

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

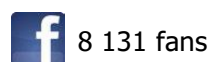
- » copy price: 9,99 PLN
- » frequency: monthly
- » readership: 613 thous. (PBC, IV-IX'17; CCS)
- » print run: 43 292 pcs. (XI'16-X'17)
- » copy sales: 21 898 pcs. (XI'16-X'17)

WWW.AUTOMOTORISPORT.PL

- » PV (page views): 1 691 824
- » UU (unique users): 277 685

statistics 1.11.2017–30.11.2017 (Google Analytics)

SOCIAL MEDIA



Data of 07.11.2017

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.

ADVISOR TO THE DRIVER

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*



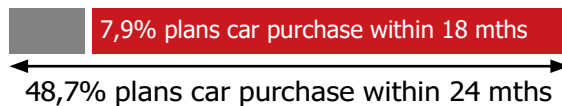
... 95% is satisfied with their economic status... 45% can effort any purchase... 3,5% claims to be wealthy...

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”.