

M2K MEDIA



CAR AND DRIVER

35 Years in Greece

December 2007



CAR AND DRIVER – Greek edition is a monthly published magazine with a circulation of **30.000** copies (supplement with “Parapolitika” newspaper on the last Saturday of each month and standalone at newsstands nationwide thereafter).

CAR AND DRIVER is a one of the **oldest** and most **distinguished** car magazines in Greece.

More than **120.000** readers is the monthly average readership.

CAR AND DRIVER is a mainstream car magazine dedicated to provide reliable **information** and **reviews** to car buyers/enthusiasts.

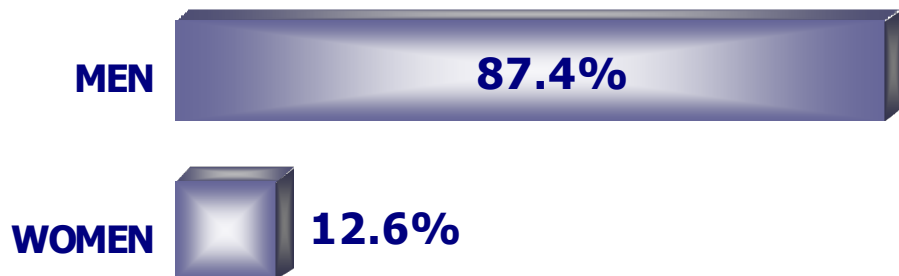
New Models, Car Test and Reviews, Opinions, Travels, Trends, Motorsport, Classic Cars and Research is the **backbone** of CAR AND DRIVER’s content.

CAR AND DRIVER aims to **help** readers / consumers in making the best car choice.

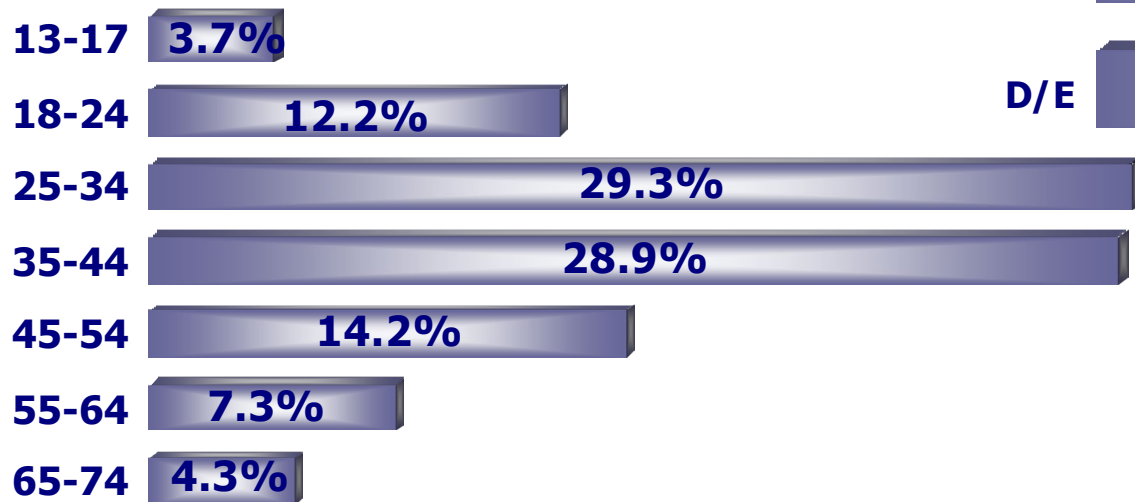
SOURCE: FOCUS/BARI

READER DEMOGRAPHICS

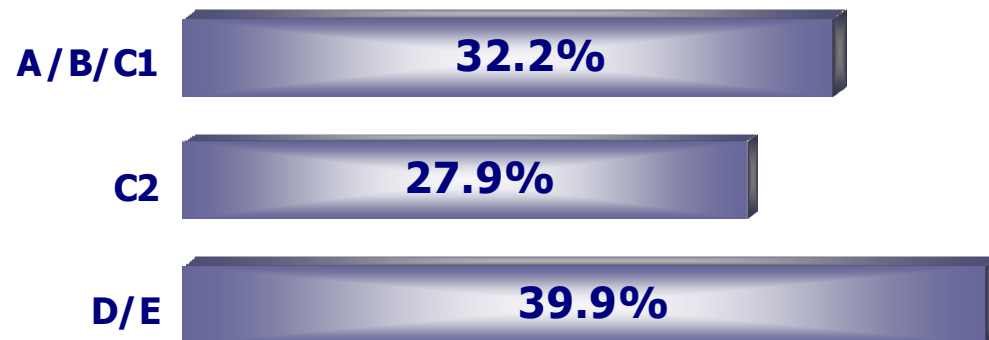
GENDER



AGE GROUP

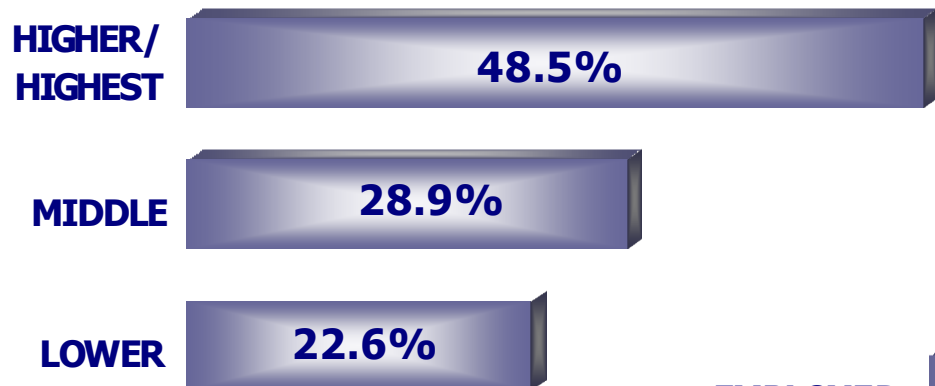


S/E CLASS

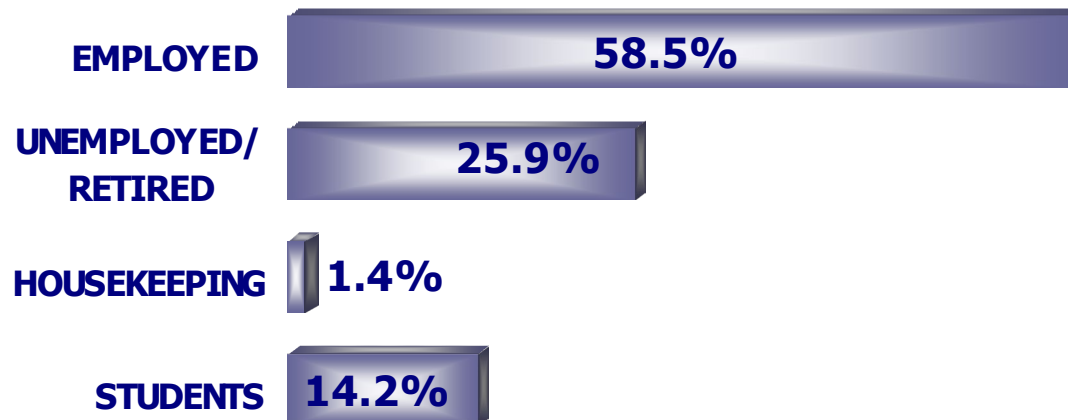


READER DEMOGRAPHICS

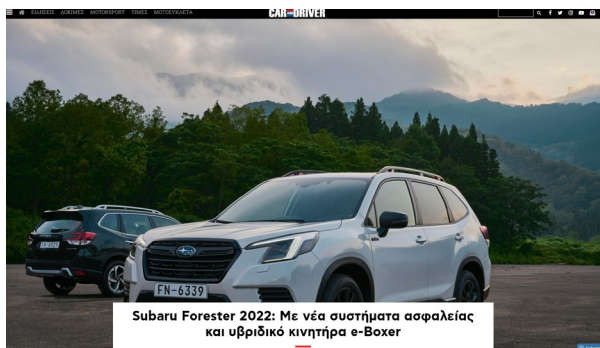
EDUCATION



OCCUPATION



M2K MEDIA



www.caranddriver.gr

2.200.000 PAGEVIEWS/Month

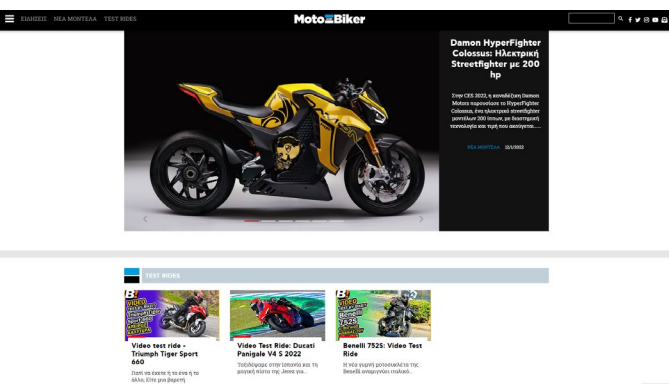
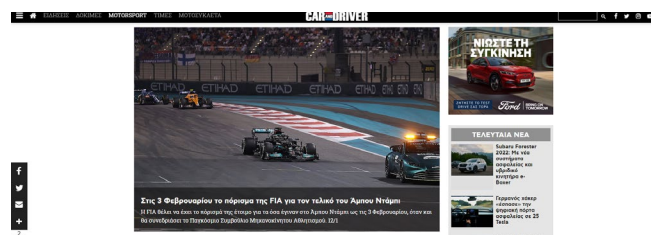
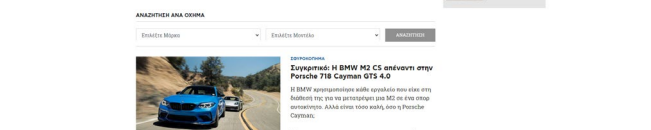
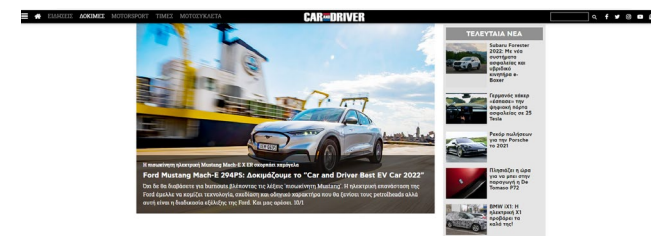
700.000 UNIQUE USERS /Month

4.5 min. AVG VISIT DUR.

3.5 PAGES PER VISIT

55% BOUNCE RATE

CAR AND DRIVER





SOCIAL MEDIA



<https://www.facebook.com/CARANDDRIVER.Greece?fref=ts> (39.000 Followers)



<https://x.com/CARandDRIVERgr> (3.500 Followers)



https://www.instagram.com/caranddriver_gr/ (2.500 Followers)



<https://www.youtube.com/channel/UCu1TI70o7OOYE9ohu1Yap9A/videos> (2.500 subscribers)



https://www.tiktok.com/@caranddriver_gr (1.000 Followers)

