

neue

# Reifenzeitung

INRZ

Rate Card No. 40 – valid from 1<sup>st</sup> January 2022

# Media 2022 kit

Print and Online  
Advertising

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neue

Reifenzeitung



**As the leading trade publication for everything related to tyres, wheels and retreading, we provide comprehensive information and advertising opportunities.**



### **MAGAZIN**

**NEUE REIFENZEITUNG** has been an authoritative voice within the tyre & wheel markets for over 40 years. Every month we publish numerous background reports as well as important corporate news and information about new products and services.



### **WEBSITE**

With **Reifenpresse.de**, we offer the leading German-language news source for the tyre & wheel markets, with relevant information published on a daily basis and supported by comprehensive databases.



### **NEWSLETTER**

To keep our readers in the loop, at the end of each working day the NEUE REIFENZEITUNG editorial team distributes a **newsletter** featuring all the latest industry-relevant information.

**Profil-Verlag GmbH**

Harsefelder Straße 5, 21680 Stade, Germany

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**Subscription/  
Administration**

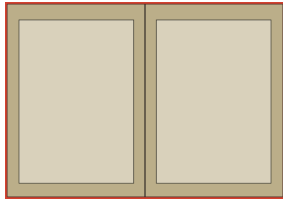
Petra Sander-Dammann

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+49 (0)4141/5336-20

<b>Readership</b>	Tyre dealers   Wholesalers   Tyre, wheel and accessories industry   Car workshops   Retreaders   ELT recyclers   Parts retailers   Industry service providers
<b>Coverage</b>	National: 87%   International: 13% Germany, Austria, Switzerland, Belgium, Netherlands, Denmark, UK, Italy and others
<b>Copies</b>	Copies printed: 5,000   Copies distributed: 4,800
<b>Frequency of Publication</b>	Monthly, approximately on the 17th
<b>Deadline for Advertisements</b>	Three weeks before publication date

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



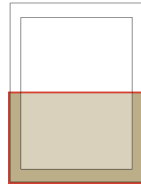
**2/1 double spread**

- 2x175x252 mm
- 426x303 mm



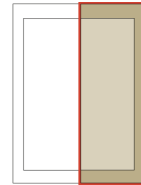
**1/1 page**

- 175x252 mm
- 210x297 mm



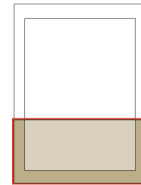
**1/2 page h**

- 175x126 mm
- 210x147 mm



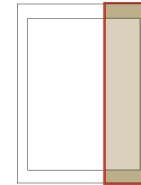
**1/2 page v**

- 85x252 mm
- 103x297 mm



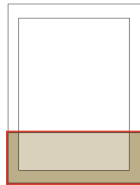
**1/3 page h**

- 175x84 mm
- 210x105 mm



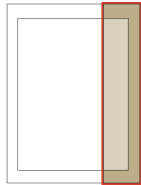
**1/3 page v**

- 55x252 mm
- 73x297 mm



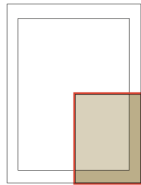
**1/4 page h**

- 175x63 mm
- 210x84 mm



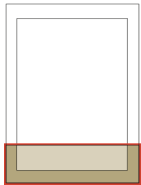
**1/4 page v**

- 40x252 mm
- 58x297 mm



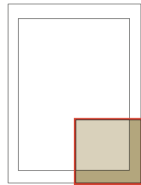
**1/4 page 2-columns**

- 85x126 mm
- 103x147 mm



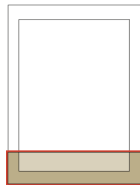
**1/6 page h**

- 175x42 mm
- 210x63 mm



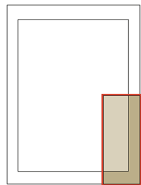
**1/6 page 2-columns**

- 85x84 mm
- 103x105 mm



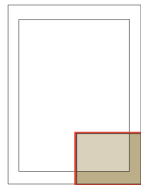
**1/8 page h**

- 175x32 mm
- 210x53 mm



**1/8 page v**


- 40x126 mm
- 58x147 mm



**1/8 page 2-columns**

- 85x63 mm
- 103x84 mm

 Type area

 Bleed format  
Ad format **plus 3 mm bleed**

**Magazine format:**  
210x297 mm (DIN A4)

**Type area:**  
175x252 mm

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

**Column width (Text):**  
55 mm and 40 mm

**Column width (Ad):**  
40 mm

h = horizontal  
v = vertical

Format	b/w	4c
Front cover		<b>5,190.- €</b>
IFC, IBC, BC*		<b>4,790.- €</b>
2/1 Page	6,150.- €	<b>7,590.- €</b>
1/1 Page	2,750.- €	<b>4,190.- €</b>
1/2 Page	1,290.- €	<b>2,340.- €</b>
1/3 Page	900.- €	<b>1,620.- €</b>
1/4 Page	680.- €	<b>1,400.- €</b>
1/6 Page	460.- €	<b>1,180.- €</b>
1/8 Page	340.- €	<b>1,060.- €</b>

\*) IFC = Inside front cover, IBC = Inside back cover, BC = Back cover

Other formats and colours on request.

**Non-standard advertising forms** such as banderole, gatefolder etc. are available. Prices on request.

Our language  
is **Tyres**

**Contact:** Michelle Bröcker, +49 (0)4141/5336-22  
michelle.broecker@reifenpresse.de

**Discounts:** (For orders placed within one year)  
**Quantity discount/Repetition discount**

2 Pages	3 Advertisements	<b>5 %</b>
3 Pages	6 Advertisements	<b>10 %</b>
6 Pages	12 Advertisements	<b>15 %</b>
12 Pages	24 Advertisements	<b>20 %</b>

**Advertising cancellation deadline:** By the advertising deadline, for title and cover pages 3 weeks before advertising deadline



• **SUMMER, WINTER & ALL-SEASON TYRE TESTS**



Well over 100 tyres are tested each season in Germany. Retaining an overview of their strengths and weaknesses isn't easy. Our supplements show you how each tyre performed in each respective test and thereby inform which products are the season's frontrunners – an invaluable aid for sales talks at the counter and for showroom displays.

Publication dates: April, October

Format	Size (W x H)	Price
Front cover	205 x 180 mm	5,190.- €
IFC, IBC, BC*	205 x 294 mm	4,790.- €
1/1 Page	205 x 294 mm	4,190.- €
1/2 Page	205 x 148 mm	2,340.- €

\* IFC = Inside front cover, IBC = Inside back cover, BC = Back cover

Ad format plus 3 mm bleed

• **ADVERTORIAL BOX**

Do you wish to present a new and as-yet untested tyre?  
Gain exposure via an Advertorial within our test supplements.  
Prices on request.



• RETREADING SPECIAL

In our bilingual (German/English) retreading supplement, NEUE REIFENZEITUNG reports on trends and developments within the European retreading market, placing a particular focus upon new product innovations and corporate developments. Together with English sister publication TYRES & ACCESSORIES, the Retreading Special has a circulation of approximately 11,000 copies.

Publication dates: March, June, September

Format	Size (WxH)	Price (b/w)	Price (4c)
Front cover	205x180 mm**	–	4,790.- €
IFC, IBC, BC*	205x294 mm**	–	4,590.- €
1/1 Page	205x294 mm**	3,080.- €	4,520.- €
1/2 Page	185x130 mm	1,540.- €	2,590.- €
	205x148 mm**		
1/3 Page	185x85 mm	1,030.- €	1,750.- €
	205x103 mm**		
1/4 Page	185x65 mm	770.- €	1,490.- €
	205x83 mm**		
	89x130 mm		

\* IFC = Inside front cover, IBC = Inside back cover, BC = Back cover

\*\* Ad format plus 3 mm bleed

Other formats on request



## SUPPLEMENTS

Inserts are printed matter loosely attached to the magazine.

Weight	Price/Thousand
up to 25 g	<b>300.- €</b>
from 25-50 g	<b>340.- €</b>
from 50-100 g	<b>390.- €</b>

- Format: maximum 205x294 mm
- For higher weights price on request

## BOUND INSERT:

Bound-in inserts are printed matter firmly bound into the magazine.

Format	Price/Thousand
2-sided	<b>445.- €</b>
4-sided	<b>550.- €</b>
6-sided	<b>650.- €</b>
8-sided	<b>730.- €</b>
10-sided	<b>840.- €</b>

- folded and untrimmed
- Format: 2-sided (216x303 mm)  
4-sided (432x303 mm)
- will be discounted according to quantity scale, 1 bound insert equals 1 page

## ADHESIVE:

Glued-in inserts are, for example, post-cards that are affixed to a carrier ad (at least 1/2 page) and can be detached by interested parties.

### Price/Thousand

- Adhesive price: **70.- €**
- Gluing cost: **85.- €** + Postal charges by weight

### Mailing address for supplements, bound inserts and adhesives:

#### Free delivery to:

Strube Druck & Medien GmbH,  
Herrn Gries, Stimmerswiesen 3,  
34587 Felsberg,  
Deutschland

- Supplements must be delivered at least one week prior to the magazine's scheduled date of publication.

**Loose and bound inserts can also be displayed online and in the newsletter.** Prices on request.

• **CLASSIFIED ADS**

**Small ad – big impact!**

Whether trade or private, in every issue we offer space for individual classifieds.

• **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 REIFEN-ZEITUNG job advertisements.

**Be present three times over in our classifieds:**

In the magazine, newsletter and online on reifenpresse.de

<b>Format</b>	<b>Size (WxH)</b>	<b>Price (s/w)</b>
<b>1/2 Page</b> 4-columns	188 x 123 mm	<b>976.- €</b>
<b>1/3 Page</b> 4-columns	188 x 81 mm	<b>644.- €</b>
<b>1/4 Page</b>	4-columns	188 x 63 mm
	2-columns	92 x 123 mm
<b>1/6 Page</b>	2-coulumns	92 x 81 mm
	4-columns	188 x 39 mm
<b>1/8 Page</b>	2-columns	92 x 60 mm
	4-columns	188 x 29 mm

Other formats on request

Colour: 10% surcharge on b/w price

Box-number charge: 10.-€

**mm price b/w in the advertising market:**

1,99. € (reduced price for job applications: 1,38. €)

1 column each, 44 mm wide milimeter line

Every month we report on specific topics in the tyre and wheel market.  
So our readers don't miss anything of relevance.

**January** PD: 18.1. AD: 21.12.21 PU: 3.1.

**Extra:** Year/Show outlook 2022 | Agricultural tyres | Wholesale | Sustainability

**February** PD: 17.2. AD: 27.1. PU: 19.1.

**Motorcycle tyres | Tyre pressure monitoring systems (TPMS) | Workshop (equipment) | Truck tyres**

Exhibition dates: IMOT 18.2. - 20.2. | Agritechnika 27.2. - 5.3.

**March** PD: 17.3. AD: 28.2. RS: 18.2. || Supplement PU: 17.2.

**Wheel report, Part 1 | Summer tyre changeover, Part 1 | SUV tyres | Agricultural tyres |**

**Supplement: Retreading Special**

Exhibition dates: Agritechnika 27.2. - 5.3. | Motorräder (DO) 3.3. - 6.3. | Techno Classica 23.3. - 27.3.

**April** PD: 19.4. AD: 28.3. PU: 17.3.

**Wheel report, Part 2 | Summer tyre changeover, Part 2 | Motorcycle tyres | Fleet business |**

**Supplement: Summer tyres in test**

Exhibition dates: Tire Technology Expo 5.4. - 7.4. | CEMAT 25.4. - 29.4.

**May** PD: 17.5. AD: 28.4. PU: 19.4.

**Extra: Preview "The Tire Cologne" | UHP-tyres | Specialist trade concepts/cooperations | Van/LTR tyres**

Exhibition dates: Tire Cologne 24.5. - 26.5. | Tuning World Bodensee 26.5. - 29.5.

**June** PD: 17.6. AD: 26.5. RS: 19.5. || Supplement PU: 17.5.

**Chassis, brakes, batteries (Car service) | Industrial tyres | Review "The Tire Cologne" | Tuning**

**Supplement: Retreading Special**

## July

PD: 18.7. AD: 28.6. PU: 20.6.

Agricultural tyres | Classic/vintage tyres | 4x4-tyres | Tyre pressure monitoring systems (TPMS) |  
End of life tyres/Recycling

## August

PD: 17.8. AD: 28.7. PU: 19.7.

Magazine-in-Magazine: Workshop (equipment) | Online tyre business/IT-Solutions | Wholesale |  
Preview “IAA-Commercial Vehicles” | All-season tyres

## September

PD: 16.9. AD: 26.8. RS: 19.8. || Supplement PU: 17.8.

Winter tyres, Part 1 | Tyre logistics/Warehousing | Parts trade | Supplement: Retreading Special

Exhibition dates: Automechanika 13.9. - 17.9. | IAA Nfz 20.9. - 25.9.

## October

PD: 18.10. AD: 27.9. PU: 19.9.

Winter tyres, Part 2 | Truck tyres | Review “IAA Commercial Vehicles” | Supplement: Winter-/All-season tyres in test

Exhibition dates: Intermot 4.10. - 9.10. | Bauma 24.10. - 30.10.

## November

PD: 17.11. AD: 27.10. PU: 19.10.

Private- and exclusive brands | Workshop (equipment) | Snow chains | OTR tyres | Preview “Essen Motor Show“

## December

PD: 16.12. AD: 28.11. PU: 18.11.

Specialist trade concepts/cooperations | Tyre pressure monitoring system (TPMS) | Online tyre business/  
IT-Solutions | Review “Essen Motor Show”

Exhibition dates: Essen Motor Show 2.12. - 11.12.

[ PD = Publication Date AD = Advertising/Printing Documents Deadline PU = Publication Deadline ]

174.400 Impressions\*  
101.300 Visits\*

\* Monthly average:  
1<sup>st</sup> half-year 2022

The screenshot shows the website layout with the following labeled ad placements:

- Tandem Ad**: Located at the top right of the page.
- Header Banner**: Located at the top center of the page.
- Medium Rectangle**: Located in the main content area on the right side.
- Rectangle**: Located below the Medium Rectangle in the main content area on the right side.
- Fullsize Banner**: Located below the main content area on the left side.
- Superbanner**: Located below the Fullsize Banner on the left side.
- Buttons**: Located at the bottom left of the main content area.
- Square Button**: Located in the 'TOP 10 BEITRÄGE' section on the right side.
- Vertical Banner**: Located in the 'TOP 10 BEITRÄGE' section on the right side.
- Skyscraper**: Located at the bottom of the 'TOP 10 BEITRÄGE' section on the right side.
- Native Advertising**: Located in a dashed box at the bottom of the main content area, labeled 'Anzeige'.

(rotating) Wallpaper

All banners visible on mobiles!

Format	Size	Price/Month
Wallpaper	1920x1080 Pixel	from 1.550,- €
Interstitial	600x450 Pixel	from 2.300,- €
Tandem Ad	728x90 Pixel oder 125x600 Pixel	2.100,- €
Header Banner	468x60 Pixel	770,- €
Fullsize Banner	600x100 Pixel	730,- €
Superbanner	600x200 Pixel	1.460,- €
Vertical Banner	125x240 Pixel	430,- €
Square Button	125x125 Pixel	340,- €
Skyscraper	125x600 Pixel	880,- €
Medium Rectangle	300x250 Pixel	820,- €
Rectangle	300x120 Pixel	410,- €
Button	125x60 Pixel	130,- €
Native Advertising	125x60 Pixel	ab 2.000,- €

**All forms of advertising** can also be booked on the article pages; profit from the high number of visitors. Prices on request.

**Quantity Discount:**

3 Banners	5 %
6 Banners	10 %
12 Banners	15 %
18 Banners	20 %

Link, button and advertorial prices are net prices.

**Discount for first-time customers:**

Advertisers receive a further one-off introductory discount of 10% when booking online advertising for the first time.

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

• **FIRMEN-FINDER**

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

**Basic Entry:** 200.- €/year

**Premium Entry:** 450.- €/year

• NEWSLETTER

Every working day our newsletter lands in thousands of inboxes and is considered a benchmark product within the market.

Format	Size	Price/Month
Banner on top	585x72 Pixel	1,080.- €
Lead page banner	585x72 Pixel	960.- €
Lead page skyscraper	125x600 Pixel	1,015.- €
Page header	1950x240 Pixel	770.- €
Page footer	1950x700 Pixel	1,500.- €
Cover	1950x1400 Pixel	1,650.- €
Advertorial Feature	600x2000 Pixel	2,050.- €

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



\* As of 10/2021

**Banner on top**

Follow us on Facebook and Twitter | Freitag, 1. Oktober 2021

Reifenpresse.de  
Ein Service der NEUE REIFENZEITUNG

**Lead page banner**

Herzlich willkommen zum e-Newsletter von Reifenpresse.de  
DIE NACHRICHTEN DES TAGES

TCS erklärt, warum rundenspezifische PS-Werte "nicht empfehlenswert" sind

Reifen Hinghaus mit Dies in Dissen an Teufelberg Wald ist nicht mehr so wenig für die meisten möglichen Kunden von Pirelli. Deutschland, der seine erste den Markennamen für die richtige Preisliste im Markt hat, ist eine der Nachrichten des Tages.

Während auf der einen Seite Pirelli Hinghaus sich Gedanken macht, wie man rundenspezifische PS-Werte zu einer Reifenspezifikation im Markt verkaufen könnte, oder ein Hersteller wie Continental (Dreier), zukünftig möglicherweise selbst durch Rundenspezifische abgabebasierten Ausweisen zu einem weiteren Leben zu verhalten, versucht der Teufelberg Wald (TCS) auf der anderen Seite zu erklären, warum Produkte dieser Art sich nicht so leicht durchsetzen können. „Rundenspezifische PS-Werte sind nicht empfehlenswert“ sind nicht immer diese Aussagen, sondern es ist ein Hinweis, wie es auch insgesamt nicht mehr so positiv. Dass der TCS Verbraucher zur Nutzung rundenspezifischer PS-Werte nicht ermutigen werden, kann man bei jedem nicht unterlassen, um Lächeln.

NEUE: Die komplette Beitrag können Sie ebenfalls demnächst in der kommenden Oktober-Ausgabe der NEUE REIFENZEITUNG lesen. Sie sind noch kein Leser? Kein Problem. Das können Sie hier ändern.

Lead page Skyscraper

STELLENMARKT  
*Suchen Sie einen Verkäufer*

neue Reifenzeitung

Reifenpresse GmbH • Hauptstr. 5 • 21083 Breda • 0434 2330300 • [info@reifenpresse.de](mailto:info@reifenpresse.de)

**Newsletter vom 1. Oktober 2021**

- Alexandro Eiser übernimmt bei Gundlach Verantwortung als COO
- TCS erklärt, warum rundenspezifische PS-Werte "nicht empfehlenswert" sind
- Zylinderkopf-Auflage: Was ist das und warum ist es wichtig?
- MUFAP-Messe bringt Branchen in Katholische zusammen
- Gründungsfeier: 100 Jahre Reifenzeitung
- Zylinderkopf: Was ist das und warum ist es wichtig?
- Concero: Was ist das und warum ist es wichtig?

Neue Schlagzeilen immer unter [www.reifenpresse.de](http://www.reifenpresse.de)

Cover

**Page header**

- BWV veröffentlicht Termine für Leasing in 2022
- Brogemore stellt 3D-Druck her, um die Produktion zu optimieren
- VHDT mit neuen Schweiß-Flaschen-Behältern auf den Markt bringen
- Pirelli Reifenkategorie B & R: Netzwerk umfasst Reifenspezialisten nach Hochdruckkategorie

**Alexandro Eiser übernimmt bei Gundlach Verantwortung als COO**

Die Gundlach Automotive Corporation hat einen neuen COO, Alexander D.A. Lehmann von Konzern der Unternehmens- und Personal-Verwaltung. Alexander Eiser ist seit dem 1. Oktober 2021 als Chief Operating Officer übernommen und hat seit dem 1. Oktober 2021 die Verantwortung für die Unternehmens- und Personal-Verwaltung übernommen. Alexander Eiser ist seit dem 1. Oktober 2021 als Chief Operating Officer übernommen und hat seit dem 1. Oktober 2021 die Verantwortung für die Unternehmens- und Personal-Verwaltung übernommen. Alexander Eiser ist seit dem 1. Oktober 2021 als Chief Operating Officer übernommen und hat seit dem 1. Oktober 2021 die Verantwortung für die Unternehmens- und Personal-Verwaltung übernommen.

Page footer



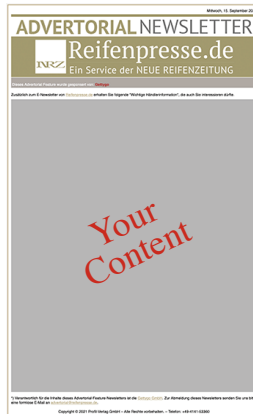
• **ADVERTORIAL NEWSLETTER**

**Would you like to place your advertising content (such as company presentation or new product) exclusively and in an editorial environment?**

Then our Advertorial Newsletter is exactly the right medium for you. Integrate your advertising message and profit from a high level of receptiveness from our readers. You provide the text and images, we design your advertising material.

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

Price: **2,050.- €**



**We are happy to implement your individual wishes!**

• **NATIVE ADVERTISING**

**Ensure your products or services gain high levels of target group-specific exposure with content and display advertising on our homepage.**

Article (max. 5,000 characters) + 1 image  
(Caption max. 250 characters)

Price: **from 2,000.- €**

• **SPECIAL MAILOUTS**

**Throughout the year we distribute Newsletters focusing on specific editorial subjects, and with these offer related sponsorship opportunities.**

• Tyre-Test-Supplement	April, October
• Tyre test winners & losers	April, October
• Germany's tyre market	February, May, August, November
• NRZ raking "leading tyre manufacturers"	June
• NRZ ranking "leading wholesalers"	August

Prices on application.

## Our Subscription Rates (for 12 months):

### ■ Premium-Subscription

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

With our premium subscription you receive the printed NEUE REIFENZEITUNG free of charge and unlimited access to our e-paper and our comprehensive range of news and data on Reifenpresse.de.

Minimum term: 12 months, Cancellation possible 6 weeks prior to end of year, otherwise automatic renewal for another year.

### ■ Online-Subscription

Germany:	129.- €
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With our online subscription you can read NEUE REIFENZEITUNG as an e-paper and also receive unlimited access to our comprehensive range of news and data on Reifenpresse.de.

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### ■ Single issue domestic and foreign:

13.50 € (incl. postage and 7 % tax)

### ■ Online trial subscription domestic (for 1 week)

Germany:	2.99 € incl. 7 % tax
Abroad:	2.79 € incl. tax

The online trial subscription expires automatically after one week; it includes unrestricted access to news and data on Reifenpresse.de, but not our e-paper.

### Technical specifications:

#### Print

Printing method: Offset printing

Binding: adhesive binding

Advertisement data: please send by e-mail in PDF format to [Michelle.Broecker@reifenpresse.de](mailto:Michelle.Broecker@reifenpresse.de)

Resolution: 300 dpi in original size, as CMYK

Color profile: ISO coated V2

#### Website

All banner formats up to max. 150 KB

Data formats: jpeg, gif, png or svg

HTML5 banner: folder with all images/fonts etc. and the corresponding index.html file, send as .zip file

Video/audio streaming data: mp4 (technical details such as file size, duration etc. after consultation)

#### Newsletter

All banner formats up to max. 150 KB, resolution 72 dpi

Data formats: jpg, gif or png

PDF attachment: All banner formats up to max 1MB, resolution 300 dpi, RGB

#### Data delivery for advertising material of the website and the newsletter:

Banner data and target URL: please mail one week before publication to: [Tanja.Fergin@reifenpresse.de](mailto:Tanja.Fergin@reifenpresse.de)

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### 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

### Bank details:

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