

INDEPENDENT INTERNATIONAL MOTORSPORT JOURNALISM AND PHOTOGRAPHY

The story beyond the result.

Speed & Spirit Media is an independent international motorsport publication producing original journalism and documentary photography. Founded by James and Chloe Hedley in Southern California, the publication is expanding into Australia with Melbourne-based contributing photographer John Balazs.

Southern California, United States

Founders Chloe and James Hedley lead the publication's editorial work and photography from their Southern California base.

Melbourne, Australia

Contributing photographer John Balazs supports our expanding Australian trackside coverage. Event attendance and assignments are confirmed individually.

Our work follows race action, paddock preparation, engineering and the people behind the cars. We write for longtime race fans as well as readers discovering the sport.

EDITORIAL COVERAGE

At the circuit, where the story develops.

Race Weekends

Original reporting, race results and the decisions that shape competition. Our publication coverage includes IMSA, INDYCAR, SRO America and historic motorsport.

Paddock Stories

Preparation, working relationships and human effort away from the timing screen. Reporting that gives readers a closer view of the weekend.

Features

Driver and team profiles, interviews, machinery, technical explainers and motorsport history, developed with a clear editorial perspective.

Expanding into Australia

Our Melbourne-based contributor brings another perspective to the publication. His previous Formula 1 and Supercars photography forms part of his individual experience; Speed & Spirit assignments are credited separately.

CAPABILITIES

Coverage built around the assignment.

Editorial

Race reporting and analysis • Driver and team profiles • Interview-led stories • Long-form features • Paddock narratives

Photography

Commissioned race-weekend coverage • Driver, team and sponsor imagery • Garage and paddock documentation • Editorial assignments • Archive licensing

Deliverables

Edited high-resolution photographs, web and social selections, publication-ready features and curated event galleries. Delivery schedules and usage rights are agreed for each project.

Teams, Drivers and Brands

Dedicated commissioned coverage can be planned around your event and communications priorities. Official announcements and partnership news can also be submitted for consideration through our team release services.

Tell us the event, country, dates, coverage priorities, intended use and deadline. We will confirm the available photographer and editorial support before booking.

MEET THE TEAM

United States and Australia.

Chloe Hedley | Editor in Chief & Co-founder

Southern California, United States

Chloe leads the publication's editorial work, writing race reports, profiles and long-form features. She coordinates editorial inquiries and commissioned coverage.

James Hedley | Lead Photographer & Co-founder

Southern California, United States

James documents the complete rhythm of a race weekend, from garage preparation and paddock detail to competition on circuit.

John Balazs | Contributing Photographer

Melbourne, Australia

John photographs race action, paddock life and the people behind the cars, supporting Speed & Spirit Media's expansion into Australian trackside coverage.

Let's discuss the assignment.

chloe@speedandspiritmedia.com

james@speedandspiritmedia.com

speedandspiritmedia.com/work-with-us/