



ITALIAN F4, ON-LINE THE ITALIAN AND ENGLISH PRESENTATION OF THE SUCCESSFUL 2018 MEDIA COVERAGE

All numbers of the visibility given through TV, press, web and social media to the protagonists of the Italian F4 Championship Powered by Abarth presented on ACI Sport website

Rome, Tuesday 18 December 2018 – On acisport.it website the presentation brochure of the Italian F4 Championship Powered by Abarth 2018 is available. The publication, in addition to the 2019 calendar with its 7 appointments, is complete with all information regarding the media coverage that has been produced during the 2018 season. Accessing to the following [link](#), always available on ACI Sport website at the page of the Italian F4 Championship Powered by Abarth, in the horizontal menu under “Information”, and “Championship Presentation” the Championship is presented, in English and Italian, though the numbers of the rich media program on TV, Press, Web and Social Media.

The communication plan set up by ACI Sport is able to present the Championship and its protagonists on all the range of media channels today available and to reach in such way the widest public.

A production work that, together with a rich group of television channels, has permitted to the Italian F4 Championship Powered by Abarth the development of a television coverage of more than 174 hours guaranteed by live report of all races on Sportitalia and livestreaming also on Facebook, in addition to a dense calendar of TV programs with report and deep insights on specialized TV channels, such as AutomotoTV, Raisport, Odeon, and a complete network of local televisions, through the episodes of the ACI Sport Magazine, also archived on-line.

Through the dense editorial planning on the main daily sport newspapers, for each racing weekend, an audience of 5,300,000 readers has been reached. A total number fed by in particular readers, certified Audipress, Gazzetta dello Sport (3,169,000) and Corriere dello Sport (1,413,000), the two daily newspapers where in 2018 articles by ACI Sport have been published.

Also extremely strategical, due to the specific action on the focus passionate public, opinion leaders and working people of this sector, is for sure the audience of the reference daily motorsport newspaper Autosprint, with 286,000 Audipress certified readers, who during the year can follow reports, in depth articles, interviews and special articles that this specialized magazine dedicates to one of the most prestigious championship on a Italian and international level.

Of great success has also been the coverage on Web and Social media, with more than 1.1 million contacts (1,112,000) per each single event. ACI Sport F4 and WSK websites together count more than 1,000,000 visitors, while the Youtube channel by ACI Sport has 422.176 unique spectators and 4.229 users following the Facebook page.

Equal to 8,500 is finally the number of spectators directly involved in each event.

Do not forget: to watch again the reports of the 2018 season you simply need to connect to Italian F4 facebook profile at www.facebook.com/italianf4championship/ and access the video section.



Automobile Club d'Italia





2019 CALENDAR

1° May	Vallelunga (collective tests)
4-5 May	Vallelunga
18-19 May	Misano
15 June	Hungaroring (collective tests)
6-7 July	Hungaroring
13-14 July	Red Bull Ring
31 August – 1° September	Imola
2 October	Monza (collective tests)
5-6 October	Monza
16 October	Mugello (collective tests)
19-20 October	Mugello

Details on www.acisport.it/it/F4/home.

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