

# adbizz denmark

## Germany



Driven by men's interests.....

### Motor Presse Stuttgart: The Publisher for male target groups!

The smell of petrol, the roar of engines, the screech of tires, innovative technology and thrilling leisure activities - whether sports cars, naked bikes or mountain bikes – Motor Presse Stuttgart delivers profound content and abundant emotion for the areas that men identify themselves with.

But the existence of the modern man is more varied and more discriminating than generally believed and as would be suggested by the old hegemonic pictures of the man as bread winner and patriarch. Today's male does the washing, cleaning, cooking and shopping. He is increasingly interested in pulling his weight in the household, as well as in home and furnishings. Healthy eating and lifestyle has gained a completely new status particularly in well-educated and high income male target groups.



The trademark of Motor Presse Stuttgart – credible journalism that fulfils the need – hits home precisely with modern men across all age groups.

On average for the extremely broad title portfolio, the proportion of male readers stands at 87%. Motor Presse is absolutely the publisher that knows men!

Readers in profile:

- Eager to learn: over half of the readers hold a broad to very broad horizon of interests.
- High income: 68% have a net HHI 2.000+ Euros.
- Above-average education: 63% enjoyed a high level of education.
- Curious: 26% are innovators and trendsetters.
- High multiplier effect: 52% often give others advice and recommendations.
- Age: the average age is 42 years.
- Technology-minded: 61% would like to know how technical things work.
- Sex: 87% are men.

