

ACE **LENKRAD**

RATE CARD NO. 61, EFFECTIVE 01.01.2024

MEDIA KIT 2024



UND WEITER GEHT'S

ACE LENKRAD is the members' magazine of the ACE Auto Club Europa with 461,000 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/2023)

Circulation:	529,840 copies
Paid circulation:	580,580 copies
Total circulation:	582,448 copies
including ePaper:	53,283 copies

TOTAL REACH: 461,000 READERS PER ISSUE*



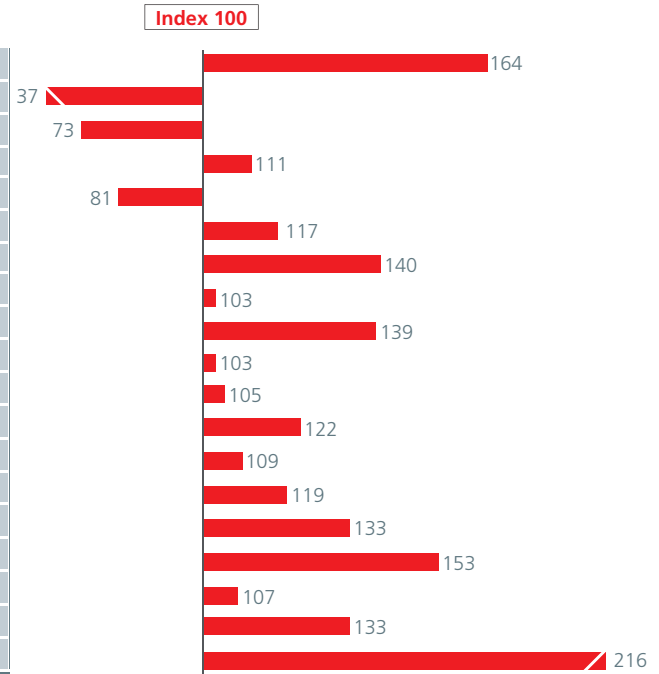
READERSHIP STRUCTURE

ACE LENKRAD-readers are predominantly men with a high interest in mobility and travel. An upper net income enables many of them to live in their own home and take regular holiday trips.

ø personal
net income:
2,261.– Euro

ø household
net income:
3,419.– Euro

Men	81 %
Women	19 %
Age 20–29 years	10 %
Age 30–39 years	17 %
Age 40–49 years	11 %
Age 50–59 years	21 %
Age 60–69 years	22 %
70 years and older	18 %
Fully employed	57 %
Two earners in the household	57 %
Socio-economic segment ‚above‘	17 %
Type of dwelling: in own house	45 %
Animals in household: dog, cat, bird	47 %
Use of bicycle several times a week	9 %
Hobby several times a month: fitness/ doing sports	28 %
Hobby several times a month: home improvement	26 %
Major holiday trip in the last 12 months	58 %
Short trip in the last 12 months	59 %
Driving licence ownership: motorbike	33 %



Source: *ma 2023 PM II Index 100 = German speaking population (70,08)



TEST & TECHNOLOGY

- 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

TRAFFIC & ENVIRONMENT

- 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

LEISURE & TRAVEL

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



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
www.ace-lenkrad.de

CEO: Karlheinz Stockfisch

VAT ID

DE261883965

General terms and conditions

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

AD FORMATS AND PRICES 2024

FORMAT	SIZE IN MM [B × H]		PRICE IN €* b/w, spot and 4c
	Side parts	Type area Trim size**	
	1/1 page	185 × 236 210 × 265	25,660.–
	(a) 3/4 page vertical (b) 3/4 page horizontal	132 × 236 185 × 182 147 × 265 210 × 199	20,200.– 20,200.–
	2/3 page horizontal	185 × 160 210 × 177	17,960.–
	(a) 1/2 page vertical (b) 1/2 page horizontal	95 × 236 185 × 116 110 × 265 210 × 133	13,470.– 13,470.–
	(a) 1/3 page vertical (b) 1/3 page horizontal	56 × 236 185 × 72 71 × 265 210 × 89	9,240.– 9,240.–
Vertical format on request only. Limited placement option.			
	(a) 1/4 page vertical 1column (b) 1/4 page 2-columns (c) 1/4 page horiz.4-columns	45 × 236 95 × 116 185 × 50 60 × 265 – 210 × 67	6,930.– 6,930.– 6,930.–



Technical details

The current binding technical specifications can be found at 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

Support

For help, contact 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
Side parts 2/1 page	Type area 390 × 236	Trim size** 420 × 265
		51,320.–
2 × 3/4 page across gutter	390 × 182	420 × 199
		42,330.–
2 × 2/3 Seite across gutter	390 × 160	420 × 177
		37,630.–
2 × 1/2 Seite across gutter	390 × 116	420 × 133
		28,220.–
2 × 1/3 Seite across gutter	390 × 72	420 × 89
		18,810.–

Printing plate change

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

Other formats on request!

Millimetre displays in the ACE LENKRAD market

	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 and 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.

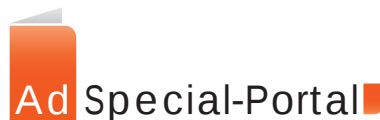
Your contact

Phone: +49 711 5303-4011

Telefax: +49 711 5303-4018

E-Mail: anzeigen@ace-lenkrad.de

The latest technical information for ad specials can be found on 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: 99.– Euro up to 30 g: 103.– Euro
up to 40 g: 110.– Euro up to 50 g: 118.– 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: 10.– Euro
For two criteria: 20.– Euro
For three criteria: 30.– Euro

FORMATS

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

WEIGHT OF PAPER

2-page interts: min. 100 g/m²
4-page interts: min. 70 g/m²
Thicker inserts: min. 50 g/m²

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: 84.– Euro **8 pages:** 91.– Euro

12 pages: 98.– Euro **16 pages:** 105.– 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: 10.– Euro

For two criteria: 20.– Euro

For three criteria: 30.– Euro

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/m²

8 pages: min. 70 g/m²

12 pages: min. 65 g/m²

16 pages: min. 60 g/m²

DATES

See page 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: 50.– Euro
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

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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/m², 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



ISSUE	SPECIAL TOPIC	DETAILS
1-2024	E-car as towing vehicle	How does a caravan affect the range?
2-2024	Summer tyre test Rear racks and roof boxes for bikes and co.	Current summer tyres in comparison This is how safe transport by car works.
3-2024	Let's go to the European Football Championship!	Enjoy football in Germany
4-2024	Caravan Salon Düsseldorf	The camping and caravanning trends 2024/2025
5-2024	All-season tyre test Motor insurance guide	Current all-season tyres in comparison What will change in 2024?
6-2024	With the car through the winter	This is how you make your car fit for the cold season.



ISSUE	TRAVEL-TOPIC	DETAILS
1-2024	Ferries 2024	Ferry offers in the North Sea, Baltic Sea and Mediterranean Sea
2-2024	Bicycle tours	On holiday with your own bike
3-2024	Holiday with a pet	Suitable destinations and safe transport
4-2024	Camping und Caravaning	The most beautiful holiday destinations for camping fans
5-2024	Autumn at the Wadden Sea	Unwind and enjoy nature
6-2024	Christmas magic	The most beautiful winter destinations in Europe

ISSUE	PUBLICATION- DATE	ADVERTISING- DEADLINE*	PRINT DOCUMENT- DEADLINE	DELIVERY DATE AD SPECIALS	
				earliest	latest
1-2024	01.02.24	02.01.24	09.01.24	12.01.24	17.01.24
2-2024	02.04.24	01.03.24	07.03.24	13.03.24	18.03.24
3-2024	01.06.24	02.05.24	08.05.24	13.05.24	16.05.24
4-2024	01.08.24	01.07.24	05.07.24	12.07.24	17.07.24
5-2024	01.10.24	02.09.24	06.09.24	13.09.24	18.09.24
6-2024	02.12.24	04.11.24	08.11.24	13.11.24	18.11.24

*Order and cancellation deadline for advertisements and ad specials

YOUR CONTACT

ACE Verlag GmbH
Schmidener Straße 227
70374 Stuttgart, Germany
www.ace-lenkrad.de

Advertising Sales Director

Dennis Schediwy
T: +49 711 5303-4011
F: +49 711 5303-3011
E-Mail: dennis.schediw@ace-lenkrad.de

Advertising Sales Assistant

Paraskevi Tsiroglou
T: +49 711 5303-4013
F: +49 711 5303-3013
E-Mail: paraskevi.tsiroglou@ace-lenkrad.de

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
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
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

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

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
www.vonschroetter.de

Nielsen 5 – 7

fesh.media
vertrieb & marketing
Rudolf-Reusch-Straße 44
10367 Berlin, Germany
T: +49 176 28 596 595
E-Mail: lehmann@fesh.media
www.fesh.media