sportscar365

The news authority on FIA WEC, IMSA, GT racing and more!



ABOUT THE PUBLISHER

John Dagys is a motorsports publisher, journalist and photographer, having covered the sport professionally for more than 20 years. He is the founder and Editor-in-Chief of Sportscar365.

With a Bachelor's Degree in Journalism, John spent nine years as a motorsports correspondent for FOXSports.com prior to launching his own media business.

AT A GLANCE

115 MILLION
PAGE VIEWS SINCE LAUNCH

36,868
ARTICLES PUBLISHED

8 MILLION
PAGE VIEWS IN 2025

1.8 MILLION
ACTIVE USERS IN 2025

+22%
INCREASE IN ACTIVE USERS
2024 to 2025

31.5 MILLION
X IMPRESSIONS IN 2025

89,803 FOLLOWERS
@sportscar365

45,896 FOLLOWERS
sportscar365

THE INDUSTRY LEADER

Launched in 2013, Sportscar365 has become the leading independent English-language news source for sports car racing, with more than 100 million views in its first ten years of operation.

Sportscar365 provides breaking news, features, analysis and industry insight that's not seen on any other media platform.

Featuring a global staff of reporters that are on-site at every major event, Sportscar365 provides unparalleled in-depth coverage of the leading sports car racing championships.







FOCUSED SERIES COVERAGE

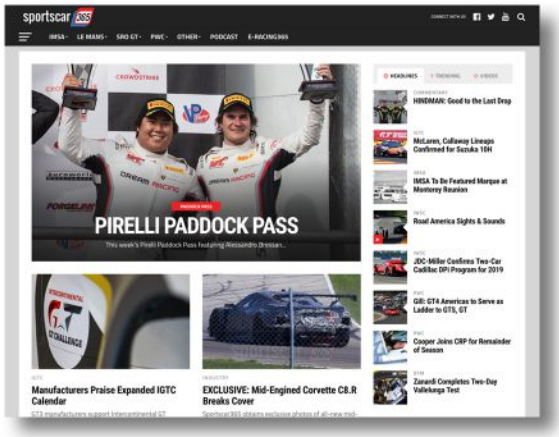
- FIA World Endurance Championship
- IMSA WeatherTech SportsCar Championship
- Intercontinental GT Challenge
- GT World Challenge

KEY RACES

- 24 Hours of Le Mans
- 24 Hours of Spa
- Twelve Hours of Sebring
- Rolex 24 at Daytona
- Nürburgring 24
- Petit Le Mans

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Updated: September 2026

SPORTSCAR365 IN-DEPTH



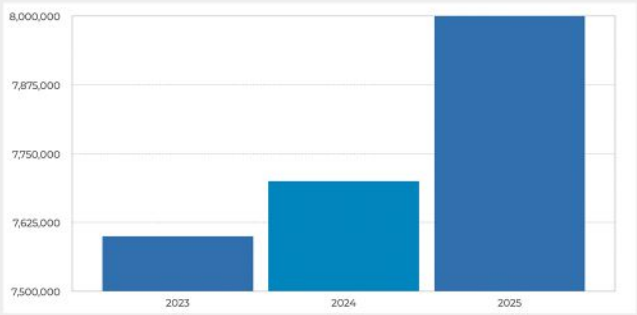
WINNING NUMBERS

There have been more than **18 million** sessions on Sportscar365 since 2023, totaling **30 million** page views from **225 different** countries/territories.

MOBILE-FIRST DESIGN

The latest website redesign features a mobile-first approach, helping boost traffic and contributing to a **45 percent increase** in page views.

PAGE VIEWS BY YEAR



TRAFFIC BY YEAR

YEAR	PAGE VIEWS	ACTIVE USERS
2023	7.6 million	1.3 million
2024	7.7 million	1.4 million
2025	8 million	1.8 million

STRONG NUMBERS AT LE MANS

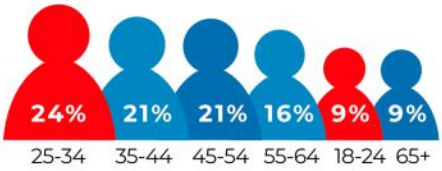
The 24 Hours of Le Mans delivered chart-topping numbers in 2025, with more than **660,000** page views during race week, featuring a global audience from the **United States (43%)**, **United Kingdom (14%)**, **Germany (6%)**, **Canada (4%)** and **France (3%).**

DEMOGRAPHICS

USERS BY PLATFORM



VIEWERS BY AGE



TOP 5 COUNTRIES

UNITED STATES (62%)
CANADA (4%)
UNITED KINGDOM (11%)
AUSTRALIA (3%)
GERMANY (4%)











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PARTNERSHIP OPPORTUNITIES






SECTION SPONSORSHIP

720x90 pixel headline banner displayed on all content for each series category (IMSA, WEC, GT World Challenge, etc). Minimum 12-month commitment: **From $995/mo**

SPONSORED COLUMNS

Exclusive pre or post-race columns from drivers, engineers, team owners, etc, with in-text sponsorship opportunities.
Contact us for pricing

SPONSORED POSTS

Features, technical analysis, video embeds and more. Options include supplied or tailor-made content to fit your editorial needs. **Contact us for pricing**

OTHER OPTIONS

Please contact us for additional advertising and partnership opportunities.

**All rates in U.S. Dollars (USD)*

AD RATES

TOP LEADERBOARD: $3495/mo
970x90px (run-of-site)

MIDDLE LEADERBOARD: $1995/mo
970x90px (homepage)

TOP SIDEBAR AD: $1695/mo
300x250px Top-Right
(homepage or articles)

SIDEBAR AD: $995/mo
300x250px (homepage or articles)

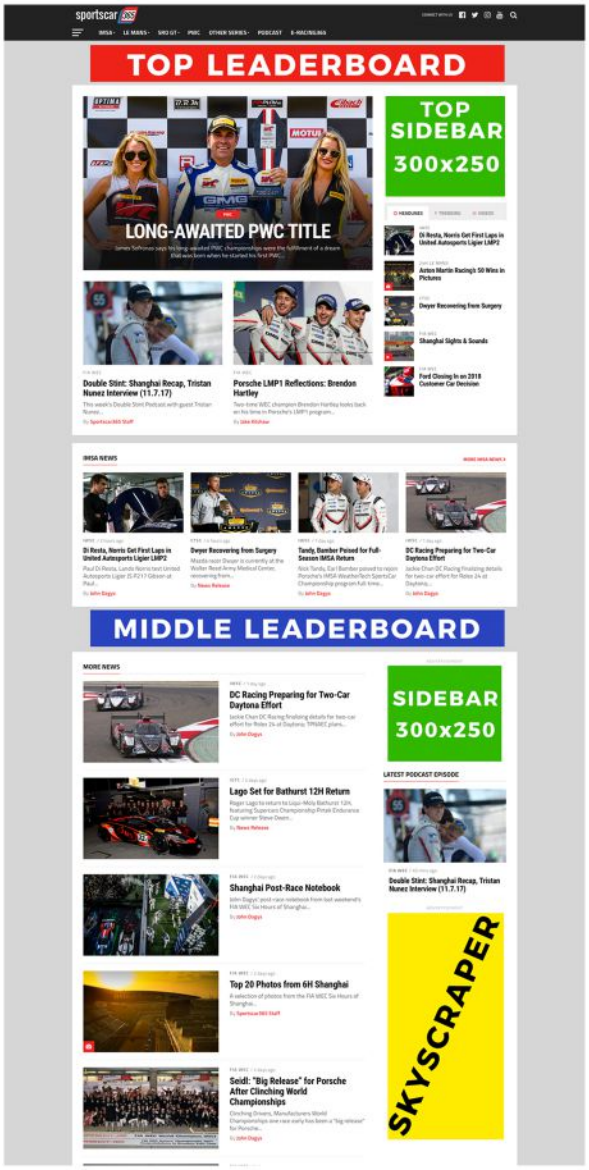
SKYSCRAPER: $1295/mo
300x600px (homepage or articles)

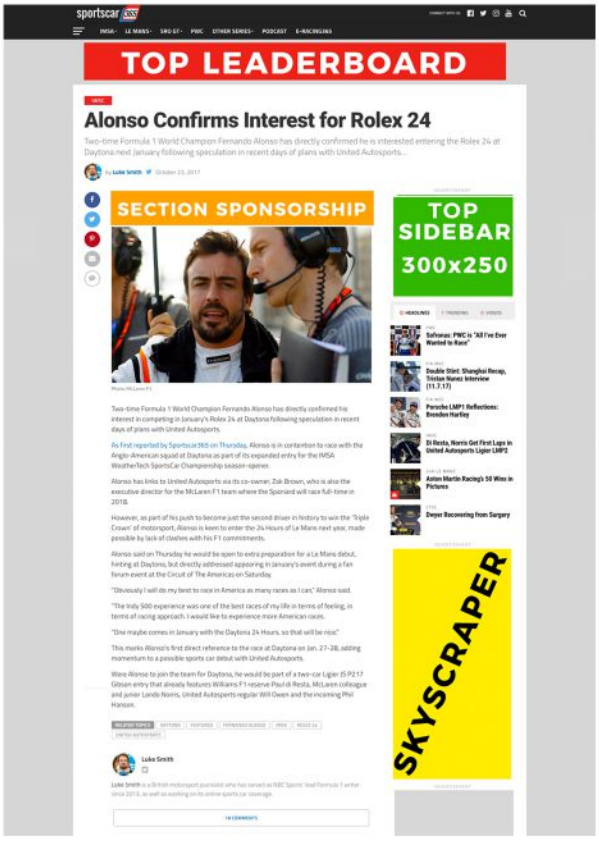
WALLPAPER SKIN: $2495/wk
(run-of-site)

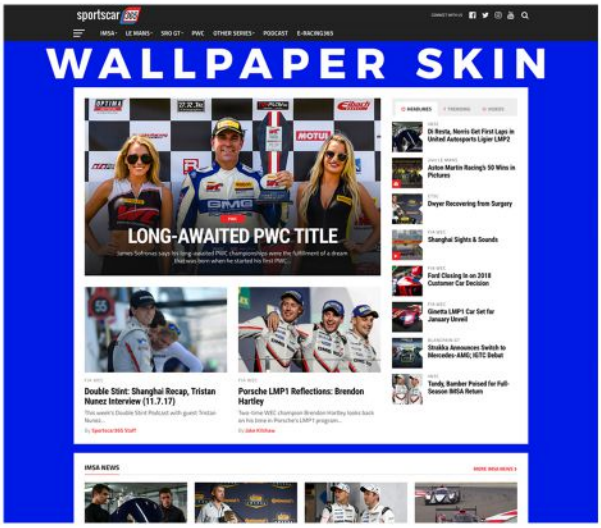
FOOTER LEADERBOARD: $595/mo
970x90px (run-of-site)

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AD LOCATIONS







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