

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

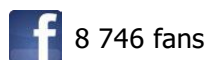
- » copy price: 9,99 PLN
- » frequency: monthly
- » readership: 444 thous. (PBC, X'17-IX'18; CCS)
- » print run: 42 000 pcs. (X'17-IX'18)
- » copy sales: 21 255 pcs. (X'17-IX'18)

WWW.AUTOMOTORISPORT.PL

- » PV (page views): 1 626 707
- » UU (unique users): 249 192

statistics 1.10.2018–31.10.2018 (Google Analytics)

SOCIAL MEDIA



Data of 11.2018

### PRICES AND DEADLINES 2019

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
02/2019	2018-12-14	2018-12-21	2019-01-14
03/2019	2019-01-11	2019-01-18	2019-02-08
04/2019	2019-02-08	2019-02-15	2019-03-08
05/2019	2019-03-15	2019-03-22	2019-04-12
06/2019	2019-04-12	2019-04-19	2019-05-10
07/2019	2019-05-17	2019-05-24	2019-06-14
08/2019	2019-06-14	2019-06-21	2019-07-12
09/2019	2019-07-12	2019-07-19	2019-08-09
10/2019	2019-08-16	2019-08-23	2019-09-13
11/2019	2019-09-13	2019-09-20	2019-10-11
12/2019	2019-10-11	2019-10-18	2019-11-08
01/2020	2019-11-08	2019-11-15	2019-12-06

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“.