



Russian upmarket motor quarterly magazine

MARKET POSITION:

Autopilot is an upscale magazine devoted to old and new upmarket cars. Published by the same publisher as Kommersant newspaper, the leading daily on Executives, **Autopilot** is aimed at wealthy men in Russia. Its audience consists of people aged between 25 and 45 year old. 56 000 people are in a managerial position and can afford to purchase expensive automobiles (among 96 000 people with high income).

		Autopilot
Readership	Publisher Stat 2010	25 000 – 300 000
Circulation	Publisher stat.2010	70 000 – 80 000

EDITORIAL PROFILE:

The **Autopilot** editorial content is perfectly suited to its Russian readers' tastes. As well as focusing on and analysing the latest innovations in the market, executive cars and the best 4x4 and sports cars, the readers can also find reviews of the latest luxury products which are of interest to men. **Autopilot's** avant-garde approach is clearly demonstrated in its bold and contemporary journalistic style. Its strength is based on objective car analysis and attractive car presentation in stunning scenes from around the world.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

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