

neue

Reifenzeitung

INRZ

Rate Card No. 41 – valid from 1<sup>st</sup> January 2023

Media  
kit

2023

Print and Online  
Advertising

## CONTENTS

- 3** About us
- 4** Contact information
- 5** Preface
- 6 - 11** Print
- 12 - 13** Publication schedule 2023
- 14 - 17** Online
- 18** Subscriptions
- 19** Technical data and terms of payment

neue

Reifenzeitung



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



### MAGAZINE

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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## Readership

Tyre dealers | Wholesalers | Tyre, wheel and accessories industry | Car workshops |  
Retreaders | ELT recyclers | Parts retailers | Industry service providers

## Coverage

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

## Copies

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

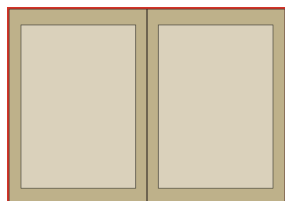
## Frequency of Publication

Monthly, approximately on the 17th

## Deadline for Advertisements

Three weeks before publication date

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



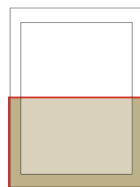
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- 2x175x252 mm
- 426x303 mm



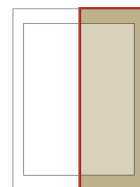
1/1 page

- 175x252 mm
- 210x297 mm



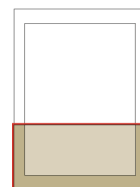
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- 175x126 mm
- 210x147 mm



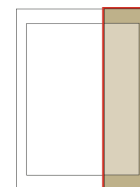
1/2 page v

- 85x252 mm
- 103x297 mm



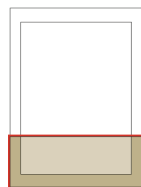
1/3 page h

- 175x84 mm
- 210x105 mm



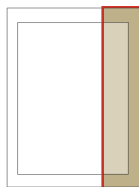
1/3 page v

- 55x252 mm
- 73x297 mm



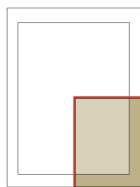
1/4 page h

- 175x63 mm
- 210x84 mm



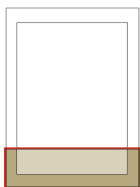
1/4 page v

- 40x252 mm
- 58x297 mm



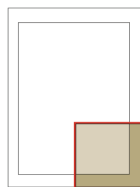
1/4 page  
2-columns

- 85x126 mm
- 103x147 mm



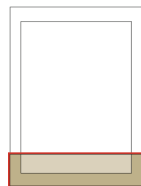
1/6 page h

- 175x42 mm
- 210x63 mm



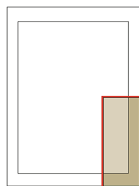
1/6 page  
2-columns

- 85x84 mm
- 103x105 mm



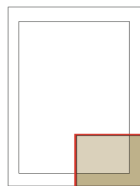
1/8 page h

- 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		5,390.- €
IFC, IBC, BC*		4,950.- €
2/1 Page	6,350.- €	7,790.- €
1/1 Page	2,880.- €	4,320.- €
1/2 Page	1,340.- €	2,390.- €
1/3 Page	970.- €	1,690.- €
1/4 Page	770.- €	1,490.- €
1/6 Page	530.- €	1,250.- €
1/8 Page	400.- €	1,120.- €

\*) 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.

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

Our language  
is Tyres

Contact: Torsten Tuchardt, +49 (0)4141/5336-22  
torsten.tuchardt@reifenpresse.de



## • 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	5,390.- €
IFC, IBC, BC*	205 x 294 mm	4,950.- €
1/1 Page	205 x 294 mm	4,320.- €
1/2 Page	205 x 148 mm	2,390.- €

\* 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.

## • TRUCK TYRE SUPPLEMENT

The truck tyre business is for professionals only. To ensure that the demanding needs of customers on all levels of the value chain can be met, market players need well-founded information. This is provided by our new editorial truck tyre supplement, called Lkw-Reifen Special. It is published twice a year with a circulation of 11,000 copies of which 6,000 are distributed directly to fleet operators.

Publication dates: March and September

Format	Size (WxH)	Price (b/w)	Price (4c)
Front cover	205x180 mm**	–	4,990.- €
IFC, IBC, BC*	205x294 mm**	–	4,790.- €
1/1 Page	205x294 mm**	3,190.- €	4,690.- €
1/2 Page	185x130 mm	1,590.- €	2,690.- €
	205x148 mm**		
1/3 Page	185x85 mm	1,070.- €	1,820.- €
	205x108 mm**		
1/4 Page	185x65 mm	795.- €	1,550.- €
	205x83 mm**		
	89x130 mm		
	101x153 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	320.- €
up to 50 g	360.- €
up to 1 00 g	410.- €

- 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	480.- €
4-sided	590.- €
6-sided	690.- €
8-sided	790.- €

- 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

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

## 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.

Prices on request.

**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.

## • 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 REIFENZEITUNG job advertisements.

Be present three times over in our classifieds:  
In the magazine, newsletter and online  
on Reifenpresse.de

Format		Size (WxH)	Price (s/w)
1/2 Page	4-columns	188x123 mm	976.- €
1/3 Page	4-columns	188x81 mm	644.- €
1/4 Page	4-columns	188x63 mm	488.- €
	2-columns	92 x 123 mm	
1/6 Page	2-columns	92x81 mm	322.- €
	4-columns	188x39 mm	
1/8 Page	2-columns	92 x60 mm	244.- €
	4-columns	188x29 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: 21.12.22 PU: 3.1.

Year/Show outlook 2023 | Agricultural tyres | Wholesale

## February

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

Motorcycle tyres | Tyre pressure monitoring systems (TPMS) | SUV tyres

Exhibition dates: IMOT 24.2. - 26.2.

## March

PD: 17.3. AD: 28.2. RS: 18.2. || Supplement AD: 17.2.

Wheel report, Part 1 | Summer tyre changeover, Part 1 | Workshop Equipment | **Supplement:** Truck Tyre Supplement

Exhibition dates: Motorräder (DO) 2.3. - 5.3.

## April

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

Wheel report, Part 2 | Summer tyre changeover, Part 2 | Motorcycle tyres | **Supplement:** Summer tyres in test

Exhibition dates: Techno Classica Essen 12.-16.4.

## May

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

Fleet Business | Industrial tyres | Specialist trade concepts/cooperations | Classic/Vintage tyres

Exhibition dates: Tuning World Bodensee 18.5. - 21.5.

## June

PD: 17.6. AD: 26.5. RS: 19.5.

End of life tyres/Recycling, Tyre pressure monitoring systems (TPMS) | Truck tyres | Tuning/UHP tyres

Exhibition dates: Abenteuer & Allrad 8.-11.6. | AutoZur 20.-23.6.

## July

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

Agricultural tyres | Wholesale | 4x4-tyres

## August

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

Workshop (equipment) | All-season tyres | Online tyre business/IT-Solutions

## September

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

Winter tyres, Part 1 | E-mobility and tyres | Van tyres | **Supplement:** Truck Tyre Supplement

Exhibition dates: IAA Mobility 5.-10.9. | NUFAM 21.9. - 24.9.

## October

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

Winter tyres, Part 2 | Snow chains | EM-tyres | **Supplement:** Winter-/All-season tyres in test

## November

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

Preview "Essen Motor Show" | Private- and exclusive brands | Tyre logistics/warehouse technology | Chassis, brakes, batteries (car service)

Exhibition dates: Agritechnica 12.-18.11. | Autopromotec-Event 16.-18.11.

## December

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

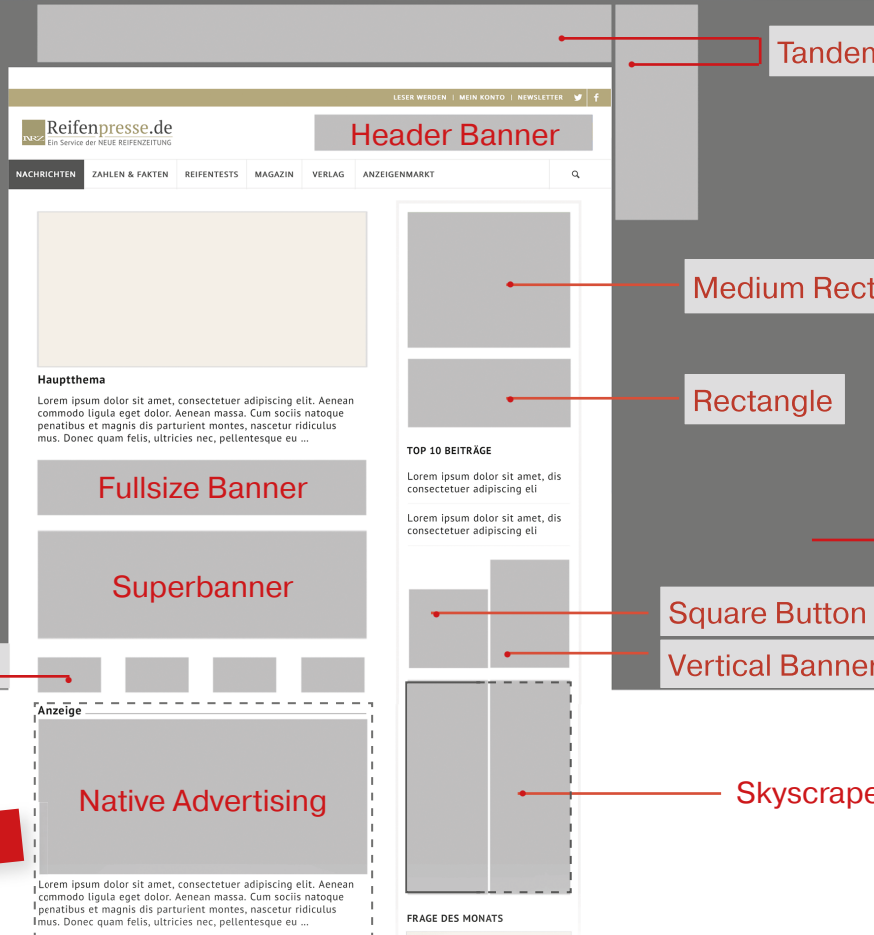
Specialist trade concepts/cooperations | Online tyre business/IT-Solutions | Tyre pressure monitoring systems (TPMS) |

Review "Essen Motor Show" | Agricultural tyres

Exhibition dates: Essen Motor Show 1.-10.12.

154,200  
Impressions\*  
87,500  
Visits\*

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



All banners

visible on mobiles!

Format	Size	Price/Month
Wallpaper	1,920x1,080 Pixel	from 1,590,- €
Interstitial	600x450 Pixel	from 2,300,- €
Tandem Ad	728x90 Pixel oder 125x600 Pixel	2,310,- €
Header Banner	468x60 Pixel	850,- €
Fullsize Banner	600x100 Pixel	790,- €
Superbanner	600x200 Pixel	1,590,- €
Vertical Banner	125x240 Pixel	470,- €
Square Button	125x125 Pixel	370,- €
Skyscraper	125x600 Pixel	960,- €
Medium Rectangle	300x250 Pixel	890,- €
Rectangle	300x120 Pixel	450,- €
Button	125x60 Pixel	130,- €
Native Advertising	125x60 Pixel	from 2,200,- €

**Article sites: 3 times the price**

**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

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	1,180.- €
Lead page banner	585x72 Pixel	1,050.- €
Lead page skyscraper	125x600 Pixel	1,115.- €
Page header	1,950x240 Pixel	790.- €
Page footer	1,950x700 Pixel	1,530.- €
Cover	1,950x1,400 Pixel	1,680.- €
Advertorial Feature	600x2,000 Pixel	2,100.- €

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

5.000  
Newsletter-  
Subscribers\*

\* As of 11/2022

[illegible]

## • 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: 600x2,000 Pixel  
File format: JPG, PDF

Price: 2,100.- €



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 2,200.- €

## • 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:	144.- € (incl. postage and 7 % tax)
Europe:	174.- € (incl. postage)
World:	199.- € (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.- € (incl. 7 % tax)
Abroad:	120.56 €

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.

For cancellation deadline see premium subscription.

### • Single issue domestic and foreign:

13.90 € (incl. postage and 7 % tax)

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

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

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 [torsten.tuchardt@reifenpresse.de](mailto:torsten.tuchardt@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: JPEG, 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:

Kreissparkasse Stade:

IBAN: DE35 2415 1116 0000 1229 86

SWIFT-BIC: NOLADE21STK

Commerzbank:

IBAN: DE32 2008 0000 0250 9118 00

SWIFT-BIC: DRESDEFF200