auto motor und sport – Magazine Profile
The measure of all cars: auto motor und sport

Not without reason is auto motor und sport an authority among automobile magazines. Particularly impressive is the broad topical spectrum that is unique in its journalistic quality and gives an up-to-date market summary every fortnight. True to the motto “Petrol in their blood”, the magazine takes a topical, contemporary approach as it portrays and comments on the whole bandwidth of the automotive world. This is supported by critical analyses of the latest cars, manufacturers’ secret plans, the latest trends in automotive construction and competent motorsports coverage. Regular in-depth tests probe and evaluate the cars’ performance.

With its service tips and travel reports alongside traffic-related and environmental topics, the magazine sees far beyond the tip of its fine motoring nose.

An absolute highlight of the year is the annual Best Cars reader survey. In this auto motor und sport has created an exclusive, international, consumer-based opinion barometer that has earned great respect right up to the boardrooms of the automotive industry: often copied, never matched. auto motor und sport remains the opinion leader among Germany’s car magazines.

auto motor und sport readers want not only to join in discussions on car-related issues, but also to be looked upon as opinion leaders. This attitude permeates many areas of their lives. With an above-average level of income and education, their interest in innovative products makes auto motor und sport readers keen consumers and a strongly brand-oriented target group.
auto motor und sport – the concept:

### The generalist

<table>
<thead>
<tr>
<th><strong>USP</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Why us?&quot;</td>
</tr>
<tr>
<td>auto motor und sport is the dedicated opinion leader that offers its readers exclusive information.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Identity</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>“Who are we?”</td>
</tr>
<tr>
<td>Consumer-oriented authority among car magazines.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Benefit</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>“To whom do we offer what?”</td>
</tr>
<tr>
<td>All relevant information for readers who are interested in the many aspects of what is currently going on in the motoring world.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Image</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>“How are we perceived?”</td>
</tr>
<tr>
<td>Authoritative, objective, comprehensive, critical, entertaining, reader focus.</td>
</tr>
</tbody>
</table>
auto motor und sport readers in profile (1):

<table>
<thead>
<tr>
<th>Total population (64.85m)</th>
<th>Auto motor und sport (3.36m)</th>
<th>Index 100 = Total population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Younger men with a high income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>49%</td>
<td>91%</td>
</tr>
<tr>
<td>18 to 49 years</td>
<td>49%</td>
<td>61%</td>
</tr>
<tr>
<td>Net household income at least € 3,000</td>
<td>30%</td>
<td>40%</td>
</tr>
<tr>
<td>Technology-minded</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TAPs 2009 (Technically Advanced Persons)</td>
<td>12%</td>
<td>27%</td>
</tr>
<tr>
<td>I always try to keep up-to-date with the latest technical developments</td>
<td>23%</td>
<td>46%</td>
</tr>
<tr>
<td>Want to know how things work</td>
<td>35%</td>
<td>61%</td>
</tr>
<tr>
<td>Active and with diverse interests</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very active</td>
<td>30%</td>
<td>43%</td>
</tr>
<tr>
<td>Very broad/broad spectrum of interests</td>
<td>32%</td>
<td>43%</td>
</tr>
</tbody>
</table>

All statements/characteristics are present to a greater degree among the readers of auto motor und sport than on average in the general population.

Source: AWA 2009
auto motor und sport readers in profile (2):

<table>
<thead>
<tr>
<th>Category</th>
<th>Total population (64.85m)</th>
<th>auto motor und sport (3.36m)</th>
<th>Index 100 = Total population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong personalities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate management</td>
<td>4%</td>
<td>9%</td>
<td>238</td>
</tr>
<tr>
<td>Opinion leaders</td>
<td>26%</td>
<td>36%</td>
<td>139</td>
</tr>
<tr>
<td>I enjoy persuading other people of my opinion</td>
<td>34%</td>
<td>42%</td>
<td>122</td>
</tr>
<tr>
<td>Attitudes to/interest in subject of cars</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Really enjoy driving</td>
<td>38%</td>
<td>68%</td>
<td>180</td>
</tr>
<tr>
<td>Particular interest in cars, car tests</td>
<td>17%</td>
<td>55%</td>
<td>332</td>
</tr>
<tr>
<td>Advice-givers/experts on cars, car tests</td>
<td>10%</td>
<td>40%</td>
<td>383</td>
</tr>
<tr>
<td>High car purchase potential</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plan to buy car in about 6-12 months</td>
<td>4%</td>
<td>8%</td>
<td>190</td>
</tr>
<tr>
<td>Plan to buy new car in 1-2 years</td>
<td>4%</td>
<td>8%</td>
<td>196</td>
</tr>
<tr>
<td>Plan to buy used car in 1-2 years</td>
<td>9%</td>
<td>15%</td>
<td>174</td>
</tr>
<tr>
<td>Willingness to spend a lot of money on cars</td>
<td>23%</td>
<td>51%</td>
<td>224</td>
</tr>
</tbody>
</table>

All statements/characteristics are present to a greater degree among the readers of *auto motor und sport* than on average in the general population.

Source: AWA 2009
The brand family:

The print brand

Special publications

Online

TV

Events
Auto Katalog (Car Catalogue)

Auto Katalog offers a comprehensive overview of the current model range as well as the new models of the upcoming model year. Packed with detailed information on 3,000 production and exotic cars from all around the world, plus test appraisals from auto motor und sport, Auto Katalog represents a competent source of orientation for prospective buyers. Technical data and a price index round off this standard reference work, making it an invaluable guide in the decisive orientation phase that precedes the purchase of a car.

Testjahrbuch (Test Yearbook)

The most important new cars of the current model year are summarized in this special publication, for which over 100 models are put to the 'acid test'. The auto motor und sport Testjahrbuch reaches target groups with an interest in cars who are in the particularly crucial phases of the decision-making process of what car to buy: young men who are active consumers with a high income and above-average brand-consciousness constitute the principal demographic grouping.
**Special publications:**

**Gebrauchtwagen (Used-Car Special)**

This special issue reveals strengths and weaknesses of some 150 used car models. It comprises a price catalogue with over 5,000 used-car prices, and a service section with sample contract forms and a comparison of running costs. Buyers of newer used cars in particular look to this used-car special for information. This target group has a correspondingly high income, with the main demographic emphasis on younger men.

**Cross-Road**

auto motor und sport devotes this special issue to the fascinating world of off-roaders, but also to the growing crossover sector. Besides presenting the latest models and technology, the editorial team makes trips in off-roaders to show where SUVs are best put through their paces. The magazine is rounded off with a large tuning/customisation and accessories catalogue.
Eco-Drive

Fuel saving models and new ‘green’ concepts have become a decisive, brand-shaping facet of the automotive market. With the special issue Eco-Drive, auto motor und sport gives a comprehensive overview of the models currently available on the market. The editors also offer an outlook on technical developments in the automotive industry that are designed to secure an eco-friendly future for individual mobility. Model appraisals, car-buying advice and money-saving tips round off this auto motor und sport guide.

automonat (Car Month)

automonat is the first and only complete, cross-media buyer’s guide to the German car market. In the print version and online in the car-purchase section on auto-motor-und-sport.de, automonat offers a complete overview of the market, with all available new car models and their equipment options, plus all prices for new and used cars. The core of the printed magazine is the model catalogue that lists all production models available as new cars in Germany. On the website, prospective car buyers can use the cross-brand Car Configurator not only to build their ideal model in all equipment variants, but also to select and directly compare different models. A wealth of additional information relevant to buying a car rounds off the editorial offering.
Special publications:

**Formel 1 (Formula One)**

Published shortly before the first race of the season, this magazine is right up-to-date with all the important information: drivers, teams, current cars, racetracks plus assessments and rules. This is a special issue that accompanies motor sports fans throughout the Grand Prix season.
auto-motor-und-sport.de is the internet presence of Europe's opinion-forming car magazine.

auto-motor-und-sport.de supplements the content of Europe's renowned opinion-forming car magazine, going into greater depth and breadth and allowing the provision of more up-to-the-minute information. As if they had “petrol in their blood”, the editors portray and comment on the latest developments from the whole bandwidth of the automotive world. The high editorial standard is substantiated by critical analyses of the latest cars, manufacturers’ secret plans, the latest trends in automotive construction and expert motorsports coverage. The brand overview gives auto-motor-und-sport.de users full information on every brand, over 750 model families and more than 33,000 model and engine variants. The data is clearly presented and the content is supplemented with everything from driving reports, technical specifications, photos, videos and manufacturer recalls through to detailed price information for new and used cars.

As well as a portal for mobile phone access when out and about, the website incorporates interactive database models such as the CO₂ or running costs calculator.

In the WebTV section, a wealth of video content centres on the auto motor und sport television formats.

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auto motor und sport is the authority among car magazines. Now the renowned print magazine has its regular slot on Free TV on Monday evenings at 9.15pm on DMAX.

True to the slogan “petrol in their blood”, auto motor und sport TV presents the entire bandwidth of the automotive world in topical and contemporary fashion. The broad thematic spectrum ranges from critical analyses of brand new models and the latest trends in automotive construction, through to motorsports coverage and elaborate practice tests. Besides new products that show great promise, there is no shortage of iconic classics and exclusive automotive events. Whether Golf-class test, luxury show or tuning rally: auto motor und sport TV is where the automotive world meets up.
auto motor und sport is now no longer available just from the newsstand and on DMAX: in July 2009 a new 24/7 service was launched on various cable and satellite PayTV platforms. The TV version of Germany’s best-known car magazine features news, tests, documentaries and reports – and benefits from the editorial expertise of Motor Presse Stuttgart.

As in the print magazine, exhaustive tests of new vehicles and technologies – whether in individual tests or direct comparisons with competitors – are a permanent element of the programming. The first-class coverage includes driving reports of new models, the latest test data and expert opinions. There are also exciting documentaries and feature reports – e.g. vintage car rallies, tuning and customisation, museums or technologies of the future. For all topic areas, in-house productions are scheduled alongside quality international license formats.
Events:

The many initiatives launched by auto motor und sport confirm its status as an opinion-forming magazine. For instance, auto motor und sport campaigns for the worst accident blackspots in Germany to be made safe, and offers training courses for motorists not only at its own driving safety centres, but also all across Germany at various training sites under the auspices of the “Better Driving Campaign”. There, experienced instructors provide training in how to respond correctly to dangers in traffic, equipping the driver to deal with problem situations safely.
<table>
<thead>
<tr>
<th>Positioning</th>
<th>auto motor und sport</th>
<th>Auto Bild</th>
<th>AUTO ZEITUNG is the modern generalist</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The measure of all cars: auto motor und sport</td>
<td>Europe’s biggest car magazine</td>
<td>AUTO ZEITUNG is the modern generalist</td>
</tr>
<tr>
<td></td>
<td>• Its enormous appeal lies in a breadth of coverage that is unique in terms of</td>
<td>• Covers the entire spectrum of the automotive world, packed with sound</td>
<td>• In-depth testing backed by test expertise, everyday usefulness, buyerguidance, market overviews, all</td>
</tr>
<tr>
<td></td>
<td>journalistic quality and provides an up-to-date market summary every two weeks.</td>
<td>expertise, and is great fun to read.</td>
<td>up-to-date – plus fascination, emotion and reading pleasure.</td>
</tr>
<tr>
<td></td>
<td>• True to the motto “for those with petrol in their blood”, the magazine takes a</td>
<td>• Not only gets right down to what makes a car tick, with tests and</td>
<td>• A further focus is on the accessory market; the service section conveys a comprehensive spectrum of</td>
</tr>
<tr>
<td></td>
<td>topical and contemporary approach as it portrays and comments on the entire</td>
<td>technology articles, but also looks well beyond the bumpers with</td>
<td>information.</td>
</tr>
<tr>
<td></td>
<td>bandwidth of the automotive world.</td>
<td>comprehensive service topics.</td>
<td>• Multimedia, tuning and customisation round off the concept.</td>
</tr>
<tr>
<td></td>
<td>• This is supported by critical analyses of the latest cars, manufacturers’ secret</td>
<td>• Extensive new and used car comparisons, tests of tyres and workshops,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>plans, the latest trends in automotive construction and competent motor sports</td>
<td>the latest news and reader guidance, but travel info and insurance topics</td>
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<tr>
<td></td>
<td>coverage.</td>
<td>are also important components.</td>
<td></td>
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<tr>
<td>Frequency</td>
<td>fortnightly</td>
<td>weekly</td>
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<tr>
<td>Copy Price</td>
<td>€ 3.50</td>
<td>€ 1.50</td>
<td>€ 2.00</td>
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<td>Coverage *</td>
<td>3.36 million</td>
<td>2.42 million</td>
<td>0.65 million</td>
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<td>Print Run **</td>
<td>546,923</td>
<td>850,364</td>
<td>281,436</td>
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<td>Sold circulation **</td>
<td>406,474</td>
<td>592,245</td>
<td>204,547</td>
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<td>1/1 4c, b/w (average price)</td>
<td>€ 36,805</td>
<td>€ 38,050</td>
<td>€ 20,885</td>
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<td>Publisher</td>
<td>Motor Presse Stuttgart GmbH &amp; Co.KG</td>
<td>Axel Springer AG</td>
<td>Bauer Media KG</td>
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</table>

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<th>Email</th>
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</thead>
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</tr>
</tbody>
</table>

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- [Adbizz Sweden](http://www.adbizz.se)
- [Gruner + Jahr](http://www.gruner-jahr.com)
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- [Auto Motor & Sport](http://www.amotorandsp.com)
- [Netcorp Media](http://www.netcorpmedia.com)
- [Huson Media](http://www.husonmedia.com)
- [Adbizz Sweden](http://www.adbizz.se)
- [Gruner + Jahr](http://www.gruner-jahr.com)
- [GPS - G+J Group](http://www.gps-grupogyj.com)
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