

ADVISOR TO THE DRIVER



auto motor i sport is considered as the most opinion leading car monthly in Poland. It's the first modern service car magazine which makes drivers' life easier.

auto motor i sport is focused on the driver. Especially on His/hers needs on the field of safety and drive pleasure. That's why auto motor i sport tests cars, accessories and spare parts. Discovers and zooms automotive technique. Gives the drivers hints about financing & car usage. Explains how to drive a car in a proper and economical way.

BASIC DATA

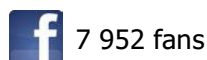
- » copy price: 9,99 PLN
- » frequency: monthly
- » readership: 545 thous. (PBC, I-VI'17; CCS)
- » print run: 48 230 pcs. (I-XII'16; ZKDP)
- » copy sales: 23 417 pcs. (I-XII'16; ZKDP)

WWW.AUTOMOTORISPORT.PL

- » PV (page views): 1 211 762
- » UU (unique users): 196 701

statistics 1.07.2017–31.07.2017 (Google Analytics)

SOCIAL MEDIA



Data of 03.08.2017

PRICES AND DEADLINES 2017

2/1	420 x 280 mm 4c 120 000 PLN
1/1	185 x 238 mm 210 x 280 mm 4c 65 000 PLN
1/2 H	1/2 H – 185 x 115 mm 210 x 135 mm 1/2 V – 90 x 238 mm 100 x 280 mm 4c 38 000 PLN

issue	orders	materials	publication
02/2017	2016-12-23	2016-12-30	2017-01-20
03/2017	2017-01-20	2017-01-27	2017-02-17
04/2017	2017-02-17	2017-02-24	2017-03-17
05/2017	2017-03-17	2017-03-24	2017-04-14
06/2017	2017-04-21	2017-04-28	2017-05-19
07/2017	2017-05-19	2017-05-26	2017-06-16
08/2017	2017-06-16	2017-06-23	2017-07-14
09/2017	2017-07-21	2017-07-28	2017-08-18
10/2017	2017-08-18	2017-08-25	2017-09-15
11/2017	2017-09-15	2017-09-22	2017-10-13
12/2017	2017-10-20	2017-10-27	2017-11-17
01/2018	2017-11-17	2017-11-24	2017-12-15

Ad rates in PLN (VAT not included). More ad formats upon request.

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SEX



AMIS readers are mostly men...

AGE



... in the highest professional activity ...

ANNUAL MILAGE



... 69,5% with annual milage over 15 thousand km (country average)

ECONOMIC STATUS*



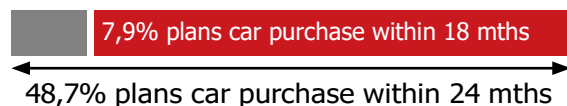
... 95% is satisfied with their economic status... 45% can effort any purchase... 3,5% claims to be wealthy...

CARS OWNED



... 96% are car owners and 46% of them has bought the car as a new one...

PURCHASE PLANS



... more than to 48% AMIS readers plan to buy a car within next 24 months ...

PURCHASE PLANS ...



... 52% plan to buy a new car 42% used one, and 6% are still not decided.

Source: „BEST CARS 2017 Poland – survey”.