

neue

Reifenzeitung

INRZ

Rate Card No. 39 – valid from 1<sup>st</sup> January 2021

# Media 2021 kit

Print and Online  
Advertising

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## About us

NEUE REIFENZEITUNG is Germany's leading trade magazine for everything related to tyres, wheels and retreading. Our readers are manufacturers, wholesalers and retailers of tyres, wheels & automotive parts, operators of tyre fast fit & vehicle workshops, as well as tyre retreaders & recyclers.

Our trade magazine equips its readers with an overview of these multifaceted businesses and ensures they're kept up-to-date with the latest industry news. NEUE REIFENZEITUNG traces developments, reports on current events as well as innovative products & services, and also highlights areas of future potential within the market. It serves as an indispensable & independent go-between for the entire market.

With Reifenpresse.de, we've developed into the leading German-language online medium for the tyre & wheel markets. In addition to comprehensive databases and tyre test results, our readers can access the latest industry news. In addition, we send out an informative e-mail newsletter every working day, supplemented by regular newsletters on specific topics.

Our print and online products provide relevant information for industry decision-makers in all segments. Our group includes the UK-based tyre magazine TYRES & ACCESSORIES and the Italian online portal PneusNews.it. Thanks to a large readership across Europe and around the world, we contribute significantly towards forming opinions within the industry.

CONTACT INFORMATION

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PREFACE

READERSHIP

Tyre dealers // Wholesalers // Car parts & accessories // Manufacturers // Retreaders // ELT recyclers // Component retailers // Workshops & service providers

COVERAGE

National: 87% // International: 13%  
Germany // Austria // Switzerland // Belgium // Netherlands // Denmark // UK // Italy and others

COPIES

Copies printed: 5,000 copies  
Copies distributed: 4,800 copies

FREQUENCY OF PUBLICATION

Monthly, approximately on the 18th

DEADLINE FOR ADVERTISEMENTS

Three weeks before publication date

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

Subscription price (for 12 months)

Germany:	139.- € (incl. postage and 7 % tax)
Europe:	169.- € (incl. postage)
World:	195.- € (incl. postage)

A Neue Reifenzeitung magazine subscription includes full access to our Reifenpresse.de online news platform including e-versions of our print magazine. 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 89.- € incl. 7 % tax (abroad 83.18 € excl. tax)

See print subscription for cancellation period

Online sample: Germany 4.99 € incl. 7 % tax (abroad 4.66 € excl. tax)

The subcription expires automatically.

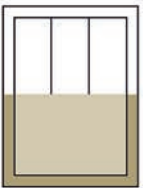
An online subscription includes full access to our online news platform on Reifenpresse.de excluding the monthly e-papers of our magazine published there.



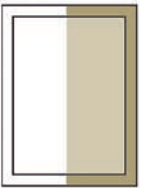
**2/1 page double spread**  
■ 2x185x265 mm  
■ 426x303 mm



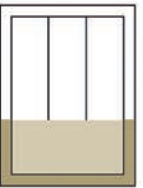
**1/1 page**  
■ 185x265 mm  
■ 216x303 mm



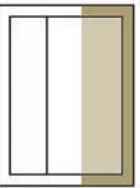
**1/2 page h**  
■ 185x130 mm  
■ 216x156 mm



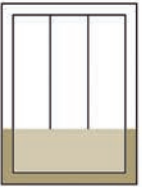
**1/2 page v**  
■ 89x265 mm  
■ 104x303 mm



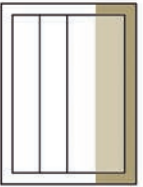
**1/3 page h**  
■ 185x85 mm  
■ 216x111 mm



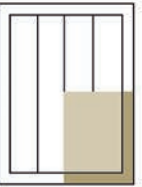
**1/3 page v**  
■ 58x265 mm  
■ 73x303 mm



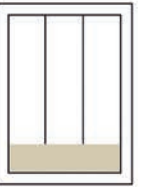
**1/4 page h**  
■ 185x65 mm  
■ 216x91 mm



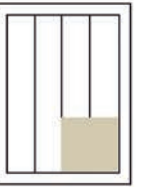
**1/4 page v**  
■ 41x265 mm  
■ 56x303 mm



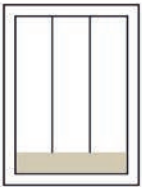
**1/4 page 2-columns**  
■ 89x130 mm  
■ 104x156 mm



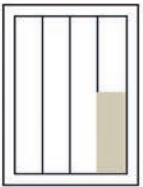
**1/6 page h**  
■ 185x43 mm



**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

■ Type area  
■ Bleed layout  
Ad size incl. 3 mm bleed

h = horizontal  
v = vertical

**Page size:**  
210x297 mm (DIN A4)

**Type area:**  
185x265 mm  
Text: 3- und 4-columns

**Front cover:**  
210x180 mm  
+ 3 mm bleed

**Column width (text):**  
58 mm und 41 mm

**Column width (ad):**  
41 mm

Ad size	b/w	2c	3c	4c
2/1 page	6,040.- €	6,520.- €	7,000.- €	7,480.- €
1/1 page	2,650.- €	3,130.- €	3,610.- €	4,090.- €
1/2 page	1,290.- €	1,640.- €	1,990.- €	2,340.- €
1/3 page	900.- €	1,140.- €	1,380.- €	1,620.- €
1/4 page	680.- €	920.- €	1,160.- €	1,400.- €
1/6 page	460.- €	700.- €	940.- €	1,180.- €
1/8 page	340.- €	580.- €	820.- €	1,060.- €

- 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: 5,090.- €

**Inside front cover, inside back cover and back cover:**  
Price: 4,690.- €

**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 %





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

Sizes:

<b>Cover</b>	<b>1/2 page v</b>
205x180 mm + 3 mm bleed	96x294 mm + 3 mm trim
<b>1/1 page</b>	<b>1/2 page v</b>
205x294 mm + 3 mm bleed	205x148 mm + 3 mm trim
	<b>1/4, 2-coumns</b>
	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.

► **Supplements Summer-/Wintertyres in Test** (twice a year)

Sizes:

<b>Cover</b>	<b>1/1 page</b>	<b>1/2 page h</b>
205x180 mm + 3 mm trim	205x294 mm + 3 mm trim	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.

**Supplements, loose:** Max. size 205x294 mm,  
Cost per thousand supplements:  
· up to 25 g: 300.- €  
· from 25-50 g: 340.- €  
· from 51-100 g: 390.- €  
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: 445.- €  
· 4-sided: 550.- €  
· 6-sided: 650.- €  
· 8-sided: 730.- €  
· 10-sided: 840.- €  
· 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:** 65.- € per thousand + costs for glueing  
per thousand 150.- € + postage in weight,  
not discountable

**Address for all inserts:**  
free delivery:  
Strube OHG  
c/o Mr. S. 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.

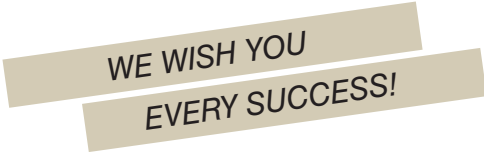
Job advertisements

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!

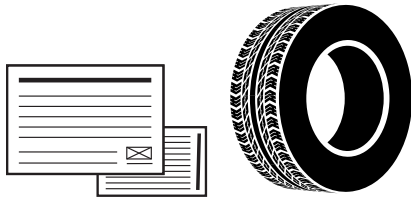


Classifieds

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.

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



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)

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**

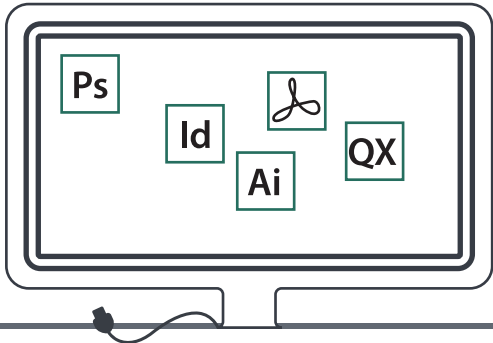
**Important!** For every advertisement sent, we require a binding colour proof or a printout with important details such as data name, size of advertisement, colours and software used.

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, Indesign CC 2019, Illustrator 2019, Photoshop CC 2019



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



FEATURES:	Publication Date	Advertising/ Printing Documents Deadline	Publication Deadline	FEATURES:	Publication Date	Advertising/ Printing Documents Deadline	Publication Deadline
<b>Stay well informed with us.</b>							
<b>January</b> <ul style="list-style-type: none"><li>▪ Agricultural tyres</li><li>▪ Wholesaling business</li><li>▪ The year ahead</li></ul>	18.01.2021	21.12.2020	03.01.2021	<b>April</b> <div><div> 07.04. - 11.04.2021 Techno Classica Essen</div><div> 12.04. - 16.04.2021 CeMAT/ Hannover Messe</div><div> 14.04. - 17.04.2021 Steinexpo</div></div> <ul style="list-style-type: none"><li>▪ Wheel report, part 2</li><li>▪ Motorcycle tyres</li><li>▪ Preview “The Tire Cologne“</li><li>▪ Fleet business</li><li>▪ Summer tyres in Test (Supplement)</li></ul>	16.04.2021	25.03.2021	19.03.2021
<b>February</b> <ul style="list-style-type: none"><li>▪ Motorcycle tyres</li><li>▪ Tyre pressure monitoring systems (TPMS)</li><li>▪ Workshop (equipment)</li><li>▪ Truck tyres</li></ul>	17.02.2021	27.01.2021	20.01.2021	<b>May</b> <div><div> 13.05. - 16.05.2021 Tuning World Bodensee</div><div> 18.05. - 20.05.2021 The Tire Cologne</div></div> <ul style="list-style-type: none"><li>▪ UHP-Tyres/Tuning</li><li>▪ Specialist trade concepts/cooperations</li><li>▪ OTR tyres</li><li>▪ Van/LCV tyres</li></ul>	18.05.2021	27.04.2021	19.04.2021
<b>March</b> <div><div> 04.03. - 07.03.2021 Motorräder</div></div> <ul style="list-style-type: none"><li>▪ Wheel report, part 1</li><li>▪ Summer tyre changeover</li><li>▪ SUV tyres</li><li>▪ Retreading Special (Supplement)</li></ul>	18.03.2021	27.02.2021	19.02.2021	<b>June</b> <div><div> 03.06. - 06.06.2021 Abenteuer &amp; Allrad</div><div> 08.06. - 10.06.2021 Tire Technology Expo</div></div> <ul style="list-style-type: none"><li>▪ Industrial tyres</li><li>▪ Agricultural tyres</li><li>▪ Review “The Tire Cologne“</li><li>▪ Shock absorbers, brakes &amp; batteries</li><li>▪ Retreading Special (Supplement)</li></ul>	17.06.2021	26.05.2021	19.05.2021

FEATURES:	Publication Date	Advertising/ Printing Documents Deadline	Publication Deadline
<b>July</b> <ul style="list-style-type: none"><li>▪ All-season tyres</li><li>▪ Vintage/Classic car tyres</li><li>▪ 4x4-tyres</li><li>▪ Tyre pressure monitoring systems (TPMS)</li></ul>	<b>16.07.2021</b>	<b>28.06.2021</b>	<b>21.06.2021</b>
<b>August</b> <ul style="list-style-type: none"><li>▪ Book in Book: Workshop (equipment)</li><li>▪ Online tyre business</li><li>▪ Wholeselling business</li><li>▪ Preview IAA Cars</li><li>▪ End of life tyres/Recycling</li></ul>	<b>17.08.2021</b>	<b>26.07.2021</b>	<b>19.07.2021</b>
<b>September</b> <div><b>07.09. - 12.09.2021</b> IAA Pkw</div> <div><b>14.09. - 18.09.2021</b> Automechanika</div> <div><b>30.09. - 03.10.2021</b> NUFAM</div> <ul style="list-style-type: none"><li>▪ Winter tyres, part 1</li><li>▪ Tyre logistics/warehousing</li><li>▪ Parts trade</li><li>▪ <b>Retreading Special (Supplement)</b></li></ul>	<b>17.09.2021</b>	<b>26.08.2021</b> <b>17.08.2021</b>	<b>20.08.2021</b>

FEATURES:	Publication Date	Advertising/ Printing Documents Deadline	Publication Deadline
<b>October</b> <div><b>30.09. - 03.10.2021</b> NUFAM</div> <ul style="list-style-type: none"><li>▪ Winter tyres, part 2</li><li>▪ Truck tyres</li><li>▪ Review IAA Cars</li><li>▪ <b>Winter tyres In Test (Supplement)</b></li></ul>	<b>18.10.2021</b>	<b>27.09.2021</b> <b>16.09.2021</b>	<b>20.09.2021</b>
<b>November</b> <div><b>14.11. - 20.11.2021</b> Agritechnica</div> <div><b>26.11. - 05.12.2021</b> Essen Motor Show</div> <ul style="list-style-type: none"><li>▪ Private brands</li><li>▪ Workshop (equipment)</li><li>▪ Snow chains</li><li>▪ Preview "Essen Motor Show"</li></ul>	<b>17.11.2021</b>	<b>26.10.2021</b>	<b>19.10.2021</b>
<b>December</b> <div><b>26.11. - 05.12.2021</b> Essen Motor Show</div> <ul style="list-style-type: none"><li>▪ Specialist trade concepts/cooperations</li><li>▪ Tyre pressure monitoring systems (TPMS)</li><li>▪ Online tyre business</li><li>▪ Review "Essen Motor Show"</li><li>▪ Agricultural tyres/Agritechnica</li></ul>	<b>16.12.2021</b>	<b>25.11.2021</b>	<b>19.11.2021</b>



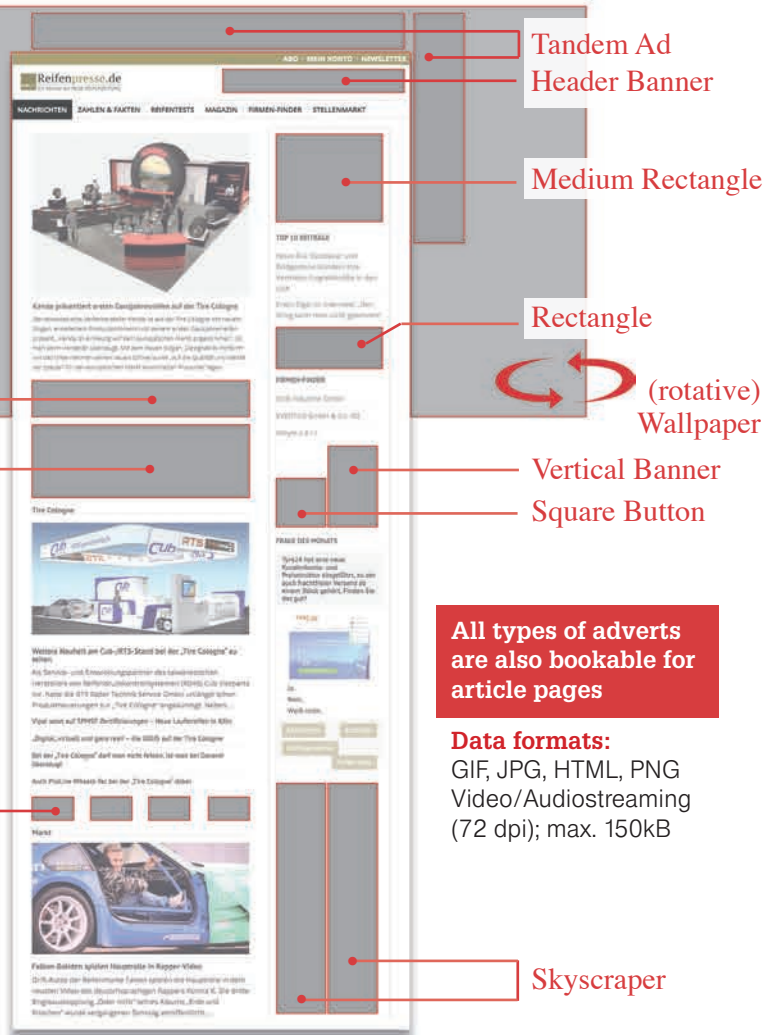
# What's your online marketing strategy?

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

All banners visible on mobile devices!

Full-size Banner  
Superbanner

Buttons



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	690.- €
Full-size Banner	600x100 Pixel	centred	665.- €
Superbanner	600x200 Pixel	centred	1,330.- €
Vertical Banner	125x240 Pixel	to the right of the contents	390.- €
Square Button	125x125 Pixel	to the right of the contents	310.- €
Skyscraper	125x600 Pixel	to the right of the contents	790.- €
Medium Rectangle	300x250 Pixel	to the right of the contents	740.- €
Rectangle	300x120 Pixel	to the right of the contents	370.- €
Button	125x60 Pixel	within the contents; centred	130.- €

**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	985.- €
Lead page banner	585x72 Pixel	875.- €
Lead page skyscraper	125x600 Pixel	925.- €
Page header	1950x240 Pixel	750.- €
Page footer	1950x700 Pixel	1,490.- €
Cover	1950x1400 Pixel	1,590.- €
Advertorial Feature	600x2000 Pixel	1,990.- €

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](http://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.



- **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: 1,990.- €  
We are happy to implement your ideas!

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

FIRMEN-FINDER / ADVERTORIAL



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

