

neue

# Reifenzeitung

INRZ

Rate Card No. 43 – valid from 1<sup>st</sup> January 2025

# Media kit 2025

Print and Online  
Advertising

## CONTENTS

- 3** About us
- 4** Contact information
- 5** Preface
- 6 - 11** Print
- 12 - 13** Publication schedule 2025
- 14 - 18** Online
- 19** Subscriptions
- 20** Technical data and terms of payment

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](http://www.reifenpresse.de) | [info@reifenpresse.de](mailto:info@reifenpresse.de)

**Editorial**

Arno Borchers

Editor-in-chief, Managing Director

[arno.borchers@reifenpresse.de](mailto:arno.borchers@reifenpresse.de)

+49 (0)4141/5336-27

Christian Marx

Managing Director, Publishing Management

[christian.marx@reifenpresse.de](mailto:christian.marx@reifenpresse.de)

+49 (0)4141/5336-28

Christine Schönfeld

[christine.schoenfeld@reifenpresse.de](mailto:christine.schoenfeld@reifenpresse.de)

+49 (0)4141/5336-18

**Marketing**

Michelle Bröcker

[michelle.broecker@reifenpresse.de](mailto:michelle.broecker@reifenpresse.de)

+49 (0)4141/5336-29

**Media consulting**

Tanja Fergin [Online]

[tanja.fergin@reifenpresse.de](mailto:tanja.fergin@reifenpresse.de)

+49 (0)4141/5336-24

Torsten Tuchardt [Print]

[torsten.tuchardt@reifenpresse.de](mailto:torsten.tuchardt@reifenpresse.de)

+49 (0)4141/5336-22

**Design**

Gaby Hinck

[gaby.hinck@reifenpresse.de](mailto:gaby.hinck@reifenpresse.de)

+49 (0)4141/5336-26

Andrea Löck

[andrea.loeck@reifenpresse.de](mailto:andrea.loeck@reifenpresse.de)

+49 (0)4141/5336-20

Heike Schomaker-Eymers

[heike.schomaker-eymers@reifenpresse.de](mailto:heike.schomaker-eymers@reifenpresse.de)

+49 (0)4141/5336-23

**Subscription/  
Administration**

Petra Sander-Dammann

[vertrieb@reifenpresse.de](mailto: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: 4,900

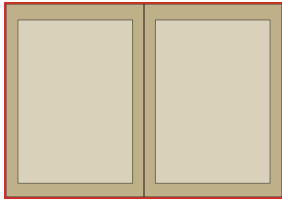
**Frequency of Publication**

Monthly, approximately on the 17th

**Deadline for Advertisements**

Three weeks before publication date

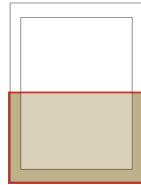
▶ The General Terms and Conditions (AGB) can be found online at <https://reifenpresse.de/magazin/anzeigenmediadaten/>



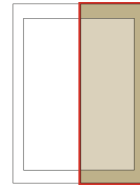
**2/1 double spread**  
 • 2x175x252 mm  
 • 426x303 mm



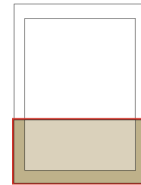
**1/1 page**  
 • 175x252 mm  
 • 210x297 mm



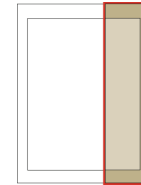
**1/2 page h**  
 • 175x126 mm  
 • 210x147 mm



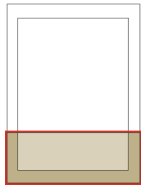
**1/2 page v**  
 • 85x252 mm  
 • 103x297 mm



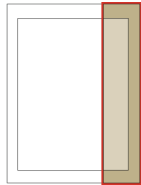
**1/3 page h**  
 • 175x84 mm  
 • 210x105 mm



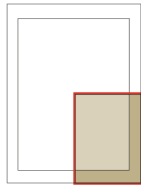
**1/3 page v**  
 • 55x252 mm  
 • 73x297 mm



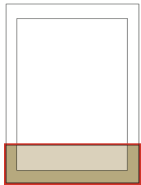
**1/4 page h**  
 • 175x63 mm  
 • 210x84 mm



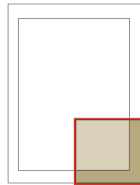
**1/4 page v**  
 • 40x252 mm  
 • 58x297 mm



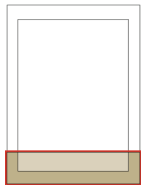
**1/4 page  
2-columns**  
 • 85x126 mm  
 • 103x147 mm



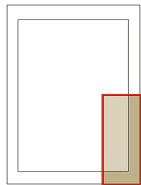
**1/6 page h**  
 • 175x42 mm  
 • 210x63 mm



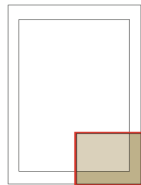
**1/6 page  
2-columns**  
 • 85x84 mm  
 • 103x105 mm



**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	Price
Front cover	5,950.- €
IFC, IBC, BC*	5,430.- €
2/1 Page	8,570.- €
1/1 Page	4,740.- €
1/2 Page	2,620.- €
1/3 Page	1,850.- €
1/4 Page	1,630.- €
1/6 Page	1,370.- €
1/8 Page	1,220.- €

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

**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



• 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	5,950.- €
IFC, IBC, BC*	205 x 294 mm	5,430.- €
1/1 Page	205 x 294 mm	4,740.- €
1/2 Page	205 x 148 mm	2,620.- €

\* 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.

• AGRITECHNICA SPECIAL EDITION in October

At the end of October, we are publishing our Agritechnica Special as a special edition with a print run of 7,500 copies. With our pre-show reportage, we reach a tyre specialist audience that includes contractors, agricultural machinery workshops and farmers as well as visitors to the agricultural machinery trade fair. The advertising rates correspond to those of the Truck Tyre Special (following page). Do you have any questions? Then please do not hesitate to contact us.





• 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 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 September

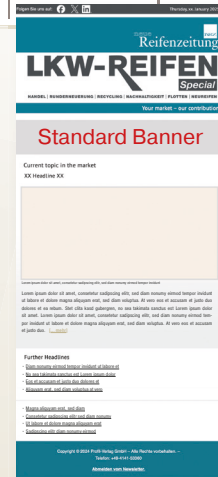
Format	Size (WxH)	Price
Front cover	205x180 mm*	6,550.- €
IFC, IBC*	205x294 mm*	5,990.- €
BC*	205x192 mm*	5,990.- €
1/1 Page	205x294 mm*	5,190.- €
1/2 Page	181x130 mm	2,890.- €
	205x148 mm*	
1/3 Page	181x85 mm	1,950.- €
	205x108 mm*	
1/4 Page	181x65 mm	1,720.- €
	205x83 mm*	
	89x130 mm	
	101x153 mm*	

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

\*\* Ad format plus 3 mm bleed

Other formats on request.

Truck Tyres Newsletter			
Standard banner	600x100 px	950.- €	2x/Month
Special Mailing Truck Tyres (E-Paper)			
Double banner	600x100 px	2,290.- €	3x/Year
	600x450 px		



## SUPPLEMENTS

Inserts are printed matter loosely attached to the magazine.

Weight	Price/Thousand
up to 25 g	350.- €
up to 50 g	395.- €
up to 100 g	450.- €

- 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	530.- €
4-sided	650.- €
6-sided	760.- €
8-sided	860.- €

- 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, postcards 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.

Format		Size (WxH)	Price (b/w)
1/2 Page	4-columns	188x123 mm	1,080.- €
1/3 Page	4-columns	188x81 mm	710.- €
1/4 Page	4-columns	188x63 mm	550.- €
	2-columns	92 x 123 mm	
1/6 Page	2-coulumns	92x81 mm	360.- €
	4-columns	188x39 mm	
1/8 Page	2-columns	92 x60 mm	265.- €
	4-columns	188x29 mm	

Other formats on request

Colour: 10 % surcharge on b/w price

Box-number charge: 10.- €

**Be present three times over in our classifieds:  
Magazine • Newsletter • Website**

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

**January** PD: 17.1. AD: 19.12.24 ED: 2.1.

Yearoutlook 2024 | Agricultural tyres | Wholesale  
Exhibition dates: IMOT AutoZum (Salzburg/Austria) 22.-25.1.

**February** PD: 19.2. AD: 23.1. ED: 16.1.

Motorcycle tyres | Tyre pressure monitoring systems (TPMS) | SUV tyres  
Exhibition dates: IMOT (Munich) 21.-23.2. | Motorräder (Dortmund) 27.2.-2.3.

**March** PD: 19.3. AD: 26.2. ED: 19.2.

Wheel report, Part 1 | Summer tyre changeover, Part 1 | Workshop Equipment & Parts | Specialist trade concepts/cooperations  
**Supplement:** Truck Tyres  
Exhibition dates: Motorräder (Dortmund) 27.2.-2.3. | Tire Technology Expo 4.-6.3. | Flotte! Der Branchentreff 26.-27.3.

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

Wheel report, Part 2 | Summer tyre changeover, Part 2 | Motorcycle tyres | Fleet Business  
**Supplement:** Summer Tyres in Test  
Exhibition dates: Bauma 7.-13.4. | Techno Classica Essen 9.-13.4.

**May** PD: 16.5. AD: 24.4. ED: 17.4.

Industrial tyres | Specialist trade concepts/cooperations | Classic/Vintage tyres  
Exhibition dates: Tuning World Bodensee 1.-4.5. | Autopromotec 21.-24.5.

**June** PD: 18.6. AD: 28.5. ED: 15.5.

End of life tyres/Recycling | Tyre pressure monitoring systems (TPMS) | Tuning/UHP tyres/Chassis  
**Supplement:** Truck Tyres  
Exhibition dates: Transport Logistic (München) 2.-5.6. | TOC Europe (Rotterdam) 17.-19.6. | Abenteuer & Allrad 19.-22.6.

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

## July

PD: 17.7. AD: 27.6. ED: 20.6.

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

## September

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

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

**Supplement:** Truck Tyres

Exhibition dates: IAA Mobility 9.-14.9. | NUFAM 25.-28.9.

## October

PD: 16.10. AD: 26.9. ED: 19.9.

Winter tyres, Part 2 | EM-tyres | Snow chains | Tyre logistics/warehouse technology

**NEW**

Agritechnica Special Edition

PD: 30.10. AD: 10.10. ED: 2.10.

## November

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

Winter tyres, Part 3 | Preview "Essen Motor Show" | Private- and exclusive brands | Truck tyres Workshop Equipment & Parts

**Supplement:** Winter-/All-season Tyres in Test

Exhibition dates: Agritechnica 9.-15.11. | Essen Motor Show 29.11.-7.12.

## December

PD: 17.12. AD: 28.11. ED: 21.11.

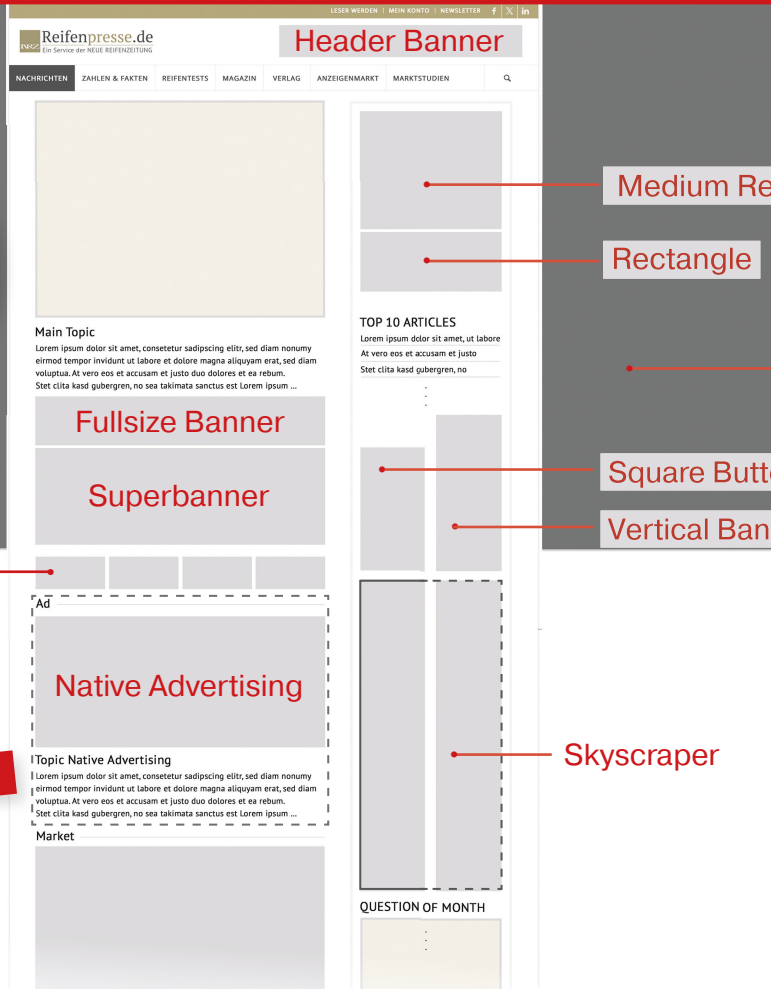
Specialist trade concepts/cooperations | Online tyre business/IT-Solutions | Tyre pressure monitoring systems (TPMS) |

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

Exhibition dates: Essen Motor Show 29.11.-7.12. | Intermot (Köln) 4.-7.12.

208,900 Impressions\*  
129,200 Visits\*

\* Monthly Average from January until September 2024



Medium Rectangle

Rectangle

(Rotating) Wallpaper

Square Button

Vertical Banner

Buttons

Native Advertising

Skyscraper

All banners visible on mobiles!

Format	Size	Price/Month
Wallpaper	300x1080 Pixel (left/right) und 991x101 Pixel (Mobile)	from 1,760.- €
Interstitial	600x450 Pixel	from 2,610.- €
Header Banner	468x60 Pixel	1,020.- €
Fullsize Banner	600x100 Pixel	940.- €
Superbanner	600x200 Pixel	1,880.- €
Vertical Banner	125x240 Pixel	560.- €
Square Button	125x125 Pixel	450.- €
Skyscraper	125x600 Pixel	1,150.- €
Medium Rectangle	300x250 Pixel	1,060.- €
Rectangle	300x120 Pixel	530.- €
Button	125x60 Pixel	150.- €
Native Advertising (more on page 18)	600x450 Pixel (picture)	3,080.- €

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)

• **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	1,560.- €
	Standard Banner	585x72 Pixel	1,390.- €
	Skyscraper	125x600 Pixel	1,470.- €

\* As of 10/2024



PDF (Annex):		Size	Price
PDF (Annex):	Cover	1950x1400 Pixel	1,750.- €
	Page header	1950x240 Pixel	830,- €
	Page footer	1950x700 Pixel	1,600.- €
	Full Page	1950x2800 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	1,220.- €	1x/week, Mondays
Top 10	Standard Banner	440.- €	1x/month
Preview E-Paper	Standard Banner	440.- €	1x/month
Tyre Tests	Standard Banner	720.- €	approx. 20x/year



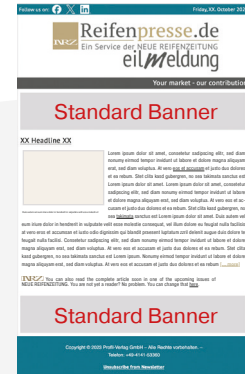
Weekly Preview



Top 10



Preview E-Paper



Tyre Tests

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

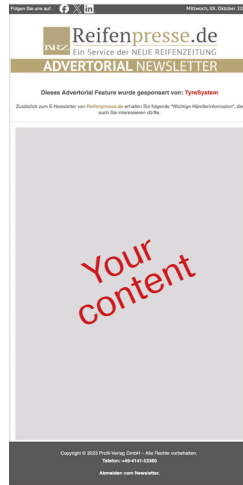
## • ADVERTORIAL NEWSLETTER

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: 600x2000 Pixel  
File format: JPG, PDF

Price: 2,290.- €



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: 3,080.- € (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 (E-Paper)	March, June, August
Tyre Tests Supplement (E-Paper)	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: 2,290.- €

## Our Subscription Rates (for 12 months):

### • Premium-Subscription

Germany:	155.- € (incl. postage and 7 % tax)
Europe:	185.- € (incl. postage)
World:	205.- € (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:	139.- € (incl. 7 % tax)
Abroad:	129.91 €

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:

14.50 € (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)

---

### 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