

AUTOMOBILISMO

MEDIA KIT
2022

automobilismo.it



AUTOMOBILISMO

Automobilismo was born in 1985. It has conquered a leading position thanks to its strong identity and independence, which are the most appreciated features by Automobilismo readers. Inquiries, news, anticipations and impressions: those who want to replace their car are interested in all the topics presented by Automobilismo. Drive tests, which are the mainstay of the magazine, are made on the basis of rigorous judgments and provide a guarantee of absolute impartiality, thanks to the state-of-the-art equipment of our Testing Center. The others headings, like those about technique and sports, the user manual and the buying guide, constitute the “fixed date” that provides all the information about the car world. The publication date (from the 20th to the 23rd) provides information in advance so that every issue is topical.

MISSION

Our mission is to keep the readers informed about all the news.

Automobilismo gives a 360° view, dedicated to each aspect: from market’s analysis and updated price lists, to road tests with sophisticated instrumental surveys. It represents a rigorous appointment for those who are looking for the perfect car.

EDITORIAL CONTENTS

EVERY MONTH WE REVEAL CURIOSITIES AND WE WRITE ABOUT YOUR CAR TOPICS

Latest news: all the news from the multifaceted automotive sector. Previews and anticipations. Exhibitions and events: short dossiers and focus on the main car shows. Plus, the concept, the most interesting offers and cars that will be popular in the next few months are highlighted.

Protagonists: interviews and insights on the most popular celebrities of the car world: both major brands managers and people who work in the automotive components sector.

Driving impressions: driving tests in advance. New products are presented by our field reporters. Every month a series of tests to provide the first impressions of each model about to debut is included. Road tests: the main strength of Automobilismo. All the news examined by our Test Center. Tests, surveys and power tests to prove all the declared data.

Technique: one or more topics about technological development each month. Pages of mechanics and electronics secrets for the automotive enthusiasts.

Design: style is explored over the years. New trends and changes in style that characterize each brand are discovered every month. Sport: competition seen from the enthusiast's point of view. There is a section dedicated to worldwide championships and trophies. Itineraries: the most beautiful places in Italy with indications and suggestions on the best restaurants and hotels. Plus, a 40-page list dedicated to the prices of all the cars in Italy, with the most relevant technical specifications.

TARGET

Data analysis suggests the profile of the Automobilismo reader: a young-adult male with upper-middle socio-economic conditions. The consumption behavior matches with this profile, representing a really desired target in the market. That is because of the cross-consumption of products from other sectors like tourism, clothing industry, accessories and high-tech products.

GEOGRAPHICAL AREAS

INCOME



15%



22%



28%



22%



13%

EDUCATION



39%

Graduation



52%

High school



19%

Elementary school

AGE



14-17

11%



18-24

21%



25-34

18%



35-44

11%



45-54

17%



55-64

15%



oltre

7%

GENDER



80%



20%

TARGET

Our digital edition is currently available in more than 1,450 4-star and 5-star hotels and international lounges. About 200 of them are located in Italy, with a potential audience of over 127,000 daily users.

1.450
*facilities

200
*facilities in Italy



127.000
*potential
daily users



WEBSITE

Automobilismo.it is a portal dedicated to the automotive world and drivers community. The collaboration with Automobilismo and the web editorial staff work guarantees daily fresh news, new services, and more and more engaging initiatives. Thank to its structure, services and ease of browsing, Automobilismo.it has become in a short time a reference point for the automotive world. It is the response to the information desire for those who want to buy a new car and the enthusiasts who are looking for automotive news daily.

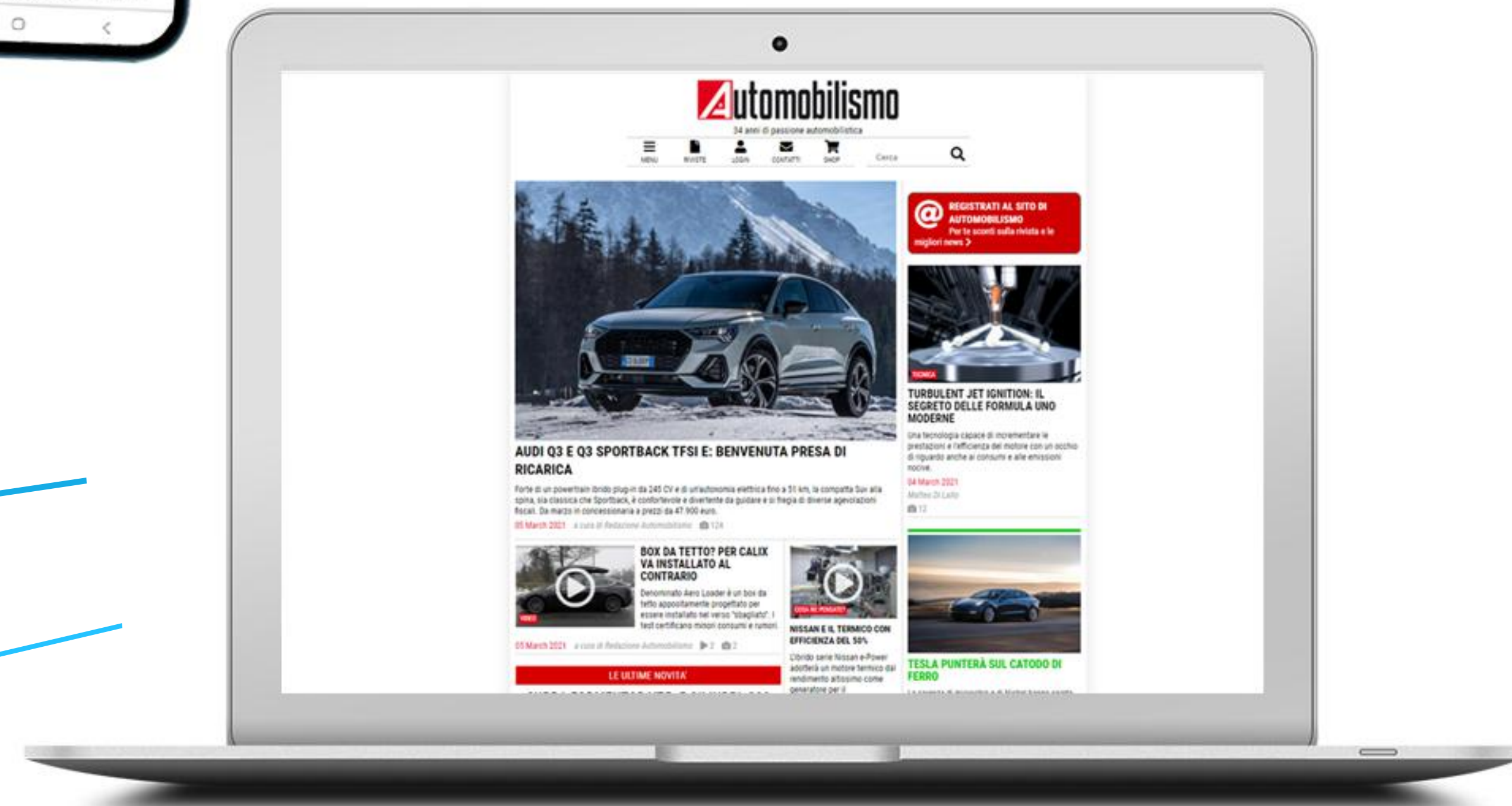


155.765
*Monthly single users

1.569
Newsletter
users

375.894
*Monthly page views

1.160
DEM users



* Digital: updated to Dec 2021

THE MAGAZINE

Frequency: monthly (12 editions).

Cover price: 4,50 euro.



Automobilismo is also available in a digital version. It can be purchased on your tablet or phone through the free app Automobilismo, that can be found on App Store or Google Play. Automobilismo digital version includes multimedia contents (pictures, videos, links, web applications) and it is connected to automobilismo.it through the news section.

9.200

*Digital edition
subscribers

67.800

*Single copy
circulation

434.000

*Average monthly
readers

8.700

*Paper edition
subscribers

85.700

*Average overall
monthly circulation



SOCIAL

Social media platforms are used to summon a different audience towards digital properties.

We create and manage specific content production in order to anticipate content that can be analysed in depth on other channels.



* Social Fanbase Dec 2021

** Insights Meta Business Manager Nov 2021 - Jan 2022



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