

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: 267 thous. (PBC, XI'20 - X'21; CCS)
- » print run: 37 872 pcs. (I'21 - VII'21)
- » distribution (average): 16 263 pcs. (I'21 - VII'21)



ONE OF THE BEST QUALITY PARAMETERS IN THE AUTOMOTIVE MAGAZINES GROUP

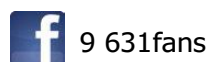
- » **adExposure – 15,5** the average number of views of the ad by the reader
- » **adExposureTime - 9,2 sec.** the average number of seconds the ad has been seen by the reader

Source: Survey PBC (XI'20 – X'21)

WWW.AUTOMOTORISPORT.PL

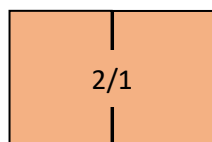
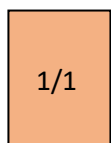
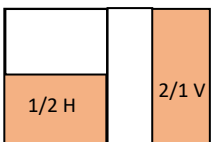
- » PV (page views): 2 098 649
 - » UU (unique users): 563 194
- statistics: 01-03-2021 do 31-01-2021 (Google Analytics)

SOCIAL MEDIA



Data of 06-2021

PRICES AND DEADLINES 2022

	420 x 280 mm 4c 162 360 PLN (Reklama) 4c 202 950 PLN (Advertorial)
	185 x 238 mm 210 x 280 mm 4c 88 000 PLN (Reklama) 4c 115 060 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 64 900 PLN (Reklama) 4c 85 250 PLN (Advertorial)

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

issue	orders	materials	publication
02/2022	2021-12-17	2022-12-24	2022-01-14
03/2022	2022-01-14	2022-01-21	2022-02-11
04/2022	2022-02-11	2022-02-18	2022-03-11
05/2022	2022-03-18	2022-03-25	2022-04-15
06/2022	2022-04-15	2022-04-22	2022-05-13
07/2022	2022-05-13	2022-05-20	2022-06-10
08/2022	2022-06-17	2022-06-24	2022-07-15
09/2022	2022-07-15	2022-07-22	2022-08-12
10/2022	2022-08-19	2022-08-26	2022-09-16
11/2022	2022-09-16	2022-09-23	2022-10-14
12/2022	2022-10-14	2022-10-21	2022-11-10
01/2023	2022-11-11	2022-11-18	2022-12-09

ADVISOR TO THE DRIVER

SEX



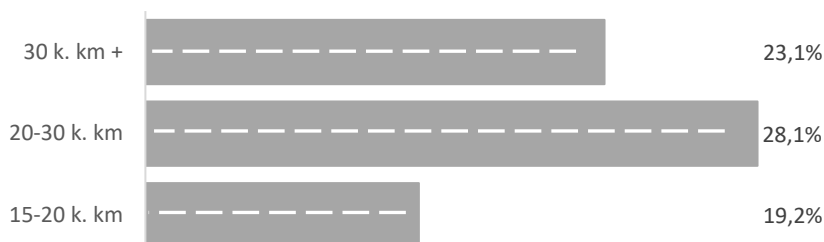
AMIS readers are mostly men...

AGE



... in the highest professional activity ...

ANNUAL MILAGE



... 70,4% with annual milage over 15 thousand km (country average)

...

CARS OWNED



... 97,1% are car owners and 48,6% of them has bought the car as a new one...

PURCHASE PLANS



... 43,8% AMIS readers plan to buy a car within next 24 months ...

PURCHASE PLANS ...



... 55% plan to buy a new car 39% used one, and 3% are still not decided.

Source: „BEST CARS 2021 Poland – survey”