

## 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

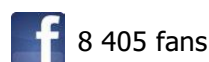
- » copy price: 9,99 PLN
- » frequency: monthly
- » readership: 545 thous. (PBC, VIII'17-I'18; CCS)
- » print run: 42 417 pcs. (I-XII'17)
- » copy sales: 21 004 pcs. (I-XII'17)

## WWW.AUTOMOTORISPORT.PL

- » PV (page views): 2 042 508
- » UU (unique users): 306 064

statistics 1.01.2018–31.01.2018 (Google Analytics)

## SOCIAL MEDIA



Data of 01.2018

## PRICES AND DEADLINES 2018

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
1/2 V	

issue	orders	materials	publication
02/2018	2017-12-15	2017-12-22	2018-01-12
03/2018	2018-01-12	2018-01-19	2018-02-09
04/2018	2018-02-09	2018-02-16	2018-03-09
05/2018	2018-03-09	2018-03-16	2018-04-06
06/2018	2018-04-13	2018-04-20	2018-05-11
07/2018	2018-05-11	2018-05-18	2018-06-08
08/2018	2018-06-08	2018-06-15	2018-07-06
09/2018	2018-07-13	2018-07-20	2018-08-10
10/2018	2018-08-10	2018-08-17	2018-09-07
11/2018	2018-09-14	2018-09-21	2018-10-12
12/2018	2018-10-12	2018-10-19	2018-11-09
01/2019	2018-11-09	2018-11-16	2018-12-07

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**



... 69,8% with annual milage over 15 thousand km (country average)

**CARS OWNED**



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

**PURCHASE PLANS**



... more than to 47% AMIS readers plan to buy a car within next 24 months ...

**PURCHASE PLANS ...**



... 55% plan to buy a new car 40% used one, and 4% are still not decided.

Source: „BEST CARS 2018 Poland – survey“.