

neue

Reifenzeitung



Reifenpresse.de

by NEUE REIFENZEITUNG

Media 2026 kit

Print and Online
Advertising

Rate Card No. 44– valid from 1st January 2026

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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 45 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. Additional newsletters are also published.

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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: 4,900

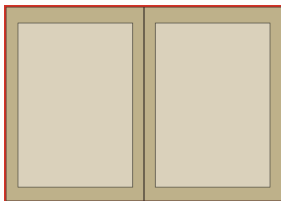
Frequency of Publication

Monthly, approximately on the 17th

Deadline for Advertisements

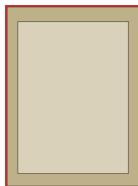
Two weeks before publication date

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



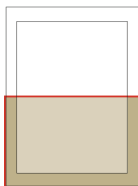
2/1 double spread

- 2x175x252 mm
- 420x297 mm



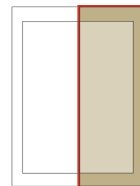
1/1 page

- 175x252 mm
- 210x297 mm



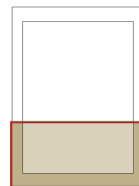
1/2 page h

- 175x126 mm
- 210x147 mm



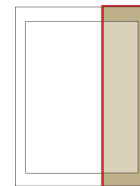
1/2 page v

- 85x252 mm
- 103x297 mm



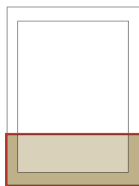
1/3 page h

- 175x84 mm
- 210x105 mm



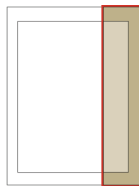
1/3 page v

- 55x252 mm
- 73x297 mm



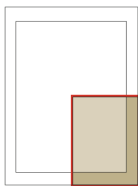
1/4 page h

- 175x63 mm
- 210x84 mm

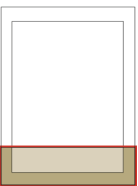


1/4 page v

- 40x252 mm
- 58x297 mm

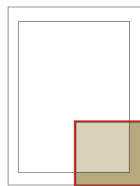
1/4 page
2-columns

- 85x126 mm
- 103x147 mm

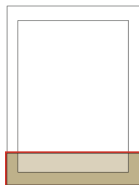


1/6 page h

- 175x42 mm
- 210x63 mm

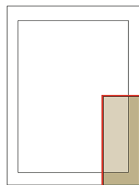
1/6 page
2-columns

- 85x84 mm
- 103x105 mm



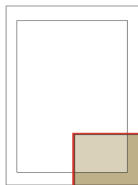
1/8 page h

- 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	6,300.- €
IFC, IBC, BC*	5,750.- €
2/1 Page	8,990.- €
1/1 Page	4,995.- €
1/2 Page	2,775.- €
1/3 Page	1,960.- €
1/4 Page	1,730.- €
1/6 Page	1,460.- €
1/8 Page	1,300.- €

*) 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	6,300.- €
IFC, IBC, BC*	205 x 294 mm	5,750.- €
1/1 Page	205 x 294 mm	4,995.- €
1/2 Page	205 x 148 mm	2,775.- €

* 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 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**	6,950.- €
IFC, IBC*	205x294 mm**	6,350.- €
BC*	205x192 mm**	6,350.- €
1/1 Page	205x294 mm**	5,500.- €
1/2 Page	181x130 mm	3,035.- €
	205x148 mm**	
1/3 Page	181x85 mm	2,060.- €
	205x108 mm**	
1/4 Page	181x65 mm	1,800.- €
	205x83 mm**	
	89x130 mm	
	101x153 mm**	

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

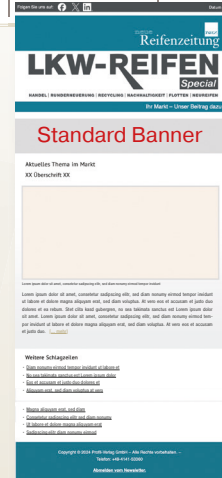
** Ad format **plus** 3 mm bleed,
other formats on request.

Truck Tyres Newsletter

Standard banner | 600x100 px | 990.- € | 2x/Month

Special Mailing Truck Tyres (E-Paper)

Double banner | 600x100 px | 2,390.- € | 3x/Year
600x450 px



SUPPLEMENTS

Inserts are printed matter loosely attached to the magazine.

Weight	Price/Thousand
up to 25 g	365.- €
up to 50 g	415.- €
up to 100 g	470.- €

- 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	560.- €
4-sided	680.- €
6-sided	795.- €
8-sided	895.- €

- 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, 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.

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 REIFENZEITUNG job advertisements.

Format		Size (WxH)	Price (b/w)
1/2 Page	4-columns	188x123 mm	1,150.- €
1/3 Page	4-columns	188x81 mm	760.- €
1/4 Page	4-columns	188x63 mm	590.- €
	2-columns	92x 123 mm	
1/6 Page	2-coulumns	92x81 mm	380.- €
	4-columns	188x39 mm	
1/8 Page	2-columns	92 x60 mm	275.- €
	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: 19.1. AD: 2.1. ED: 5.1.

Year outlook | Agricultural tyres | Wholesale

February

PD: 18.2. AD: 30.1. ED: 4.2.

Motorcycle tyres | Tyre pressure monitoring systems (TPMS) | SUV tyres | Workshop Equipment & Parts
Exhibition dates: IMOT (Munich) 20.-22.2.

March

PD: 18.3. AD: 27.2. ED: 4.3.

Wheel report, part 1 | Summer tyre changeover, part 1 | Fleet business | Specialist trade concepts/cooperations

Supplement: Truck Tyres

Exhibition dates: Tire Technology Expo 3.-5.3. | Motorräder (Dortmund) 5.-8.3. | Logimat 24.-26.3. |
Flotte! Der Branchentreff 25.-26.3.

April

PD: 17.4. AD: 31.3. ED: 3.4.

Preview Tire Cologne, part 1 | Wheel report, part 2 | Summer tyre changeover, part 2 | Motorcycle tyres

Supplement: Summer Tyres in Test

May

PD: 25.5. AD: 6.5. ED: 11.5.

Preview Tire Cologne, part 2 | OTR tyres | Workshop Equipment & Parts | E-mobility and tyres | 4x4 tyres

Exhibition dates: Tuning World Bodensee 14.-17.5.

June

PD: 29.6. AD: 10.6. ED: 15.6.

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 4.-7.6. | The Tire Cologne 9.-11.6.

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

July

PD: 22.7. AD: 2.7. ED: 8.7.

Aftershow report Tire Cologne, part 1 | Agricultural tyres | Wholesale | 4x4 tyres

August

PD: 18.8. AD: 31.7. ED: 4.8.

Workshop Equipment & Parts | All-Season tyres | Online tyre business/IT solutions

Supplement: Truck Tyres

September

PD: 17.9. AD: 31.8. ED: 3.9.

Winter tyres, part 1 | Classic/Vintage tyres | Van tyres

Exhibition dates: Steinexpo 2.–5.9. | Automechanika 8.-12.9. | IAA Transportation 15.–20.9. | Techno Classica 24.–27.9.

October

PD: 16.10. AD: 30.9. ED: 2.10.

Winter tyres, part 2 | Snow chains | OTR tyres | Tyre logistics/Warehouse technology | Truck tyres

November

PD: 18.11. AD: 30.10. ED: 4.11.

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: Essen Motor Show 27.11.-6.12.

December

PD: 17.12. AD: 30.11. ED: 3.12.

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

Aftershow report Essen Motor Show | Tyre brands of the year | Agricultural tyres

Exhibition dates: Essen Motor Show 27.11.-6.12.

234,000
Impressions*

110,400
Visits*

* Monthly Average from
January until September
2025

Buttons

All banners

visible on mobiles!

The screenshot shows the Reifenpresse.de website layout with various advertising spots labeled with red lines and text:

- Header Banner**: Located at the top of the page.
- Medium Rectangle**: A large rectangular ad spot in the top left.
- Rectangle**: A smaller rectangular ad spot below the Medium Rectangle.
- (Rotating) Wallpaper**: A large vertical ad spot on the right side of the page.
- Vertical Banner**: A vertical ad spot on the right side, below the Wallpaper.
- Square Button**: A small square ad spot on the right side, below the Vertical Banner.
- Skyscraper**: A tall, narrow vertical ad spot on the right side, below the Square Button.
- Buttons**: A row of small rectangular buttons at the bottom of the main content area.
- Native Advertising**: A large rectangular ad spot in the bottom left, labeled as 'Ad'.
- Topic Native Advertising**: A smaller rectangular ad spot below the Native Advertising.
- Market**: A small rectangular ad spot at the bottom left.

The website content includes sections like 'Main Topic', 'TOP 10 ARTICLES', and 'QUESTION OF MONTH'.

Format	Size	Price/Month
Wallpaper	300x1,080 Pixel (left/right) und 991x101 Pixel (mobile)	from 1,850.- €
Interstitial	600x450 Pixel	from 2,740.- €
Header Banner	468x60 Pixel	1,070.- €
Fullsize Banner	600x100 Pixel	980.- €
Superbanner	600x200 Pixel	1,970.- €
Vertical Banner	125x240 Pixel	580.- €
Square Button	125x125 Pixel	470.- €
Skyscraper	125x600 Pixel	1,200.- €
Medium Rectangle	300x250 Pixel	1,110.- €
Rectangle	300x120 Pixel	550.- €
Button	125x60 Pixel	160.- €
Native Advertising (more on page 18)	1,500x1,125 Pixel	3,230.- €

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.

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.

5,200
Newsletter
Subscribers*

Format		Size	Price/Month
Lead page	Banner on top	585x72 Pixel	1,710.- €
	Standard Banner	585x72 Pixel	1,530.- €
	Skyscraper	125x600 Pixel	1,620.- €

* As of
10/2025

PDF (Annex):	Cover	1,950x1400 Pixel	1,790.- €
	Page header	1,950x240 Pixel	850.- €
	Page footer	1,950x700 Pixel	1,640.- €
	Full Page	1,950x2800 Pixel	2,860.- €

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	Prize/Month	Publication date
Weekly Preview	Standard Banner	600x100 Pixel	1.250,- €	1x/Woche, montags
Top 10	Standard Banner	600x100 Pixel	460,- €	1x/Monat
Preview E-Paper (Magazine)	Standard Banner	600x100 Pixel	460,- €	1x/Monat
Tyre Tests	Standard Banner	600x100 Pixel	760,- €	ca. 20x/Jahr



Weekly Preview



Top 10



Preview E-Paper



Exklusiv/Tyre Tests

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

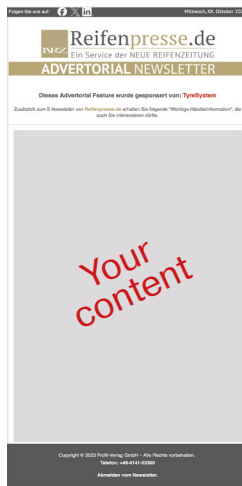
• ADVERTORIAL NEWSLETTER

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: 2,390.- €



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 (1,500 x 1,125 pixels, format: 4:3, Caption max. 250 characters)
Price: 3,230.- € (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: 2,390.- €

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 month)

Germany:	9.90 € (incl. 7 % tax)
Abroad:	9.25 €

The online trial subscription expires automatically after one month; 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