

# PROMOBIL fact sheet



## Magazine

PROMOBIL is Germany's oldest – and by far the most successful – motor-home magazine. For 35 years the undisputed market leader has dedicated itself consistently to the needs of motor-home enthusiasts. The editorial focus is on vehicle tests and new products, authentic travel reports and extremely useful practical tips. Likewise every issue of PROMOBIL offers specific service topics and a wealth of RV site information.

PROMOBIL tests are characterized by great technical expertise and credibility; the new products introduced always represent the latest developments and are often covered exclusively. The mix and variety of topics makes the magazine both an essential buyers guide and an opinion leader that shapes the market.

For PROMOBIL readers, travelling has to be independent and flexible. They are particularly keen and active motor-home users, for whom mobile living is an integral element of their life focus. As a result they fulfil the role of opinion leaders whose enthusiasm and knowledge influence those around them. They not only enjoy travelling and do so frequently, but also participate actively in sports.

## Facts

- **Founding year:** 1983
- **Publication frequency:** monthly
- **Copy-Price:** € 4.50
- **Readers per issue:** 0.21 m (AWA 2018)
- **Paid circulation:** 82,076 (IVW III/18)
- **Publisher:**  
Motor Presse Stuttgart  
GmbH & Co. KG  
Leuschnerstraße 1  
70174 Stuttgart  
www.motorpresse.de  
www.mps-vermarktung.de
- **PZN:** 510546

 [www.promobil.de](http://www.promobil.de)

## Advertising Rates 2018

Page fractions	Sizes*	4-c
	<b>1/1 page</b> 185 x 248mm 215 x 280mm	€ 9,440.-
	<b>½ page</b> 90 x 248 mm (a) 109 x 280 mm 185 x 122 mm (b) 215 x 140 mm	€ 4,840.-
All prices plus value-added tax. * Further prices and sizes on request or on <a href="http://www.mps-vermarktung.de">www.mps-vermarktung.de</a>		
<b>Classified section</b>		
Prices per mm (column width 43 mm)		€ 9.00*
* Minimum size 20mm		

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## Our readers

	Total population (70,45 Mio.)	PROMOBIL-readers (0.21 Mio.)	Index 100 = Total population	
Men	49%	65%	132	
Average age (years)	48.6	54.1		
Net household income 3,500 € and more	32%	39%	122	
Freely disposable income 750 € and more	17%	25%	148	
<b>Technic-minded</b>				
Keep up-to-date on technical developments	29%	43%	150	
<b>Active and with diverse interests</b>				
Very active	38%	49%	130	
Broad/very broad spectrum of interests	38%	39%	101	
<b>Strong personalities</b>				
Corporate management	13%	19%	150	
Multipliers with a strong personality	24%	33%	136	
<b>Attitude toward/interest in cars</b>				
Enjoy driving	36%	42%	116	
Particularly interested in cars/car tests	13%	26%	200	
Advice-giver/expert in cars/car tests	11%	25%	218	
<b>Particular interested in</b>				
Holiday and travel	43%	68%	157	
Building, modernizing, renovating	13%	19%	141	
Home improvements, DIY	17%	27%	153	
Shares, investment funds	5%	7%	132	
Nature and environmental protection	23%	31%	136	

All statements/characteristics are present to a greater degree among the readers of PROMOBIL than on average in the general population (total 14+). Source: AWA 2018