

MEDIA KIT

# CAR AND DRIVER GREECE

Driving Automotive Influence in Greece



# Brand Philosophy

- For more than three decades, Car and Driver Greece has influenced automotive culture, consumer awareness and vehicle purchasing behaviour in the Greek market, combining trusted editorial authority with premium multi-platform storytelling.



# What is Car and Driver Greece

- Car and Driver Greece is one of the most established automotive media brands in the country, delivering authoritative road tests, editorial insight and automotive analysis across print, digital, video and social media platforms.



# Print Edition

- Car and Driver Greek Edition is a monthly automotive magazine published as a supplement with the weekly newspaper Parapolitika, distributed in 30,000 copies every last Saturday of each month. The magazine also circulates nationwide through newsstands with a cover price of €4.50, reaching an average monthly readership exceeding 200,000 readers.





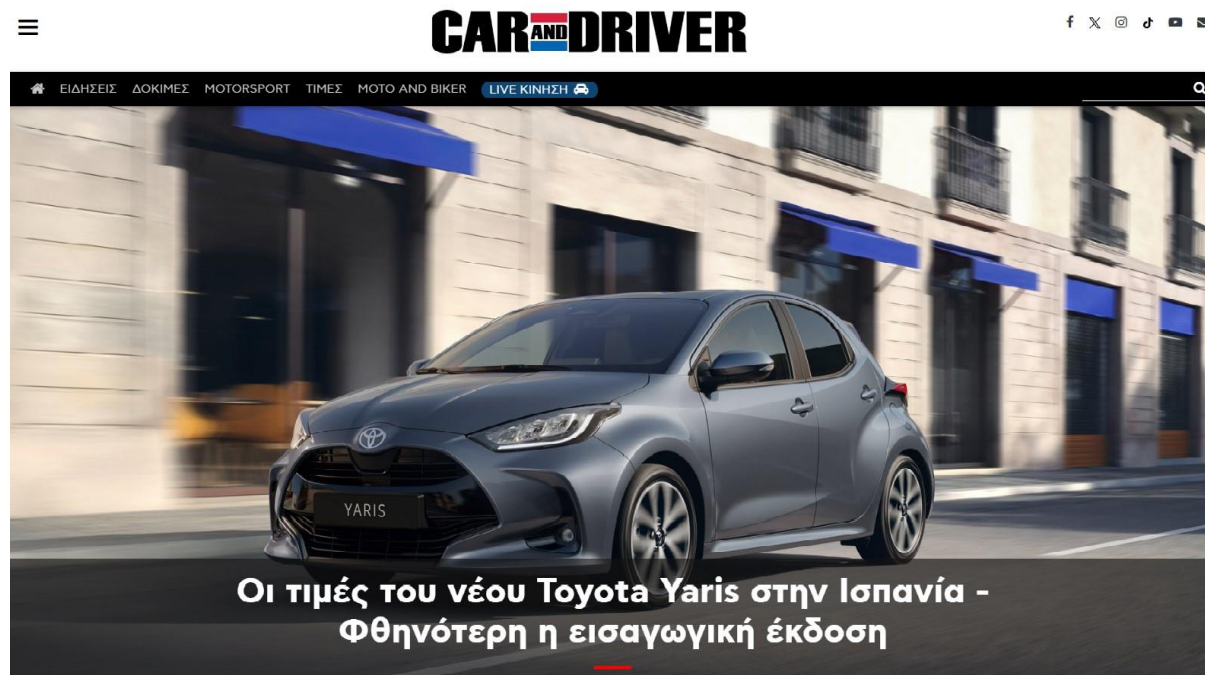
# Audience Influence

- Car and Driver reaches highly engaged automotive audiences actively involved in vehicle research, product comparison and purchasing decisions, strengthening brand communication and product awareness.



# Digital Platform

- Alongside its print edition, Car and Driver Greece maintains a strong digital ecosystem through caranddriver.gr, offering premium editorial content including automotive news, road tests, expert analysis, motorsport coverage and automotive opinion content.



# Digital Performance

- 900,000 Unique Users monthly
- 1,500,000 Sessions monthly
- 2,500,000 Pageviews monthly
- 4 Minutes Average Visit Duration
- 55% Bounce Rate

# Social & Multimedia Ecosystem

- Facebook: 45,000 followers
  - Instagram: 3,700 followers
  - TikTok: 3,700 followers
  - YouTube: 3,450 subscribers
  - X: 3,200 followers
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- Car and Driver Greece produces video reviews, multimedia storytelling and social-first automotive content.





# Launch & Product Storytelling

Supporting new model launches through trusted editorial and multimedia automotive coverage.



# Custom Automotive Content

Tailor-made editorial, video and multimedia projects supporting automotive brand communication.





# Strategic Automotive Media Partner

Car and Driver operates as a trusted communication partner for automotive brands.



# Strategic Automotive Influence

- Car and Driver Greece stands at the intersection of automotive expertise, trusted journalism and premium multi-platform storytelling, offering brands a unique environment to communicate with one of the most engaged automotive audiences in the Greek market. Through the combined strength of its print heritage, digital authority and multimedia production, Car and Driver operates as a strategic communication partner supporting product positioning, brand storytelling and market influence.



# Publisher Authority

- Car and Driver Greece is published by M2K Media, reinforcing credibility and strong presence in the Greek automotive media landscape.

