

PS The Sportmotorcycle Magazine



PS: The Sportmotorcycle Magazine



Every month the modern editorial concept offers readers a fresh package of elaborate, down-to-earth tests and comprehensive service. Naturally PS reports extensively on the national and international motorcycle racing scene and offers action-packed tests and coverage from the tuning and off-road scenes.

PS reaches a clearly defined readership of sport-keen and technically oriented readers through the consistently sport-based emphasis of the magazine. Sport motorcycles represent the largest market sector, with the biggest turnover and the clientele most willing to spend. PS is compulsory reading for all motorcycle sports fans, as the magazine is partner to the Superbike World Championships and other national race series.

PS readers are first and foremost motorcycle enthusiasts with an interest in sports machines. With an average of 41,5 years, they have more in common with younger bikers.

PS readers constitute a very close-knit circle of readers, as is particularly evident in the intense reader involvement and the high response to reader surveys.

PS – the concept



USP „Why us?“	PS is the specialised opinion leader for sports motorcycle enthusiasts and experts.
Identity „Who are we?“	The authority on sports motorcycles
Benefit „To whom do we offer what?“	Buyer guidance, extensive test reports, do-it-yourself tricks, racetrack driving reports, motorcycle racing news
Image „How are we perceived?“	Easy to understand, reliable, helpful, fascinating, sporty, entertaining



Readership Profile (1)

	TOTAL POPULATION (64,85 M.)	PS (0,27 M.)	INDEX 100 = TOTAL POPULATION
Young men with high income			
Men	49%	88%	180
18 to 49 years	49%	71%	144
Full-time job (35 + hours/week)	42%	74%	178
Men, 18-49, Full-time job	20%	57%	289
Net household income € 3,000 and above	33%	40%	122
Innovation-oriented and trend conscious			
Innovators	5%	13%	275
Trendsetter	10%	20%	207
Active and interested			
Very wide variety of interests	14%	23%	169
Character and attitudes			
I am willing to pay a premium to be sure of the very best quality	59%	71%	120

source: AWA 2010

Readership Profile (2)



	TOTAL POPULATION (64,85 MIO.)	PS (0,27 MIO.)	INDEX 100 = TOTAL POPULATION
Motorcycle purchase			
Motorcycle (over 80 ccm)	1%	10%	787
Advice-givers and experts on			
Cars, car tests	10%	48%	466
Motorcycles	4%	53%	1.305
Interest in cars/car tests			
Interested car experts	7%	33%	483
Cars in household			
30.000 km +	3%	13%	425
More than two cars in household	6%	18%	305
Car purchase			
Plan to buy a car within the next 1-2 years	13%	33%	258

source: AWA 2010

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