

# ACE **LENKRAD**

RATE CARD NO. 60, EFFECTIVE 01 JANUARY 2023

**MEDIA KIT 2023**



**ACE LENKRAD** is the members' magazine of the ACE Auto Club Europa with 529,000 readers per issue\*. Since 1965, the club magazine has been an important, editorially independent source of information on all topics relating to mobility and travel. It enjoys a high level of established trust among its readers and is heavily used.

The most important contents of ACE LENKRAD are car, tyre and product tests, car accessories, e-mobility, e-bikes, new forms of mobility, road safety, consumer protection, extensive travel reports, leisure tips, camping and caravanning as well as trade fairs such as the Caravan Salon Düsseldorf und die IAA.

**ACE LENKRAD gives its readers clear orientation and reliable advice on all aspects of modern mobility and makes them want to travel.**

## Advantages of ACE LENKRAD

- \_ stable magazine circulation and high reach
- \_ Ad Specials with target group selection
- \_ very close reader bond
- \_ high response rates

## Circulation according IVW-report (II/2022)

Circulation:	552.449 Exemplare
Paid circulation:	589.189 Exemplare
Total circulation:	591.160 Exemplare
Including ePaper:	39.746 Exemplare

**TOTAL REACH: 529.000 READERS PER ISSUE\***



# READERSHIP STRUCTURE

ACE **LENKRAD**

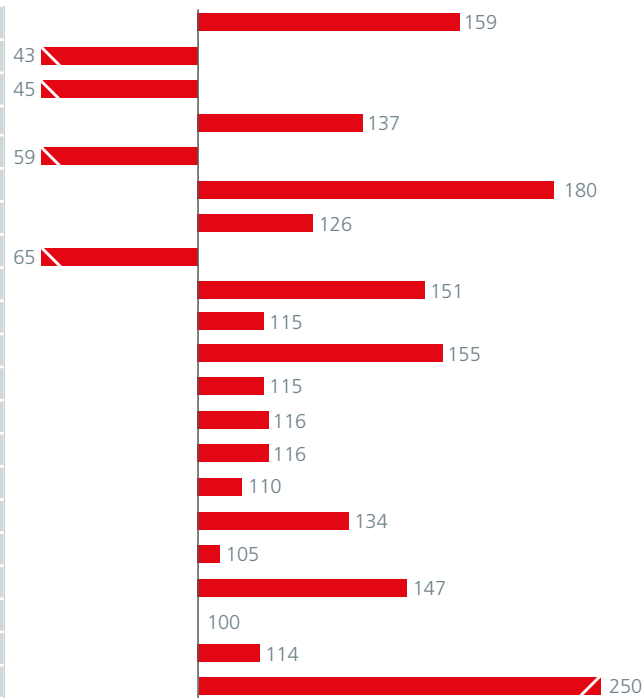
**ACE LENKRAD-readers** are predominantly men with a high interest in mobility and travel. Their average age is 52.

An upper net income enables many of them to live in their own home and take regular holiday trips.

ø personal net income:  
2.348,– Euro  
ø household net income:  
3.463,– Euro  
ø age: 52 years

Men	78 %
Women	22 %
Age 18 - 29 years	7 %
Age 30 - 39 years	21 %
Age 40 - 49 years	8 %
Age 50 - 59 years	33 %
Age 60 - 69 years	19 %
70 years and older	11 %
Fully employed	59 %
Two earners in the household	65 %
Personal net income 3,000 € and more	21 %
Household net income: 5,000 € and more	23 %
Socio-economic segment 'above'	18 %
Type of dwelling: in own house	44 %
Animals in household: dog, cat, bird	49 %
Use of bicycle several times a week	22 %
Hobby several times a month: fitness / doing sports	47 %
Hobby several times a month: home improvement	36 %
Major holiday trip in the last 12 months	37 %
Short trip in the last 12 months	41 %
Driving licence ownership: motorbike	39 %

Index 100





## TEST & TECHNIK

- Car tests, driving reports and new car launches
- Electromobility
- Buyer's guide
- Summer and winter tyre tests
- Alternative drive systems, new technologies
- Comprehensive practical tips and accessories

## VERKEHR & UMWELT

- Guide to motor vehicle insurance
- Current court rulings
- New products and tests of e-bikes and car accessories, e.g. rear carrier systems
- Road safety
- Multimodal mobility
- News from politics and economy

## FREIZEIT & REISE

- Reports and guides on
- City trips
- Camping and caravanning
- Ferries
- Wellness
- Round trips
- Active holidays, e.g. cycling, hiking and winter sports



Also available digitally.





## PUBLISHER DETAILS

ACE **LENKRAD**

### **ACE Verlag GmbH**

Schmidener Straße 227  
70374 Stuttgart, Germany

Phone: +49 711 5303-4011  
Telefax: +49 711 5303-4018  
e-mail: [anzeigen@ace-lenkrad.de](mailto:anzeigen@ace-lenkrad.de)  
[www.ace-lenkrad.de](http://www.ace-lenkrad.de)

CEO: Karlheinz Stockfisch

### **VAT ID**

DE261883965

### **General terms and conditions**

[www.ace-lenkrad.de](http://www.ace-lenkrad.de)

### **PZN**

56 54 50

### **Founded in**

1965

### **Publication frequency**

Monthly, 6 times a year,  
on 1st of every second month

### **Cover price / Subscriber price**

2.00 Euro / 12.00 Euro  
included for ACE-members

### **Magazine format**


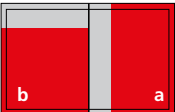
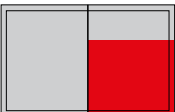

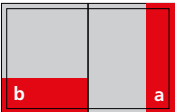
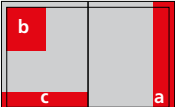
Width 210 mm, height 265 mm  
saddle stitching

### **Terms of payment**

Payment immediately on publication net cash. For payments that reach the publisher by the first day of sale, a 2 % discount is granted (provided no older invoices are still outstanding). All prices are subject to the statutory value-added tax. The publisher reserves the right at any time to require payment in advance by the closing date, such as in the case of new business relationships and for classified ads.

### **Bank details**

Hamburg Commercial Bank AG  
BIC HSHNDEHH  
IBAN DE39 2105 0000 1001 3594 49

	FORMAT	SIZE IN MM [B × H]		PRICE IN €* b/w, spot and 4c
		Type area	Trim size**	
	<b>1/1 page</b>	185 × 236	210 × 265	<b>24,670.–</b>
	<b>(a) 3/4 page vertical</b>	132 × 236	147 × 265	<b>19,430.–</b>
	<b>(b) 3/4 page horizontal</b>	185 × 182	210 × 199	<b>19,430.–</b>
	<b>2/3 page horizontal</b>	185 × 160	210 × 177	<b>17,270.–</b>
	<b>(a) 1/2 page vertical</b>	95 × 236	110 × 265	<b>12,950.–</b>
	<b>(b) 1/2 page horizontal</b>	185 × 116	210 × 133	<b>12,950.–</b>
	<b>(a) 1/3 page vertical</b>	56 × 236	71 × 265	<b>8,880.–</b>
	<b>(b) 1/3 page horizontal</b>	185 × 72	210 × 89	<b>8,880.–</b>
	Vertical format on request only. Limited placement option.			
	<b>(a) 1/4 page vertical 1-column</b>	45 × 236	60 × 265	<b>6,660.–</b>
	<b>(b) 1/4 page 2-columns</b>	95 × 116	–	<b>6,660.–</b>
	<b>(c) 1/4 page horiz. 4-columns</b>	185 × 50	210 × 67	<b>6,660.–</b>



## Technical details

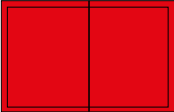
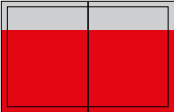
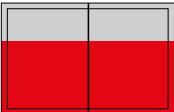
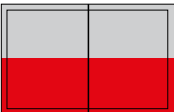
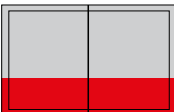
The current binding technical specifications can be found at [www.duon-portal.de](http://www.duon-portal.de)

## Delivery of printing materials

Digital printing data should be delivered via DUON, the VDZ publishers' central portal, at [www.duon-portal.de](http://www.duon-portal.de)

## Support

For help, contact [support@duon-portal.de](mailto:support@duon-portal.de) or contact them on: +49 40 374117-50  
Colour-calibrated proofs are not necessary

	FORMAT	SIZE IN MM [B×H]		PRICE IN €* b/w, spot and 4c
		Type area	Trim size**	
	<b>2/1 page</b>	390 × 236	420 × 265	<b>49,340.–</b>
	<b>2 × 3/4 page across gutter</b>	390 × 182	420 × 199	<b>40,700.–</b>
	<b>2 × 2/3 page across gutter</b>	390 × 160	420 × 177	<b>36,180.–</b>
	<b>2 × 1/2 page across gutter</b>	390 × 116	420 × 133	<b>27,130.–</b>
	<b>2 × 1/3 page across gutter</b>	390 × 72	420 × 89	<b>18,090.–</b>

**Printing plate change**  
 A change of plates is possible  
 in line with Nielsen split.  
 Booking: complete print run.

Other formats on request

Classified section / Millimetre display ads				
	SAMPLE SIZES	WIDTH × HEIGHT [MM]		PRICE IN €* b/w, spot and 4c
The ACE-Markt is a separate section for classified text ads and display ads.	1/8 vertical 1-column	43	118	1,758.20
	1/8 2-column	90	57	1,698.60
	1/8 horizontal 4-column	185	27	1,609.20
	1/16 vertical	43	57	849.30
	1/16 horizontal	90	27	804.60
	1/32	43	27	402.30

**Price per millimeter / column**  
 14.90 EUR for b/w, spot colour and 4c  
 Price calculation: No. of columns × height in mm × 14.90 EUR  
**Ad minimum height: 15 mm.**

## **ACE LENKRAD offers a wealth of different Ad Specials –**

Target group selection by age, sex and region (also combinations thereof) is even possible for selected special advertising forms.

## **Virtually all special advertising forms in the area of consumer magazines can be provided on request.**

The following list shows the most frequently requested Ad Specials for ACE LENKRAD.

Please contact us well ahead of time, as availability is limited.

### **Your contact**

Phone: +49 711 5303-4011

Telefax: +49 711 5303-4018

E-Mail: [anzeigen@ace-lenkrad.de](mailto:anzeigen@ace-lenkrad.de)

The latest technical information for ad specials can be found on [www.adspecial-portal.de](http://www.adspecial-portal.de)





Loose inserts are products enclosed loose in the magazine, delivered ready for processing.

## PRICES\*

per 1,000 copies or part thereof  
up to 25 g: 98.– Euro up to 30 g: 102.– Euro  
up to 40 g: 109.– Euro up to 50 g: 117.– Euro  
Prices for higher weights on request

## BOOKING OPTIONS

Complete print run or split runs, details on request.  
Minimum print run: 50,000 copies

## SELECTIONS

By age, gender and/or region.  
Surcharge per 1,000 copies or part thereof:  
For one criterion: 9.– Euro  
For two criteria: 19.– Euro  
For three criteria: 29.– Euro

## FORMATS

Minimum size: 95 × 148 mm  
Maximum size: 200 × 255 mm

## WEIGHT OF PAPER

2-page interts: min. 100 g/m<sup>2</sup>  
4-page interts: min. 70 g/m<sup>2</sup>  
Thicker inserts: min. 50 g/m<sup>2</sup>

## DATES

See page 17

## SAMPLE

A sample (10 copies) must also be supplied at the time of ordering. The order becomes binding for the publisher only after the content and technical feasibility have been approved.

## DELIVERY

In perfect condition and perfectly packed, delivered DDP to the printer at:

Stark Druck GmbH & Co. KG  
Wareneingang  
Im Altgefäll 9  
75181 Pforzheim  
Germany

The accompanying documents must contain details of the number of units in the shipment, magazine title and issue number. A sample of the insert must be attached visibly to the outside of each packing unit.

## TECHNICAL SPECIFICATIONS

Loose inserts are mechanically inserted into the magazine and must therefore fulfil certain requirements. For multiple-page inserts, the closed side always lies parallel to the spine of the magazine. Accordion-folded inserts or inserts with a postcard stapled to them cannot be processed by the inserting machine. Postcards must always be affixed to the left edge of the loose insert with strip adhesive so that they cannot become detached during mechanical processing. Should any processing problems arise, completion of the printing run takes priority over the processing of the inserts.

Bound inserts are printed material/brochures from an advertiser bound into the magazine.  
They can be delivered ready for processing or produced by us on request..

## PRICES\*

Price per 1,000 or part thereof. Pages up to:

**4 pages:** 83.– Euro      **8 pages:** 90.– Euro

**12 pages:** 97.– Euro      **16 pages:** 104.– Euro

Other page numbers on request.

## BOOKING OPTION

Complete print run or split runs.

Minimum print run: 100,000 copies

## TARGET GROUP SELECTION

By age, gender and/or region.

Surcharge per 1,000 copies or part thereof:

For one criterion: 9.– EUR

For two criteria: 19.– EUR

For two criteria: 29.– EUR

## FORMATS

Magazine format (other formats on request)

Untrimmed format: 216 × 273 mm

Final, trimmed format: 210 × 265 mm

Bleed trim allowance: 4 mm (head and foot trim)

## WEIGHT OF PAPER

4 pages: min. 80 g/m<sup>2</sup>

8 pages: min. 70 g/m<sup>2</sup>

12 pages: min. 65 g/m<sup>2</sup>

16 pages: min. 60 g/m<sup>2</sup>

## DATES

Siehe Terminkalender Seite 17

## SAMPLES

A sample (10 copies) must also be supplied at the time of ordering. The order becomes binding for the publisher only after the content and technical feasibility have been approved.

## DELIVERY

Tipped inserts must be perfectly packed and suitable for mechanical processing, and delivered DDP to the printer at:

Stark Druck GmbH & Co. KG  
Wareneingang  
Im Altgefäll 9  
75181 Pforzheim  
Germany

The accompanying documents must contain details of the number of units in the shipment, magazine title and issue number. A sample of the insert must be attached visibly to the outside of each packing unit.

## TECHNICAL SPECIFICATIONS

Mechanical processing (back lip: 10 mm; head trim, foot trim and to front: 5 mm). Delivery must be in untrimmed format. Bound inserts that deviate from the magazine format are possible by special arrangement.

Should any processing problems arise, completion of the printing run takes priority over the processing of the inserts. Bound inserts not recognisable as advertising must be marked with the word „ANZEIGE“ (advertisement) in 10-point, semi-bold capitals. Precise details on submission of a sample.

**Tipped inserts are products glued to a master advertisement in such a way as to allow the reader to detach them. They are delivered ready for processing.**

## **PRICES\***

Price per 1,000 or part thereof –  
Postcards: 49.– EUR  
Product samples on request

## **BOOKING OPTIONS**

Master ad in the complete print run as specified in price list. Format: 1/1 page or 2/1 page. For tip-ins certain parts of the print run can be excluded. Details on request. The necessary quantity of inserts must be agreed before placing the order.

## **FORMATS**

Minimum size: 55 × 85 mm  
Maximum size: 200 × 255 mm

## **WEIGHT OF PAPER**

max. 40 g per copy

## **SAMPLES**

The final acceptance of an order is conditional on the provision of a binding sample of the tip-in and, for product samples and brochures, also the performing of a test-run. For this, 1,000 original samples must be provided free by the customer.

## **DATES**

See page 17

## DELIVERY

Tipped inserts must be perfectly packed and suitable for mechanical processing, and delivered DDP to the printer at:

Stark Druck GmbH & Co. KG  
Wareneingang  
Im Altgefäll 9  
75181 Pforzheim  
Germany

The accompanying documents must contain details of the number of units in the shipment, magazine title and issue number. A sample of the insert must be attached visibly to the outside of each packing unit.

## TECHNICAL SPECIFICATIONS

Paper weight for unfolded printed matter as a rule 150 g/m<sup>2</sup>, for other printed materials by arrangement. Maximum weight for envelopes with content: 20 g. Product samples may contain no dangerous content or impede the processing and mailing of a mass print run. Heat-sealed plastic bags must withstand a burst pressure of at least 1,000 kPa without harm.

[www.adspecial-portal.de](http://www.adspecial-portal.de)





ISSUE	SPECIAL TOPIC	DETAILS
1-2023	<b>Guide: Wallboxes, charging cables and e-cars</b>	Everything about e-cars and perfect charging.
2-2023	<b>Summer tyre test E-bikes and rear carriers</b>	Current summer tyres in comparison. E-bikes and their safe transport by car.
3-2023	<b>Concepts of autonomous mobility Travelling in Europe by e-car</b>	Vision of the future with self-driving cars. Discover Europe without local emissions.
4-2023	<b>Caravan Salon Düsseldorf</b>	The camping and caravanning trends 2023/2024
5-2023	<b>Winter tyre test Motor insurance guide</b>	Current winter tyres in comparison. What will change in 2024?
6-2023	<b>Electromobility in winter</b>	You must pay attention to this during the cold season.



ISSUE	TRAVEL-TOPIC	DETAILS
1-2023	<b>Travelling by ferry - outlook 2023</b>	Ferry offers in the North Sea, Baltic Sea and Mediterranean Sea
2-2023	<b>Cycling and hiking</b>	The most beautiful routes in Germany, Austria and Switzerland.
3-2023	<b>Adventure travel in Germany</b>	Presentation of exceptional travel offers
4-2023	<b>Insider tip microstates</b>	Off to Liechtenstein, San Marino and Andorra!
5-2023	<b>Winterreisen</b>	Winter travel
6-2023	<b>Long-distance and individual travel</b>	Experience dream destinations personally

ISSUE	PUBLICATION- DATE	ADVERTISING- DEADLINE*	PRINT DOCUMENT- DEADLINE	DELIVERY DATE AD SPECIALS	
				earliest	latest
<b>1-2023</b>	01.02.23	02.01.23	09.01.23	12.01.23	17.01.23
<b>2-2023</b>	01.04.23	01.03.23	07.03.23	14.03.23	17.03.23
<b>3-2023</b>	01.06.23	02.05.23	08.05.23	12.05.23	17.05.23
<b>4-2023</b>	01.08.23	03.07.23	07.07.23	13.07.23	18.07.23
<b>5-2023</b>	02.10.23	01.09.23	07.09.23	12.09.23	15.09.23
<b>6-2023</b>	01.12.23	02.11.23	07.11.23	10.11.23	15.11.23

\*Order and cancellation deadline for advertisements and ad specials

## YOUR CONTACT

ACE Verlag GmbH  
Schmidener Straße 227  
70374 Stuttgart  
Germany  
[www.ace-lenkrad.de](http://www.ace-lenkrad.de)

### Advertising Sales Director

Dennis Schediwy  
T: +49 711 5303-4011  
F: +49 711 5303-3011  
E-Mail: [dennis.schediwy@ace-lenkrad.de](mailto:dennis.schediwy@ace-lenkrad.de)

### Advertising Sales Director

Bianca Jany  
T: +49 711 5303-4013  
F: +49 711 5303-3013  
E-Mail: [bianca.jany@ace-lenkrad.de](mailto:bianca.jany@ace-lenkrad.de)

[www.ace-lenkrad.de](http://www.ace-lenkrad.de)

### Nielsen 1

KONTOR M  
Medienvermarktung GbR  
Goldbekplatz 3  
22303 Hamburg, Germany  
T: +49 40 639084-0  
E-Mail: [info@kontorm.de](mailto:info@kontorm.de)  
[www.kontorm.de](http://www.kontorm.de)

### Nielsen 2

Paßmann  
MedienPartner GmbH  
Graf-Recke-Str. 18  
40239 Düsseldorf, Germany  
T: +49 211 542181-0  
E-Mail: [nrw@medienpartner.net](mailto:nrw@medienpartner.net)  
[www.medienpartner.net/nrw](http://www.medienpartner.net/nrw)

### Nielsen 3a

QM Quadro Media GmbH  
c/o Leo Krimmer GmbH  
Westendstraße 16–22  
60325 Frankfurt am Main, Germany  
T: +49 171 8094526  
E-Mail: [a.gerczikow@krimmer.com](mailto:a.gerczikow@krimmer.com)

ACE **LENKRAD**

### Nielsen 3b and foreign countries

Please contact the advertising sales  
department in Stuttgart, Germany  
T: +49 711 5303-4011  
E-Mail: [anzeigen@ace-lenkrad.de](mailto:anzeigen@ace-lenkrad.de)

### Nielsen 4

Medien-Service-Bayern  
Am Technologiepark 10  
82229 Seefeld, Germany  
T: +49 8152 4849-0  
F: +49 8152 4849-30  
E-Mail: [kontakt@vonschroetter.de](mailto:kontakt@vonschroetter.de)  
[www.vonschroetter.de](http://www.vonschroetter.de)

### Nielsen 5 – 7

fesh.media  
vertrieb & marketing  
Rosenfelder Str. 44  
10315 Berlin, Germany  
T: +49 176 28 596 595  
E-Mail: [lehmann@fesh.media](mailto:lehmann@fesh.media)  
[www.fesh.media](http://www.fesh.media)