

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: 226 thous. (PBC, X'19 – IX'20; CCS)
- » print run: 36 015 pcs. (XI'19 - X'20)
- » distribution (average): 16 894 pcs. (XI'19 - X'20)



THE BEST QUALITY PARAMETERS IN THE AUTOMOTIVE MAGAZINES GROUP

- » **adExposure – 19,9** the average number of views of the ad by the reader
 - » **adExposureTime - 11,5 sec.** the average number of seconds the ad has been seen by the reader
- Source: Survey PBC (IV'20 – IX'20)

WWW.AUTOMOTORISPORT.PL

- » PV (page views): 1 976 436
 - » UU (unique users): 514 047
- statistics: 01-10-2020 do 31-10-2020 (Google Analytics)

SOCIAL MEDIA

9 883 fans

Data of 11-2020

PRICES AND DEADLINES 2021

	420 x 280 mm 4c 120 000 PLN (Advertising) 4c 150 000 PLN (Advertorial)
	185 x 238 mm 210 x 280 mm 4c 65 000 PLN (Advertising) 4c 85 000 PLN (Advertorial)
	1/2 H – 185 x 115 mm 210 x 135 mm 1/2 V – 90 x 238 mm 100 x 280 mm 4c 48 000 PLN (Advertising) 4c 63 000 PLN (Advertorial)

issue	orders	materials	publication
02/2021	2020-12-18	2020-12-25	2021-01-15
03/2021	2021-01-15	2021-01-22	2021-02-12
04/2021	2021-02-12	2021-02-19	2021-03-12
05/2021	2021-03-12	2021-03-19	2021-04-09
06/2021	2021-04-09	2021-04-16	2021-05-07
07/2021	2021-05-14	2021-05-21	2021-06-11
08/2021	2021-06-11	2021-06-18	2021-07-09
09/2021	2021-07-09	2021-07-16	2021-08-06
10/2021	2021-08-13	2021-08-20	2021-09-10
11/2021	2021-09-10	2021-09-17	2021-10-08
12/2021	2021-10-15	2021-10-22	2021-11-12
01/2022	2021-11-12	2021-11-19	2021-12-10

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

ADVISOR TO THE DRIVER

SEX



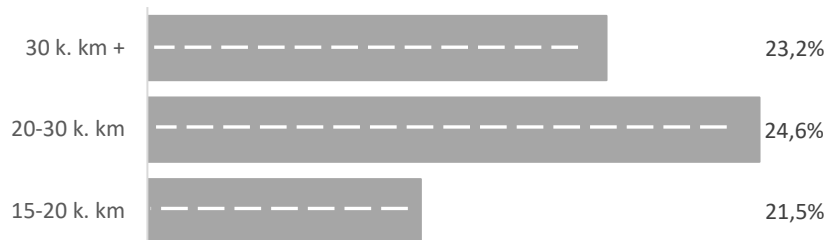
AMIS readers are mostly men...

AGE



... in the highest professional activity ...

ANNUAL MILAGE



... 69,3% 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”