

neue

Reifenzeitung

INRZ

Rate Card No. 38 – valid from 1st January 2020

Media 2020 kit

Print and Online
Advertising

CONTENTS

About us	3
Contact information	4
Preface	5
Print	6 - 11
Publication schedule 2020	12 - 15
Online	16 - 19

About us

Aimed at tyre dealers, tyre and accessory manufacturers, car servicing centres as well as retreaders, NEUE REIFENZEITUNG is the trade magazine people consult when purchasing or making decisions about workshop equipment, sales area designs and electronic data processing systems.

Our publishing group also includes the British tyre trade magazine TYRES & ACCESSORIES and the Italian tyre trade online platform PneusNews.it. Together with its sister publications, NEUE REIFENZEITUNG reaches a significantly larger readership than any other similar publication or news source, either print or online. In addition to our print and online media, the group distributes more than half a million email newsletters every month across the whole of Europe and beyond. All three publications have their own independent editorial teams and serving their respective markets.

NEUE REIFENZEITUNG provides a continuous stream of up-to-date information about changes and innovations within the market, pointing out trends that are influencing the industry. The magazine facilitates contact between workshops, retail and wholesale businesses and the manufacturing industry. In short, we are here to help you see which trends point the way to entrepreneurial and professional success.

CONTACT INFORMATION

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Kreissparkasse Stade:
IBAN: DE35 2415 1116 0000 1229 86/SWIFT-BIC: NOLADE21STK
Commerzbank:
IBAN: DE32 2008 0000 0250 9118 00/SWIFT-BIC: DRESDEFF200

READERSHIP

Tyre and wheel dealers // Vulcanisers // Car servicing centres and the tyre and wheel manufacturing industry // Workshops

COVERAGE

Germany // Austria // Switzerland // Italy // Belgium // Netherlands // Denmark // UK

FREQUENCY OF PUBLICATION

Monthly, approximately on the 18th

DEADLINE FOR ADVERTISEMENTS

Three weeks before publication date

COPIES PRINTED

6,500 copies (average)
Copies distributed: 6,300
in Germany: 81 % // other countries: 19 %

The General Terms and Conditions (AGB) can be found at <https://reifenpresse.de/rechtliches/>

Subscription price (for 12 months)

Germany: 136.- € (incl. postage and 7 % tax)
Europe: 169.- € (incl. postage)
World: 195.- € (incl. postage)

A magazine subscription of Neue Reifenzeitung includes full access to our online news platform on Reifenpresse.de as well as to the monthly e-papers of our magazine published there. The shortest subscription period is 12 months. Notice of cancellation is accepted 3 months prior to the year-end; non-compliance results in the renewal of the annual subscription.

Single Issue Germany and abroad: 13.50 € (incl. postage and 7 % tax)
Online subscription: Germany 85.- € incl. 19 % tax (abroad 71.43 € excl. tax)
See print subscription for cancellation period
Online sample: Germany 4.99 € incl. 19 % tax (abroad 4.19 € excl. tax)
The subscription expires automatically.

An online subscription includes full access to our online news platform on Reifenpresse.de excluding the monthly e-papers of our magazine published there.

ADVERTISING SIZES [PRINT] · NEUE REIFENZEITUNG ·



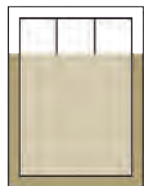
2/1 page double spread

- 2x185x265 mm
- 426x303 mm



1/1 page

- 185x265 mm
- 216x303 mm



3/4 page h

- 185x200 mm
- 216x226 mm



3/4 page v

- 137x265 mm
- 152x303 mm



2/3 page h

- 185x175 mm
- 216x201 mm



2/3 page v

- 120x265 mm
- 135x303 mm



1/2 page h

- 185x130 mm
- 216x156 mm



1/2 page v

- 89x265 mm
- 104x303 mm



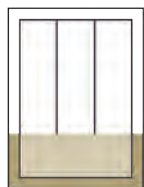
1/3 page h

- 185x85 mm
- 216x111 mm



1/3 page v

- 58x265 mm
- 73x303 mm



1/4 page h

- 185x65 mm
- 216x91 mm



1/4 page v

- 41x265 mm
- 56x303 mm



1/4 page 2-columns

- 89x130 mm
- 104x156 mm



1/6 page h

- 185x43 mm



1/6 page 2-columns

- 89x85 mm



1/8 page h

- 185x32 mm



1/8 page 1-column

- 41x130 mm



1/8 page 2-columns

- 89x65 mm

Page size:

210x297 mm (DIN A4)

Type area:

185x265 mm

Text: 3- und 4-columns

Front cover:

210x180 mm
+ 3 mm bleed

 Type area

 Bleed layout

Ad size incl. 3 mm bleed

Column width (text):

58 mm und 41 mm

Column width (ad):

41 mm

h = horizontal
v = vertical

ADVERTISING RATES

Ad size	b/w	2c	3c	4c
2/1 page	5,880.- €	6,360.- €	6,840.- €	7,320.- €
1/1 page	2,550.- €	3,030.- €	3,510.- €	3,990.- €
3/4 page	1,910.- €	2,390.- €	2,870.- €	3,350.- €
2/3 page	1,700.- €	2,180.- €	2,660.- €	3,140.- €
1/2 page	1,240.- €	1,590.- €	1,940.- €	2,290.- €
1/3 page	860.- €	1,100.- €	1,340.- €	1,580.- €
1/4 page	650.- €	890.- €	1,130.- €	1,370.- €
1/6 page	430.- €	670.- €	910.- €	1,150.- €
1/8 page	320.- €	560.- €	800.- €	1,040.- €

- Surcharges for bleed pages 10 % on b/w gross price, eligible discount
- 15 % commission for agencies

Advertisement cancellation date: By the advertising deadline, for title and cover pages three weeks before advertising deadline

**Ads
you can
touch**

!



Contact: Michelle Bednarz, +49 (0)4141/5336-22
michelle.bednarz@reifenpresse.de

Front cover:

Price: 4,950.- €

Inside front cover, inside back cover and back cover:

Price: 4,490.- €

Colour surcharge:

Per colour (European scale).....	480.- €
1/2 page	350.- €
1/3 page and smaller.....	240.- €
Special colours (HKS, Pantone).....	590.- €
1/2 page	440.- €
1/3 page and smaller.....	295.- €

Non-standard ad formats such as Banderole, Gatefolder etc. are available on request

Price per millimetre:

Classifieds incl. internet presence	1.99 €
Recruitment advert (company)*	1.91 €
Recruitment advert (personnel)*	1.38 €
Box number charge	10.00 €

(per line 41, mm wide, single column

*no discount)

Discounts: (for orders placed within one year)

Quantity discount/Repetition discount

2 pages	3 advertisements	5 %
3 pages	6 advertisements	10 %
6 pages	12 advertisements	15 %
12 pages	24 advertisements	20 %

ADVERTISING SIZES [PRINT] · Our Supplements ·



► **Retreading Special** (3 times a year)

Sizes:

Cover

205x180 mm + 3 mm bleed

1/2 page v

96x294 mm + 3 mm trim

1/1 page

205x294 mm + 3 mm bleed

1/2 page v

205x148 mm + 3 mm trim

1/4, 2-coumns

96x148 mm + 3 mm trim

In this bilingual (English/German) retreading supplement, Neue Reifenzeitung reports on industry trends as well as the latest products and company news. Approximately 14,000 copies of the Retreading Special are distributed together with our UK-based sister magazine TYRES & ACCESSORIES.

Ad rates on request available.



► **Summer- and winter tyre supplements** (twice a year)

Sizes:

Cover

205x180 mm + 3 mm trim

1/1 page

205x294 mm + 3 mm trim

1/2 page h

205x148 mm + 3 mm trim

At least a hundred tyres are tested in Germany each season. Gaining an overview of these products' strengths and weaknesses can be difficult. Our supplements show how each tyre performed in each test – a useful tool for over the counter sales discussions and a handy reference to place in retail areas.

INSERTS/LOOSE/BOUND-IN/GLUED AND ADD-ONS

Supplements, loose: Max. size 205x294 mm,

Cost per thousand supplements:

- up to 25 g: 290.- €
- from 26-50 g: 330.- €
- from 51-100 g: 380.- €

plus postage.

Price for higher weights upon request. Final specimen to be submitted prior to acceptance of order. Supplements must be delivered at least one week prior to the magazine's scheduled date of publication.

Inserts:

per thousand

- 2-sided: 438.- €
- 4-sided: 548.- €
- 6-sided: 644.- €
- 8-sided: 721.- €
- 10-sided: 828.- €
- folded and uncut

- Format: 2-sided (216x303 mm)
4-sided (432x303 mm)

- Discounts according to quantity scale,
each insert counts as one page

Fixed inserts: 60.- € per thousand + costs for glueing
per thousand 150.- € + postage in weight,
not discountable

Address for all inserts:

free delivery:
Strube OHG
Herrn Gries
Stimmerswiesen 3
34587 Felsberg
Germany

Terms of payment:

direct debit 3 % discount,
8 days from date of invoice 2 % discount,
30 days from date of invoice after tax
In case of loose inserts, the discount applies only to the price
of the insert itself. All prices exclusive of V.A.T.



Job advertisements

Are you looking for a new employee in your company?

Do you strive for a new vocational challenge?

Reach the proper target group with NEUE REIFENZEITUNG job advertisements.

With a job advertisement you can score treble: monthly in our magazine, in our newsletter and online on Reifenpresse.de.

We are happy to provide advice!

WE WISH YOU
EVERY SUCCESS!



Classifieds

Small ad – big impact!

Whether trade or private, in every issue we offer space for individual classifieds. In addition to appearing in our trade publication, your classified will also be presented online on our website.



Price per millimetre:

Classifieds incl. internet presence	1.99 €
Recruitment advert (company) *	1.91 €
Recruitment advert (personnel)**	1.38 €
Box number charge	10.00 €

(per line, 41 mm wide, single column,
*no discount)

Contact: Michelle Bednarz, +49 (0)4141/5336-22
michelle.bednarz@reifenpresse.de

How to supply your data:

- DVD, CD-ROM, USB-Stick
- Durable medium – please mark with company name, contact person and order name
- Data transfer via e-mail (to 20 MB):

michelle.bednarz@reifenpresse.de

Important! For every advertisement sent, we require a binding colour proof or a printout with important details such as data name, size of advertisement, colours and software used.

Colours:

Please indicate precisely if custom colours are used. Additionally, please verify whether the colours have been correctly defined.

Euroscala = CMYK, Custom colours = HKS or Pantone.

Colour profile ISO coated V2

File Formats:

Till version QuarkXPress 2017/13.0.2, Indesign CC 2019/14.0.3, Illustrator 2019/23.1.1, Photoshop CC 20.0.6

Advertising data:

Please send advertising print documents either as open files that contain all fonts and images (eg photos, logos etc) or as a inseparable, offset printing-compatible PDF file in which all fonts used are embedded.

Documents must correspond with advertisement dimensions – for bleed advertisements, a bleed margin of three millimetres must be taken into account.

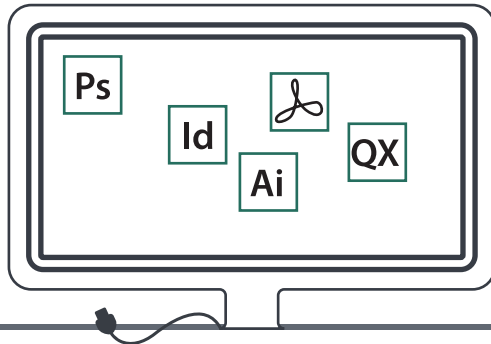
Register and colour marks are not required when supplying advertising print documents in PDF format.

Image data:



- All image data can fundamentally be processed, however please note that colour images should be supplied in CMYK format rather than RGB.
Resolution must be at least 300 dpi in original size.
- Photos, logos and fonts must be supplied separately. Fonts for Mac should be attached as Postscript characters and font suitcase, fonts for PC as Adobe Type 1 or TrueType TTF fonts. Where possible, fonts can also be converted to vector fonts (paths).

Print method: Offset

Binding: Glued






PUBLICATION SCHEDULE 2020 · NEUE REIFENZEITUNG ·

FEATURES:	Publication Date	Advertising/ Printing Documents Deadline	Publication Deadline
January <ul style="list-style-type: none"> ▪ Agricultural tyres ▪ Wholesaling business ▪ “Green” tyres/Sustainability ▪ Small tyres 	17.01.2020	20.12.2019	03.01.2020
February <div style="background-color: #cccccc; padding: 5px; margin-top: 10px;">  14.02. - 16.02.2020 IMOT 25.02. - 27.02.2020 TT Expo </div> <ul style="list-style-type: none"> ▪ Truck tyres ▪ Motorcycle tyres ▪ Tyre pressure monitoring systems (TPMS) ▪ Workshop (equipment) ▪ Parts trade 	18.02.2020	27.01.2020	20.01.2020
March <div style="background-color: #cccccc; padding: 5px; margin-top: 10px;">  05.03. - 15.03.2020 Genfer Salon 05.03. - 08.03.2020 Motorräder 25.03. - 29.03.2020 Techno-Classica </div> <ul style="list-style-type: none"> ▪ Wheel report, part 1 ▪ Summer tyre changeover ▪ SUV tyres ▪ Retreading Special (Supplement) 	19.03.2020	27.02.2020 18.02.2020	19.02.2020

Time for **decisive contents**

FEATURES:

	Publication Date	Advertising/ Printing Documents Deadline	Publication Deadline
April			
 20.04. - 24.04.2020 CeMAT/ Hannover Messe 30.04. - 03.05.2020 Tuning World Bodensee			
<ul style="list-style-type: none"> ▪ Wheel report, part 2 ▪ Motorcycle tyres ▪ Specialist trade concepts ▪ Preview "The Tire Cologne", part 1 ▪ Review "Geneva Motor Show" ▪ Summer tyres (Supplement) 	17.04.2020	26.03.2020	19.03.2020
		16.03.2020	
May			
 30.04. - 03.05.2020 Tuning World Bodensee			
<ul style="list-style-type: none"> ▪ UHP-Tyres/Tuning ▪ Review "Tuning World Bodensee" ▪ Industrial tyres ▪ Preview "The Tire Cologne", part 2 ▪ Vintage/Classic car tyres 	19.05.2020	28.04.2020	20.04.2020
June			
 09.06. - 12.06.2020 Tire Cologne 11.06. - 14.06.2020 Abenteuer & Allrad 23.06. - 24.06.2020 bfp Fuhrpark-Forum			
<ul style="list-style-type: none"> ▪ Agricultural tyres ▪ Car service ▪ Van/Truck tyres ▪ Retreading Special (Supplement) 	18.06.2020	27.05.2020	19.05.2020
		18.05.2020	

PUBLICATION SCHEDULE 2020 · NEUE REIFENZEITUNG ·

FEATURES:

	Publication Date	Advertising/ Printing Documents Deadline	Publication Deadline
July <ul style="list-style-type: none"> All-season tyres Tyre pressure monitoring systems (TPMS) Review „The Tire Cologne“, part 1 Online tyre business 4x4-tyres 	17.07.2020	26.06.2020	19.06.2020
August <ul style="list-style-type: none"> Fleet business Review “The Tire Cologne“, part 2 Wholeselling business End of life tyres/Recycling 	18.08.2020	27.07.2020	20.07.2020
September <ul style="list-style-type: none"> Winter tyres, part 1 OTR tyres Tyre logistics/warehousing Preview IAA Commercial Vehicles Retreading Special (Supplement) 	18.09.2020	27.08.2020 18.08.2020	21.08.2020

Time for **decisive contents**

FEATURES:

	Publication Date	Advertising/ Printing Documents Deadline	Publication Deadline
October <ul style="list-style-type: none"> Winter tyres, part 2 Truck tyres Review IAA Commercial Vehicles Workshop (equipment) Winter tyres (Supplement) 	19.10.2020	28.09.2020 16.09.2020	21.09.2020
November <ul style="list-style-type: none"> Private Brands Tyre pressure monitoring systems (TPMS) Snow chains Motorcycle tyres Preview "Essen Motor Show" 	18.11.2020	26.10.2020	19.10.2020
December <ul style="list-style-type: none"> Specialist trade concepts Motorsport Online tyre business Review "Essen Motor Show" 	17.12.2020	25.11.2020	19.11.2020

What's your online marketing strategy ?

The web portal for the tyres and accessories industry:
www.reifenpresse.de

The image shows a screenshot of the website **Reifenpresse.de** with several advertising spots highlighted by red boxes and labels:

- Tandem Ad Header Banner**: Located at the top of the page, spanning across the navigation bar.
- Medium Rectangle**: A rectangular ad located in the top right section of the page.
- Rectangle**: A smaller rectangular ad located below the medium rectangle.
- (rotative) Wallpaper**: A large, full-width ad area on the right side of the page, indicated by a circular arrow icon.
- Full-size Banner**: A wide, short banner ad located in the middle left section.
- Superbanner**: A wide, short banner ad located below the full-size banner.
- Vertical Banner**: A tall, narrow banner ad located in the middle right section.
- Square Button**: A small square ad located below the vertical banner.
- Buttons**: A row of small square buttons located at the bottom left of the page.
- Skyscraper**: A tall, narrow ad located at the bottom right of the page.

All types of adverts are also bookable for article pages

Data formats:
GIF, JPG, HTML, PNG
Video/Audiostreaming
(72 dpi); max. 150kB

Advertising options & special advertising formats

Type of advert	Size	Definition	Price per month
Wallpaper	1920x1080 Pixel	Desktop-Image	4,200.- €
Interstitial	600x450 Pixel	in front of each page possible	4,600.- €
Tandem Ad	728x90 Pixel + 125x600 Pixel	(Leaderboard+ Skyscraper) outlying of contents	2,100.- €
Header Banner	468x60 Pixel	on top, sideways	635.- €
Full-size Banner	600x100 Pixel	centred	605.- €
Superbanner	600x200 Pixel	centred	1,210.- €
Vertical Banner	125x240 Pixel	to the right of the contents	350.- €
Square Button	125x125 Pixel	to the right of the contents	280.- €
Skyscraper	125x600 Pixel	to the right of the contents	725.- €
Medium Rectangle	300x250 Pixel	to the right of the contents	675.- €
Rectangle	300x120 Pixel	to the right of the contents	340.- €
Button	125x60 Pixel	within the contents; centred	120.- €

Note: Book your online advertisement on an article page and benefit from high traffic volumes. Price on request.

ONLINE ADVERTISING



Want to reach your target audience with a unique, individual advertisement, sponsoring or premium position? Please give us a call.

We will provide you with a suitable and effective offer.

Contact:

Tanja Fergin

+49 (0)4141/5336-24

tanja.fergin@reifenpresse.de

NEWSLETTER (300 dpi)

Type of advert	Size	Price per month
Banner on top	585x72 Pixel	895.- €
Lead page banner	585x72 Pixel	795.- €
Lead page skyscraper	125x600 Pixel	840.- €
Page header	1950x240 Pixel	730.- €
Page footer	1950x700 Pixel	1,430.- €
Cover	1950x1400 Pixel	1,520.- €
Advertorial Feature	600x2000 Pixel	1,900.- €

Submission of artwork: 1 week before publishing
 Withdrawal: 5 weeks before publishing

DISCOUNTS

Discounts apply depending on the quantity of advertisements booked

When booking a full-year package, advertisers will not only receive discounted advertising rates but also benefit from a continuous presence on the NEUE REIFENZEITUNG website www.reifenpresse.de.

Quantity discount:

3 Ads/Banner	5 %
6 Ads/Banner	10 %
12 Ads/Banner	15 %
18 Ads/Banner	20 %

Link, Button and Advertorial Prices are net prices.

18



- **Discount for first-time customers**
 Advertisers can enjoy a further one-off introductory discount of 10 % when booking online advertising with us for the very first time
- **Agency commission**
 An agency commission of 15 % will be granted to recognised agencies

Firmen-Finder – A compass for the tyre industry on Reifenpresse.de

Promote your company effectively in our Firmen-Finder. In addition to a presence on our website, your company will also appear in Neue Reifenzeitung magazine's Web-Weg-Weiser.

Choose between a **Basis** or a detailed **Premium** entry:

- ▶ The **Basis entry** includes address, company logo, link to your website as well as a short introductory text.
- ▶ Should you select the **Premium option**, your entry can also include up to three photos, a longer text and also downloadable catalogues. Premium entries are also regularly presented in prominent positions on Reifenpresse.de and in Neue Reifenzeitung.

Basic Entry:	200.- €/year
Premium Entry:	450.- €/year

Advertorial

Would you like to place your advertising content (company presentation, new product lines etc) exclusively and in an editorial environment?

Then our Advertorial Feature is the right medium for you.

Integrate your advertising message in our Newsletter Advertorial and profit from a high level of receptiveness from our readers.

You supply the text and image, we design your advertising material.

File size: 600x2000 Pixel
 File format: JPG, PDF

Price: 1,900.- €
 We are happy to implement your ideas!

Contact: Tanja Fergin, +49 (0)4141/5336-24
 tanja.fergin@reifenpresse.de



Want to be available for (potential) customers in our Firmen-Finder and show them the range of services you offer? Then contact us!

