



Spanish leading motor racing weekly magazine
Cover Price: € 2.50



MARKET POSITION:

Auto hebdo sport was launched in 1983 and was acquired by the Grupo Zeta in 2004. For more than 22 years, it is still a reference and is the leading motor racing weekly for Spanish people interested in automobile. It targets men (92%), aged from 25 to 44 (58%) and from social class ABC (70%).

		Auto hebdo sport
Circulation	(OJD 2014-2015)	10,800
Readership	(EGC 1st wave 2016)	84,000

EDITORIAL PROFILE:

Auto Hebdo Sport has a large coverage of motor racing, reflecting the Spanish passion for the automobile universe. It focuses in particular on new products, cars' comparison, and as well as national and regional news. *Auto hebdo sport* covers other popular sports and all major events, including other Spanish favourite disciplines like rallyes, karting, and Formula 1... The central section is composed of a practical guide of cars market, and ads for second hand cars of competition.

The strength of *Auto Hebdo Sport* is based on a perfect editorial balance between sport activities and all days driving reaching a large readership.

ADVERTISING RATES :

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

2 weeks prior to publication date.

If you would like to receive copies, a media pack or coverage rankings, please contact
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