

neue

Reifenzeitung

INRZ

Rate Card No. 42 – valid from 1st January 2024

Media
kit

2024

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.



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

Tel.: +49 (0)4141/5336-0 | Fax: +49 (0)4141/5336-11 | www.reifenpresse.de | info@reifenpresse.de

Editorial

Arno Borchers

Editor-in-chief, Managing Director

arno.borchers@reifenpresse.de

+49 (0)4141/5336-27

Christian Marx

Managing Director, Publishing Management

christian.marx@reifenpresse.de

+49 (0)4141/5336-28

Christine Schönfeld

christine.schoenfeld@reifenpresse.de

+49 (0)4141/5336-18

Media consulting

Tanja Fergin [Online]

tanja.fergin@reifenpresse.de

+49 (0)4141/5336-24

Torsten Tuchardt [Print]

torsten.tuchardt@reifenpresse.de

+49 (0)4141/5336-22

Design

Gaby Hinck

gaby.hinck@reifenpresse.de

+49 (0)4141/5336-26

Andrea Löck

andrea.loeck@reifenpresse.de

+49 (0)4141/5336-20

Heike Schomaker-Eymers

heike.schomaker-eymers@reifenpresse.de

+49 (0)4141/5336-23

**Subscription/
Administration**

Petra Sander-Dammann

vertrieb@reifenpresse.de

+49 (0)4141/5336-20

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

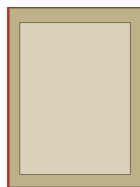
Three weeks before publication date

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



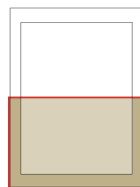
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- 2x175x252 mm
- 426x303 mm



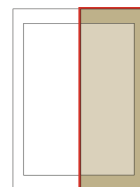
1/1 page

- 175x252 mm
- 210x297 mm



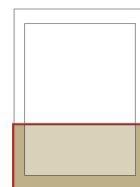
1/2 page h

- 175x126 mm
- 210x147 mm



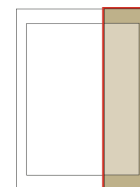
1/2 page v

- 85x252 mm
- 103x297 mm



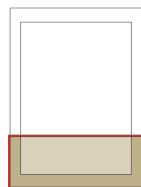
1/3 page h

- 175x84 mm
- 210x105 mm



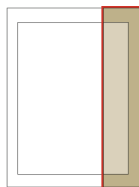
1/3 page v

- 55x252 mm
- 73x297 mm



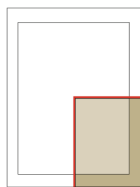
1/4 page h

- 175x63 mm
- 210x84 mm



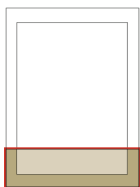
1/4 page v

- 40x252 mm
- 58x297 mm



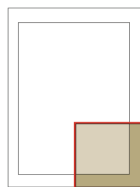
1/4 page
2-columns

- 85x126 mm
- 103x147 mm



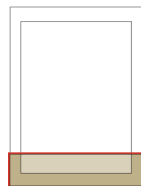
1/6 page h

- 175x42 mm
- 210x63 mm



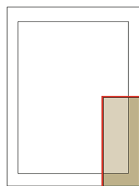
1/6 page
2-columns

- 85x84 mm
- 103x105 mm



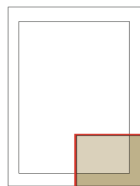
1/8 page h

- 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		5,640,- €
IFC, IBC, BC*		5,180,- €
2/1 Page	6,670,- €	8,170,- €
1/1 Page	3,020,- €	4,520,- €
1/2 Page	1,410,- €	2,505,- €
1/3 Page	1,020,- €	1,770,- €
1/4 Page	810,- €	1,560,- €
1/6 Page	555,- €	1,305,- €
1/8 Page	420,- €	1,170,- €

*) 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 Tucharth, +49 (0)4141/5336-22
torsten.tucharth@reifenpresse.de



• SUMMER, WINTER & ALL-SEASON TYRES IN TEST



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, November

Format	Size (W x H)	Price
Front cover	205 x 180 mm	5,640.- €
IFC, IBC, BC*	205 x 294 mm	5,180.- €
1/1 Page	205 x 294 mm	4,520.- €
1/2 Page	205 x 148 mm	2,505.- €

* 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 three times a year with a circulation of 11,000 copies of which 6,000 are distributed directly to fleet operators.

Publication dates: March, June and August

Format	Size (WxH)	Price (b/w)	Price (4c)
Front cover	205x180 mm*	–	5,640.- €
IFC, IBC*	205x294 mm*	–	5,180.- €
BC*	205x192 mm*	–	5,180.- €
1/1 Page	205x294 mm*	3,390.- €	4,890.- €
1/2 Page	181x130 mm	1,720.- €	2,815.- €
	205x148 mm*		
1/3 Page	181x85 mm	1,150.- €	1,900.- €
	205x108 mm*		
1/4 Page	181x65 mm	870.- €	1,620.- €
	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	335.- €
up to 50 g	380.- €
up to 100 g	430.- €

- 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	505.- €
4-sided	620.- €
6-sided	725.- €
8-sided	830.- €

- 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	1,025.- €
1/3 Page	4-columns	188x81 mm	675.- €
1/4 Page	4-columns	188x63 mm	510.- €
	2-columns	92 x 123 mm	
1/6 Page	2-columns	92x81 mm	340.- €
	4-columns	188x39 mm	
1/8 Page	2-columns	92 x60 mm	255.- €
	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: 1.49.- €)

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: 20.12.23 ED: 3.1.

Year/Show outlook 2023 | Agricultural tyres | Wholesale

February

PD: 19.2. AD: 25.1. ED: 17.1.

Motorcycle tyres | Tyre pressure monitoring systems (TPMS) | SUV tyres
Exhibition dates: IMOT 16.–18.2. | Motorräder (DO) 29.2.–3.3.

March

PD: 19.3. AD: 26.2. ED: 18.2.

Wheel report, Part 1 | Summer tyre changeover, Part 1 | Workshop Equipment & Parts | **Supplement:** Truck Tyres
Exhibition dates: Motorräder (DO) 29.2.–3.3. | Tire Technology Expo 19.–21.3. | Flotte! Der Branchentreff 20.–21.3.

April

PD: 18.4. AD: 27.3. ED: 18.3.

Preview Tire Cologne, Part 1 | Wheel report, Part 2 | Summer tyre changeover, Part 2 | Motorcycle tyres | Fleet Business |
Supplement: Summer Tyres in Test
Exhibition dates: Techno Classica Essen 3.–7.4.

May

PD: 17.5. AD: 25.4. ED: 18.4.

Preview Tire Cologne, Part 2 | Industrial tyres | Specialist trade concepts/cooperations | Classic/Vintage tyres
Exhibition dates: Tuning World Bodensee 9.–12.5.

June

PD: 18.6. AD: 28.5. ED: 17.5.

Aftershow Report Tire Cologne, Part 1 | End of life tyres/Recycling, Tyre pressure monitoring systems (TPMS) |
Tuning/UHP tyres/Chassis | **Supplement:** Truck Tyres
Exhibition dates: Abenteuer & Allrad 30.5.–2.6. | The Tire Cologne 4.–6.6.

July

PD: 18.7. AD: 27.6. ED: 20.6.

Aftershow Report Tire Cologne, Part 2 | Agricultural tyres | Wholesale | 4x4-tyres

August

PD: 19.8. AD: 25.7. ED: 18.7.

Workshop Equipment & Parts | All-season tyres | Online tyre business/IT-Solutions | **Supplement:** Truck Tyres

September

PD: 17.9. AD: 28.8. ED: 20.8.

Winter tyres, Part 1 | E-mobility and tyres | Van tyres

Exhibition dates: Automechanika 10.–14.9. | IAA Transportation 17.–22.9.

October

PD: 17.10. AD: 26.9. ED: 19.9.

Winter tyres, Part 2 | EM-tyres | Snow chains

Exhibition dates: Intermot 1.–6.10.

November

PD: 19.11. AD: 24.10. ED: 17.10.

Winter tyres, Part 3 | Preview Essen Motor Show | Private- and exclusive brands | Tyre logistics/warehouse technology | Work-

shop Equipment & Parts | **Supplement:** Winter-/All-season Tyres in Test

Exhibition dates: Essen Motor Show 29.11.–8.12.

December

PD: 17.12. AD: 28.11. ED: 21.10.

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

Aftershow Report Essen Motor Show | Tyre brand of the year | Agricultural tyres

Exhibition dates: Essen Motor Show 29.11.–8.12.

296,600
Impressions*

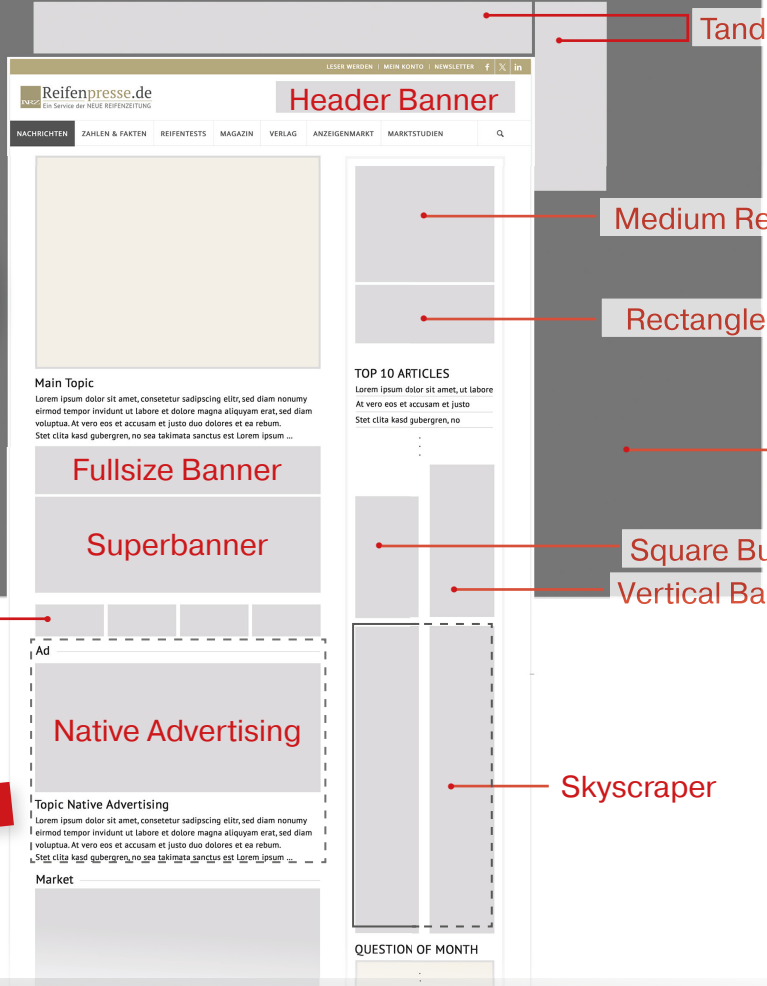
164,800
Visits*

* Monthly average:
3rd quarter 2023

Buttons

All banners

visible on mobiles!



Format	Size	Price/Month
Wallpaper	1,920 x 1,080 Pixel	from 1,650.- €
Interstitial	600x450 Pixel	from 2,450.- €
Tandem Ad	728x90 Pixel or 125x600 Pixel	2,390.- €
Header Banner	468x60 Pixel	930.- €
Fullsize Banner	600x100 Pixel	860.- €
Superbanner	600x200 Pixel	1,740.- €
Vertical Banner	125x240 Pixel	510.- €
Square Button	125x125 Pixel	410.- €
Skyscraper	125x600 Pixel	1,050.- €
Medium Rectangle	300x250 Pixel	970.- €
Rectangle	300x120 Pixel	490.- €
Button	125x60 Pixel	140.- €
Native Advertising (more on page 18)	600x450 Pixel (picture)	2,800.- €

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

• COMPANY DIRECTORY

Promote your company effectively in our Company Directory. 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

• DAILY NEWSLETTER (5x/WEEK)

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

5,100
Newsletter-
Subscribers*

Format		Size	Price/Month
Lead page	Banner on top	585x72 Pixel	1.360,- €
	Standard Banner	585x72 Pixel	1.210,- €
	Skyscraper	125x600 Pixel	1.280,- €

* As of
10/2023

PDF (Annex):	Cover	1.950x1.400 Pixel	1.710,- €
	Page header	1.950x240 Pixel	810,- €
	Page footer	1.950x700 Pixel	1.560,- €
	Full Page	1.950x2.800 Pixel	2.800,- €

Submission of artwork: 1 week before publishing
Withdrawal: 4 weeks before publishing



FURTHER NEWSLETTERS

Our four other newsletters also keep you regularly up to date with topic-specific content from the world of tyres.

Format		Size	Publication date
Weekly Preview	Standard Banner	1,190.- €	1x/week, mondays
Top 10	Standard Banner	420.- €	1x/month
Preview E-Paper	Standard Banner	420.- €	1x/month
Tyre Tests	Standard Banner	690.- €	approx. 20x/year



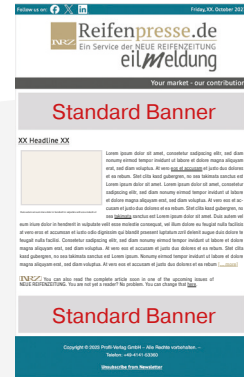
Weekly Preview



Top 10



Preview E-Paper



Tyre Tests

Please note: The placement of the standard banners is variable.

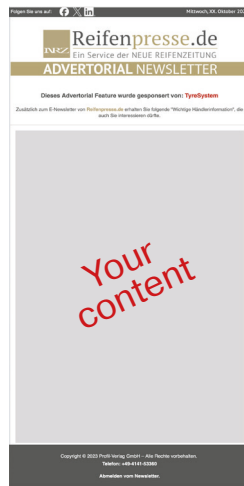
• ADVERTORIAL NEWSLETTER

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: 2,190.- €



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: 2,800.- € (incl. 2x publication in the newsletter)

• SPECIAL MAILOUTS

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

Newsletter Topics	Published at
Truck Tyre Supplement	March, June, August
Tyre Tests Supplement	April, November
Tyre Tests winners & losers	April, November
Germany's tyre market	February, May, August, November
NRZ ranking "leading tyre manufacturers"	June
NRZ ranking "leading wholesalers"	August

Price: 2,190.- €

Our Subscription Rates (for 12 months):

• Premium-Subscription

Germany:	149.- € (incl. postage and 7 % tax)
Europe:	179.- € (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:	135.- € (incl. 7 % tax)
Abroad:	126.17 €

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

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

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