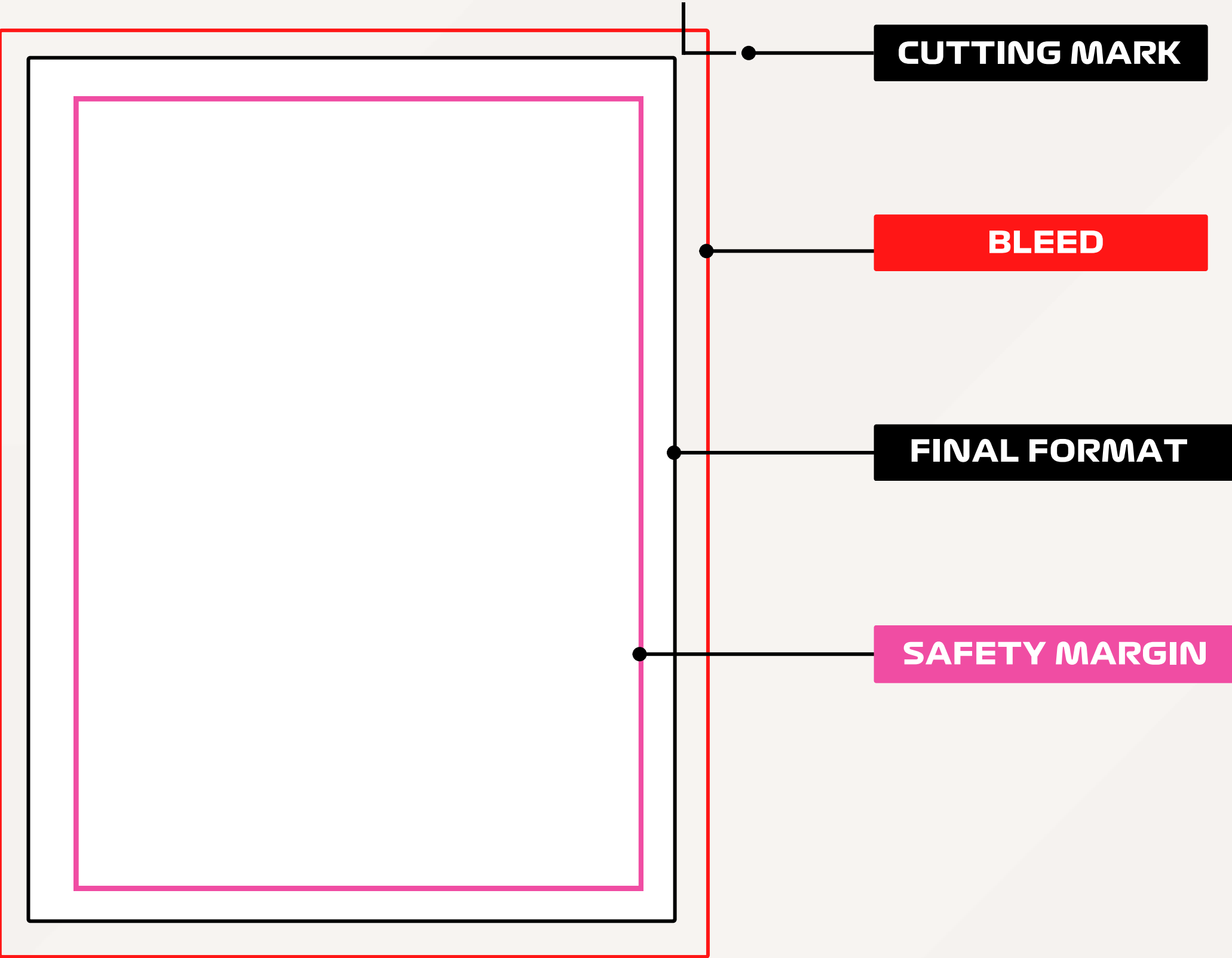
- Minimum size: 8 points for standard text, 12 points for reversed text (on a black background).
- Serif fonts are not recommended.
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- Colors: All colors must be in CMYK.
- Rich black: 100K 30C recommended.
- Metallic or fluorescent PMS: Consult in advance.



HALF-PAGE HORIZONTAL

FORMAT

- Final size: 16.5" x 5.6875"
- High-resolution PDF file (PDFX-1A).
- Include all fonts and images in the PDF.
- Crop marks set to 12 pts.

SAFETY MARGIN

- Minimum of 1/4" inside the final format.
- Inner safety margin on the spine side: 1/2".
- Bleed: Minimum of 1/8" outside the final format.

TYPOGRAPHY

- Minimum size: 8 points for standard text, 12 points for reversed text (on a black background).
- Serif fonts are not recommended.
- Body text: Use 100% black (100K) only.
- Convert all fonts to outlines.

IMAGES AND RESOLUTION

- Images and Resolution
- Minimum resolution: 300 DPI.
- Maximum saturation: 300%.
- RGB format not accepted.
- Black & White: White = 3%, Black = 95%, Mid-tone = 50%.

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