

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: 10,99 PLN
- » frequency: monthly
- » readership: 317 thous. (PBC, IV'19 -III 2020; CCS)
- » print run: 39 667 pcs. (I-XII 2019)
- » distribution (average): 20 047 pcs. (I-XII 2019)



BEST QUALITY PARAMETERS IN THE AUTOMOTIVE MAGAZINES GROUP

- » **adExposure - 18** the average number of views of the ad by the reader
- » **adExposureTime - 10,5 sec.** the average number of seconds the ad has been seen by the reader

Source: Survey PBC (IV'19 – III'20)

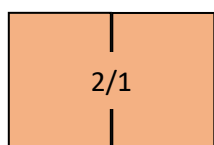
WWW.AUTOMOTORISPORT.PL

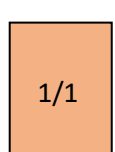
- » PV (page views): 1 628 910
 - » UU (unique users): 416 059
- statistics: 01-05-2020 do 31-05-2020 (Google Analytics)

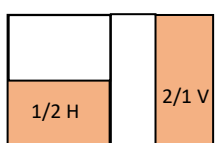
SOCIAL MEDIA



PRICES AND DEADLINES 2020

 420 x 280 mm
4c 120 000 PLN

 185 x 238 mm
210 x 280 mm
4c 65 000 PLN

 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

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

issue	orders	materials	publication
02/2020	2019-12-20	2019-12-27	2020-01-17
03/2020	2020-01-17	2020-01-24	2020-02-14
04/2020	2020-02-14	2020-02-21	2020-03-13
05/2020	2020-03-13	2020-03-20	2020-04-10
06/2020	2020-04-10	2020-04-17	2020-05-08
07/2020	2020-05-15	2020-05-22	2020-06-12
08/2020	2020-06-12	2020-06-19	2020-07-10
09/2020	2020-07-10	2020-07-17	2020-08-07
10/2020	2020-08-14	2020-08-21	2020-09-11
11/2020	2020-09-11	2020-09-18	2020-10-09
12/2020	2020-10-16	2020-10-23	2020-11-13
01/2021	2020-11-13	2020-11-20	2020-12-11

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SEX



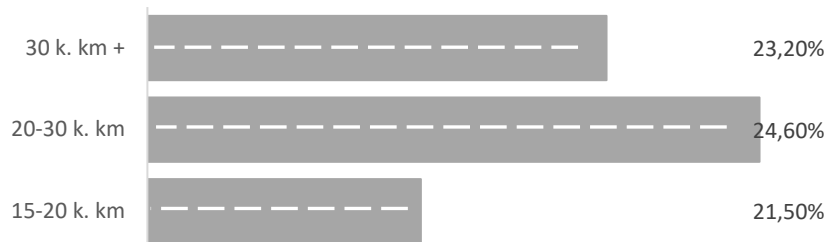
AMIS readers are mostly men...

AGE



... in the highest professional activity ...

ANNUAL MILAGE



... 69,3% with annual milage over 15 thousand km (country average)

CARS OWNED



... 97% are car owners and 39% of them has bought the car as a new one...

PURCHASE PLANS



... 44% AMIS readers plan to buy a car within next 24 months ...

PURCHASE PLANS ...



... 55% plan to buy a new car 39% used one, and 4% are still not decided.

Source: „BEST CARS 2020 Poland – survey”