Around 5 million opinion leaders and experts about the topic of automotive.

5.59 mio. brand reach in total*

3.03 mio. Print*  
3.3 mio. online & mobile*

Source: B4P 2015; * Based on 2 circuits as 14 daily titles = 2 periods per month
auto-motor-und-sport.de – online profile

auto-motor-und-sport.de is the independent car-testing authority in the German network. As a premium brand, it also offers high-quality editorial contents.

auto-motor-und-sport.de provides the entire range of the automotive world. From tests and purchase advices over to motorsports and the latest trends of the alternative driving concepts.

The users of auto-motor-und-sport.de are opinion leaders when it comes to cars.

auto-motor-und-sport.de reaches more than 2 million unique users monthly.

auto-motor-und-sport.de offers significant advertising fields with a high quality.

**Current coverage of the automotive portal**

- Page impressions: 167,417,547*
- Visits: 22,834,616*

**Current number of Unique users:**

- Unique user: 3,327,000**

Source: * IVW March 2016, ** AGOF digital-facts January 2016
auto-motor-und-sport.de user

- **men** 80%  
  *Index 153*

- **trendsetter** 29%  
  *Index 131*

- **quality conscious customers** 85%  
  *Index 107*

- **3,000 €+ household net income** 45%  
  *Index 122*

- **18-49 years of age** 65%  
  *Index 115*

- **rate branded products higher** 56%  
  *Index 105*

- **multipliers** 32%  
  *Index 106*

Source: AGOF internet facts 2015-03; base: Ø month; internet users 14+ years of age during the last 3 month
auto motor und sport on the iPad:

The tablet edition offers a thematic spectrum of unique journalistic quality. It is not only a pure transmission of the printed version: videos, pictures, interactive graphics and a daily updated newsfeed definitely give an additional benefit.

The e-magazine reaches the absolute premium target group:

- **men 100%**  
  total population: 49%
- **Ø 44,7 years old**  
  total population: Ø48.2 years
- **59% purchase intention about passenger cars**  
  total population: 12%
- **26.000 Ø mileage**  
  total population: Ø 12.500
- **61% initial purchase intention**  
  total population: 32%
- **55% have a college degree**  
  total population: 15%

Download the e-magazin on your tablet:

itunes.apple.com/de/app/auto-motor-und-sport-hd
auto motor und sport – mobile & apps

Who will be the winner? Which technical advance does which team have; which driver is going to make use of it?

With the apps of auto motor und sport and Motorsport Aktuell, the users obtain information all around the races of Formula One, DTM, the Rallye WM, Formula 3, VLN, GT-Rennsport, Moto-GP, Superbike-WM and the Superbike-IDM on their smart phone.

The service world helps to find the matching repair shops, car and tire dealers, car wash and further service areas. Furthermore, the users are able to quickly rate car services and to make the choice easier for other users.

<table>
<thead>
<tr>
<th>mobile website</th>
<th>ams app</th>
<th>Formula-1-app</th>
<th>DTM-app</th>
<th>Rallye-WM-app</th>
<th>Auto-Servicewelt</th>
</tr>
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<td>317,672 downloads</td>
<td>70,918 downloads</td>
<td>2,666 downloads</td>
<td>1,437 downloads</td>
<td>807 downloads</td>
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</tr>
</tbody>
</table>

Source: AppAnnie, number of total download since publication on both systems (iOS and Android). Date: 12.03.2015
auto-motor-und-sport CHANNEL

The auto motor und sport channel presents the entire spectrum on the fascination of automotive – 24 hours a day.

The target group of the auto motor und sport channel:

The viewers of the auto motor und sport channel are male, on average 37 years old*; and more than two thirds of them turn on the channel daily.

Source: * market research Motor Presse Stuttgart 2013

Motor Presse TV GmbH
Tel: (+49) 221 / 560 12-14 Fax: (+49) 221 / 560 12-19
contact: Silke Marx, e-mail: silke.marx@motorpresse.de

current reach:
- Around 900,000 households in the German-speaking area
### Respondents

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