

# MEDIA CARD 2023



16 issues per year

Readership 46 000  
Reads per issue 1,8  
Time spent reading 48 min

National Media Survey KMT 2022

**Auto Bild Suomi** shows the big turning point in car industry when electric cars rapidly increase their share in new car market. Comprehensive tests and comparison for new cars is valued content for our readers – not to forget test runs for used cars. We are the only one in Finland to publish thorough 100 000 km durability tests. The magazine also offers practical tips for conserving and taking care of your car. We test Finland's most popular car makes under Finnish conditions in all seasons. These test runs are carried out by our own top professionals in editorial. Worldwide expertise and international success concept are behind this magazine.

## Schedule

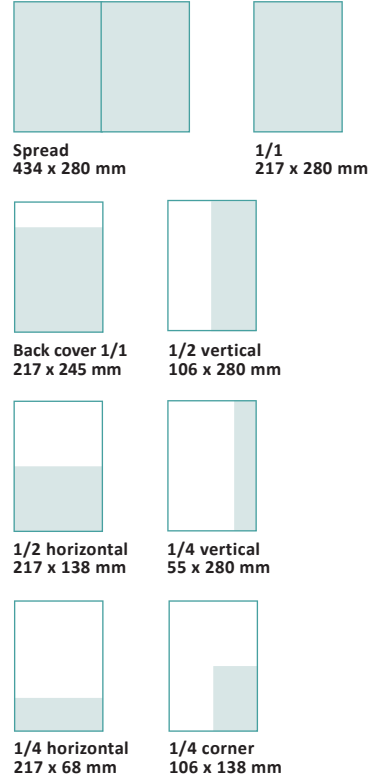
Issue	Pub.date	Ad dl	Themes
1	11.1.	21.12.2022	New cars 2023. All new models and latest trends.
2	1.2.	13.1.	SUV and four-by-four, a look into most popular SUV's.
3	22.2.	3.2.	Used cars. Is it worth bringing one from abroad? A buyer's guide to used cars. 100 000 km durability test.
4	22.3.	3.3.	Spring maintenance. Find the right materials and methods.
5	12.4.	22.3.	The big summer tyre comparison.
6	3.5.	13.4.	Road trips and motor home novelties.
7	24.5.	4.5.	Electrification of cars and electric car novelties.
8	14.6.	26.5.	Safely amongst the holiday traffic. What's new in summer driving?
9	5.7.	16.6.	Cabriolets. 100 000 km durability test.
10	9.8.	21.7.	The big SUV. Power trains in comparison.
11	30.8.	11.8.	Transportation. Test driving delivery vans.
12	20.9.	1.9.	Palvelu 1 buying survey. How is the service of the car business doing?
13	11.10.	22.9.	Comparing different forms of car ownerships. 100 000 km durability test.
14	1.11.	13.10.	Biggest revelations of the driving year 2024.
15	22.11.	3.11.	Winter driving and tyres.
16	13.12.	24.11.	Best gadgets for winter driving. 100 000 km durability test.

More info [fokusmedia.fi/media/auto-bild](https://fokusmedia.fi/media/auto-bild)

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