

The background is a dark teal color with a bokeh effect of out-of-focus light spots in various colors including cyan, green, yellow, and red. The text is centered horizontally.

BCN

THE
BRAND
COMMUNITY
NETWORK

MOBILITY AND LIFESTYLE FOR A PREMIUM TARGET AUDIENCE

best for planning (b4p) | Target audience analysis

19 May 2022

BCN.

AGENDA

ADAC MOTORWELT in best for planning

01

KEY FACTS |
ADVERTISING IMPACT

04

TRAVEL

02

AUTOMOTIVE

05

LIFESTYLE

03

FINANCE | NGO

06

OUTLOOK | TOPICS

ADAC MOTORWELT

Mobility and lifestyle in a premium quality format for a premium target audience

Mobility is more than transporting people from A to B. **Mobility is highly emotional, awakens desires, fulfils dreams and makes adventure possible.**

ADAC MOTORWELT recognises and sets trends. It's the platform for fresh new ideas, discussed and arranged for readers by our highly respected contributors. Mobility for all will be a key issue, **regardless of** whether you live in the city or in the country.



Reach of **6.04 million**

Ranked no. 2 in terms of reach (category magazines/total)



CPM of **11 €**

Auto Bild 28 € | AMS 29 € | Der Spiegel 21 € | Stern 16 € Bild am Sonntag 16 € | TV Digital 15 €



73%
men



52 years
average age



€3,619

monthly net household income (aver. €3,160)



68% are employed
37% have university degree/A-levels



ADAC MOTORWELT leads a new, mobile society from the front.

Source: AWA 2022, b4p 2021 III, PZ-Online, IVW I/22





PRINT HAS AN IMPACT!

ADAC MOTORWELT readers are savvy media users who consume print media



They are more inclined than the average reader to read magazines.

Print consumption: Magazines ++

INDEX · REACH

163 · 2.39 million



The high **usage intensity** is clearly stronger in the print channels than in the other media groups.

TV 1.46 million | audio 1.54 million | poster 1.56 million
| internet 1.28 million | mobile 1.33 million | apps 1.16 million

INDEX · REACH

165 · 2.41 million



Reading magazines is their hobby.

INDEX · REACH

111 · 5.20 million



More attention for your campaign:

An average reading time of **90 minutes*** means that the readers are regularly using ADAC MOTORWELT!

Source: b4p 2021 III / based on ADAC MOTORWELT readers (5.86 million)

*ADAC Reader Survey | Reading Intensity – New ADAC Motorwelt | Survey: December 2020 | Media Market Insights GmbH

02



AUTOMOTIVE

INFLUENTIAL AND HIGH-QUALITY

Helpful guide – first and foremost for everything related to cars



**Readers
 have asked for
 advice on...**

| | INDEX |
|-----------------------------------|------------|
| ...cars | 170 |
| ...DIY projects and craftsmanship | 164 |
| ...travel | 132 |
| ...televisions | 126 |
| ...phone and Internet deals | 120 |



**I consciously
 look for the best
 quality when
 buying...**

| | |
|----------------------------------|------------|
| ...cars and motorcycles | 160 |
| ...watches | 135 |
| ...sports equipment and clothing | 130 |
| ...holidays and travel | 126 |
| ...household appliances | 116 |

Source: b4p 2021 III / based on ADAC MOTORWELT readers (5.86 million)

A HIGHLY MOBILE TARGET AUDIENCE

More horsepower for your brand



Readers of ADAC MOTORWELT have an **above-average interest** in car topics.

INDEX · REACH
137 · 3.58 million



They are **definite car aficionados** even!

INDEX · REACH
140 · 3.07 million



The **willingness** to spend money on **purchasing a car** is **well above average** among the readers of ADAC MOTORWELT.
(from €20,000)

INDEX · REACH
156 · 2.42 million



...they are **brand-oriented** and place their trust in the good **quality of brands**.
(car/car brand orientation yes)

INDEX · REACH
157 · 2.08 million

Source: b4p 2021 III / based on ADAC MOTORWELT readers (5.86 million)



DEMANDING TARGET AUDIENCE

Car typology

Indifferent carless reader

INDEX · REACH

37 · 0.17 million

Down-to-earth occasional driver

INDEX · REACH

87 · 0.55 million

Indifferent occasional driver

INDEX · REACH

105 · 0.63 million

Pragmatic father with children

This type of reader manages the family's affairs, sees and appreciates the car very much as a means to ensure mobility; however, he is clearly concerned about the price.

Safety, reliability, good price-performance ratio and a trustworthy dealer are the most important criteria in his decision. The travel distances are quite often short.

INDEX · REACH

116 · 0.77 million

Modern car enthusiast

Younger, environmentally conscious car enthusiast who is very open to new technologies, alternative drives and car sharing. High willingness to spend money on a car and its features/extras, brand-oriented.

INDEX · REACH

129 · 0.82 million

Demanding high-mileage driver

Middle-aged man who enjoys luxury. Brand-oriented, work-related high-mileage driver with a high willingness to spend money, high requirements on features/extras and great interest in cars.

INDEX · REACH

187 · 1.07 million

Image-oriented car enthusiast

Car aficionado whose car reflects his attitude toward life, who drives a lot and is brand-oriented. He doesn't mind if the car costs a lot; it is also often purchased on credit or leased. Appealing design, car brand with a high-quality image and attractive financing options are important to him.

INDEX · REACH

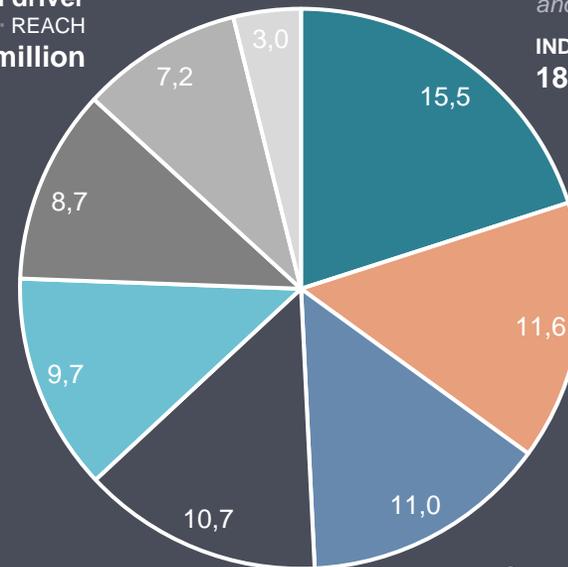
140 · 0.75 million

Conservative pragmatist

The type of driver who sees the car in terms of its usefulness as a commodity and a means to ensure mobility and drives with fuel economy in mind. Service, comfort, reputation, features/extras, safety and resale value are very important to him.

INDEX · REACH

132 · 0.89 million



Source: b4p 2021 III / based on ADAC MOTORWELT readers (5.86 million), as a percentage

...WITH AN AWARENESS OF MOBILE TRENDS

Environmental aspects also play an important role



They deal intensively with the subject matter and read **test reports** before making larger purchases.

(more or less agree or absolutely agree)

INDEX · REACH
110 · 3.88 million



Environmentally friendly drive technology: Is relatively or really important when choosing a new car

INDEX · REACH
107 · 4.23 million



They strive consciously for an **eco-saving driving style**

INDEX · REACH
118 · 4.03 million



Their **orientation toward sustainability** is **above average** (level 3)

(level 1 – very high to level 7 – very low)

INDEX · REACH
115 · 1.04 million

Source: b4p 2021 III / based on ADAC MOTORWELT readers (5.86 million)

03



FINANCE | NGO

MAKING MONEY WHILE DOING SOMETHING GOOD

...are not mutually exclusive interests – greater return on your campaign



My friends and acquaintances **frequently ask me for advice** on financial matters.

(more or less agree or absolutely agree)

INDEX · REACH

126 · 1.43 million



I am interested in **opportunities to invest money:**

(more or less agree or absolutely agree)

INDEX · REACH

122 · 2.57 million



I would be interested in investing part of my money in the form of **securities** such as **funds** or **shares**.

(more or less agree or absolutely agree)

INDEX · REACH

122 · 2.34 million



Target audience shows a high willingness to donate money:

...I donate one to two times a year

...I donate up to €500 or more than €500 each year

INDEX · REACH

125 · 1.39 million

141 · 0.59 million

Source: b4p 2021 III / based on ADAC MOTORWELT readers (5.86 million)

04



TRAVEL

THE TARGET AUDIENCE TRAVELS THE WORLD

ADAC MOTORWELT readers are avid travellers



Camping and motor home holidays and short vacations were popular in the last 12 months.

INDEX · REACH
154 · 0.27 million



The **car** is the most frequently used **means of transport for holiday trips**.

Air 2.29 million | rail 0.43 million | bus 0.30 million

INDEX · REACH
139 · 2.32 million



They take longer holiday trips disproportionately often.

At least two or more in the last 12 months

INDEX · REACH
130 · 1.03 million



And they also actively go on **shorter trips** – proportionately speaking, an above-average number of readers take shorter trips.

Two or more shorter trips in the last 12 months

INDEX · REACH
121 · 1.18 million



The clear majority has taken **one or more trips** in the last 12 months.

INDEX · REACH
118 · 4.59 million

Source: b4p 2021 III / based on ADAC MOTORWELT readers (5.86 million)



...AND THEY PLAN IN GOOD TIME

Book early, check in quickly!



An above-average number of ADAC MOTORWELT readers book **excursions, rental cars or other extras** in advance.

INDEX · REACH
137 · 0.31 million



ADAC readers start planning their **holidays** early and for the most part start **4–6 months** in advance.

INDEX · REACH
117 · 1.69 million



16%, which indicates an **above-average** number of readers, even book **7–12 months** in advance.

INDEX · REACH
127 · 0.96 million



The long runtime of the ADAC MOTORWELT issues at the POS of an average of three months corresponds to the booking behaviour of an attractive target audience!

Source: b4p 2021 III / based on ADAC MOTORWELT readers (5.86 million)

05



LIFESTYLE



ACTIVE LIFESTYLE

Chillaxing at home, but exercise is also important



Leisure activities *(at least once a month)...*

...time spent with the **car**
(tuning, refurbishing, repair)

...**motorcycling / riding a scooter**

...time spent in the **garden**

...DIY projects
and craftsmanship

...**barbequing**/outdoor grilling

INDEX · REACH

| | |
|-----|--------------|
| 179 | 1.12 million |
| 141 | 0.63 million |
| 137 | 3.13 million |
| 136 | 2.71 million |
| 130 | 2.12 million |



Physical activities and sports *(at least once a month)...*

...tennis

...swimming

...hiking

...cycling, mountain biking

| | |
|-----|--------------|
| 133 | 0.35 million |
| 121 | 1.64 million |
| 121 | 1.38 million |
| 111 | 2.31 million |



They are primarily brand-oriented and place their trust in the good quality of brands.

Index 110 / reach 4.0 million (absolutely agree)

Source: b4p 2021 III / based on ADAC MOTORWELT readers (5.86 million)

TOPIC HIGHLIGHTS || ISSUE 04/22

Publication date 17.11.22 | Advertising deadline 19.09.22

04/22

Trip: Cruise reportage from New York to Bermuda

Future topic: The car as a rolling computer (what data is generated, what useful applications are there, data protection, road patrol of the day after tomorrow, etc.).

Mobile cosmos: ADAC project blood transport with the drone and how the weather forecast is created

ADAC test: The big child seat guidebook

Comparison test: Tesla Model 3, Polestar 2, BMW i4 Plus: tips for e-cars in winter

ADAC winter tyre test with report from Finland

Agenda Health: Eyes (driving with sunglasses in low sun, three tricks in the car etc.)

Celebrity Interview: Hans Sigl and Mark Keller

Motorsport: Motorcycle Safety League and reportage MotoGP

Thematic planning under reserve

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