



## Editorial Concept

AUTO BILD is the most popular and best-known German car magazine\*. Every Thursday, AUTO BILD presents itself in four colours from cover to cover: sometimes hard on the metal with tests and technology articles and sometimes beyond the bumpers with extensive service topics. Big new and used-car comparisons, repair-shops and tyre-tests, up-to-date-news and reader tips as well as travel information and insurance topics are important elements of the editorial concept.

Especially due to the strong emphasis on topics in the categories of service / technology / reports, AUTO BILD has acquired a high degree of competence for the readership with its diversity of interests. As a result, AUTO BILD is a competent guide and partner for millions of German drivers.

\* According to a study by TNS Emnid Institute, commissioned by Horizont.

## Target readers\*

	AUTO BILD Basic	
<b>Age</b>		
14 – 19 years	5	7
20 – 39 years	35	30
40 – 59 years	40	34
60 years and older	20	29
<b>Education</b>		
secondary modern school	40	34
middle school	32	28
grammar school, study	26	34
<b>Net household income</b>		
up to 2,000 €	25	31
2,000 € and more	75	69

\* Source: MA 2019 Pressemedien II, men of 14 years age and older, 34,84 Mill., \* in %

## Prices and formats 2019

Format	Average price (not bookable)	Price zone 1 (Jan., Feb., June, July, Aug., Dec.)	Price zone 2 (March, Apr., May, Sept., Oct., Nov.)
1/1 4c	47.000 €	44.600 €	49.400 €
½ 4c	32.300 €	30.300 €	34.300 €
¼ 4c	16.950 €	15.900 €	18.000 €

All prices in €, excl. VAT

## Key figures

- First day of sale: Thursday
- Frequency: weekly
- Copy price: 2,20 €
- Net paid circulation IVW II/2019:  
329.027 pieces
- Reach MA 2018 Pressemedien II:  
Total: 3,5 % / 2,44 Mio.  
Men: 6,8 % / 2,36 Mio.  
Women: 0,2 % / 0,08 Mio.

Effective: July 2019, errors and modifications excepted.