

# auto motor und sport fact sheet



## Magazine

### THE MEASURE OF ALL THINGS: auto motor und sport

Get ready to be amazed; dive in and discover, relax and dream, get yourself up to speed. For over 65 years, **auto motor und sport** has followed those guiding principles and its name symbolizes passion for cars, spirit of discovery, as well as the independent and unique car journalism.



The readers, users and spectators do not only want to participate in discussions about cars. As qualified opinion leaders and opinion multipliers, they can set the tone and lead those discussions. In addition to that, when it comes to car topics, they are constantly one step ahead of the general public. The renowned "BEST CARS" survey documents this as the highlight of the year. "BEST CARS" is highly regarded all the way up to the car industry and supplying industry boardrooms. As one of the largest consumers, opinion and image barometers, "BEST CARS" offers unique and internationally comparable insights into car makes and consumer values.

## Facts

- **Founding year:** 1946
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 [www.auto-motor-und-sport.de](http://www.auto-motor-und-sport.de)

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* width x height   TA: Type Area, TS: Trim Size   All prices plus value-added tax   Other sizes on request or please refer to <a href="http://www.mps-mediasales.de">www.mps-mediasales.de</a> Price zone 1: January, February, June, July, August, December Price zone 2: March, April, May, September, October, November			
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## Contacts

### Advertising Director Car Magazines

Markus Eiberger  
Telefon +49 711 182-1759  
Telefax +49 711 182-1906  
meiberger@motorpresse.de

### Order Processing

Bettina Knorr  
Telefon +49 711 182-1841  
Telefax +49 711 182-1811  
bknorr@motorpresse.de

### Order Processing

Andrea Stilz  
Telefon +49 711 182-1252  
Telefax +49 711 182-1811  
astilz@motorpresse.de

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## Our readers

	Total population (70,09 m)	auto motor und sport readers (2.83 m)	Index 100 = Total population	
<b>Men with high incomes</b>				
Men	49%	94%	192	
18 to 49 years	46%	52%	112	
Net household income at least 3,000.- €	42%	53%	126	
<b>Technic-minded</b>				
TAP's (Technically Advanced Persons)	14%	29%	209	
Keep up-to-date on technical developments	27%	52%	190	
<b>Active and with diverse interests</b>				
Very active	37%	48%	130	
Very broad / broad spectrum of interests	38%	49%	127	
<b>Strong personalities</b>				
Innovators / trendsetters	16%	31%	191	
Managers	5%	10%	178	
Multipliers with a strong personality	24%	36%	147	
<b>Attitudes / interest in cars</b>				
Always really enjoy driving	35%	70%	198	
Very interested in cars, automotive tests	13%	51%	403	
Expert on cars	11%	46%	423	
<b>High car purchasing potential</b>				
Willing to spend a great deal of money: Cars	22%	56%	251	
Plan to buy a car in about 6 to 12 months	4%	8%	206	
Plan to buy new car in 1 to 2 years	3%	6%	208	
Plan to buy used car in 1 to 2 years	8%	13%	167	

All statements/characteristics are present to a greater degree among the readers of auto motor und sport than on average in the general population (total 14+). Source: AWA 2017