

LENKRAD

RATE CARD NO. 63, EFFECTIVE 01.05.2025



MEDIA KIT 2025



ACE LENKRAD is the official member magazin of the ACE Auto Club Europa. Since 1965, the club magazine has been providing its readers with editorially independent information on current topics related to mobility and travel. ACE LENKRAD enjoys a high level of trust among its readership and is widely used.

The main topics covered by ACE LENKRAD include car tests, new vehicle presentations, e-mobility, new forms of mobility, traffic safety, e-bikes, travel reports and tips, consumer protection, camping and caravanning, club news, as well as events such as the Caravan Salon Düsseldorf.



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

Circulation according IVW-report (II/2024)

Circulation:	501,603 copies
Paid circulation:	573,136 copies
Total circulation:	574,962 copies
including ePaper:	74,034 copies

TOTAL REACH: 411,000 READERS PER ISSUE*



READERSHIP STRUCTURE

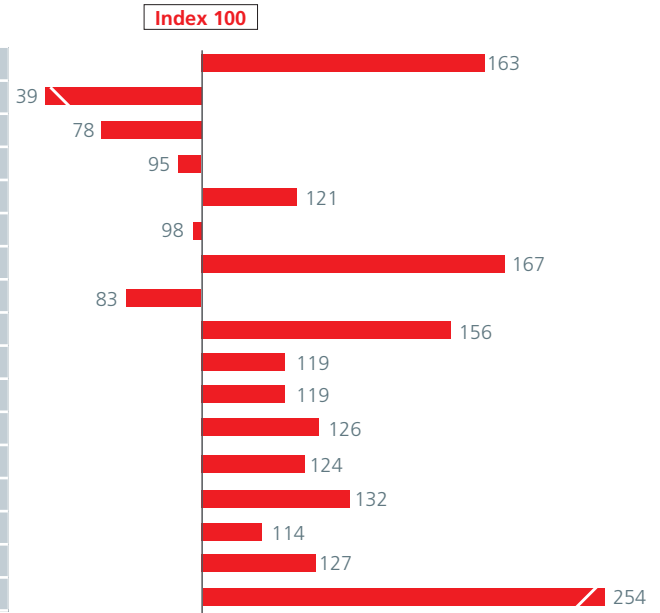
ACE LENKRAD

ACE LENKRAD readers are predominantly men with a strong interest in mobility and travel. A high net income allows many of them to live in their own homes and take regular vacations.

ø personal
net income:
2,503.– Euro

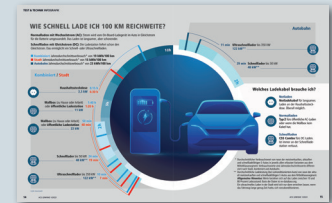
ø household
net income:
3,697.– Euro

Men	80 %
Women	20 %
Age 20–29 years	10 %
Age 30–39 years	14 %
Age 40–49 years	17 %
Age 50–59 years	17 %
Age 60–69 years	26 %
70 years and older	15 %
Fully employed	64 %
Two earners in the household	58 %
Socio-economic segment 'above'	20 %
Type of dwelling: in own house	46 %
Hobby several times a month: fitness/ doing sports	27 %
Hobby several times a month: home improvement	27 %
Major holiday trip in the last 12 months	69 %
Short trip in the last 12 months	61 %
Driving licence ownership: motorbike	38 %



ma 2024

Source: *ma 2024 PM II Index 100 = German speaking population (70,48 Mio.)



CAR

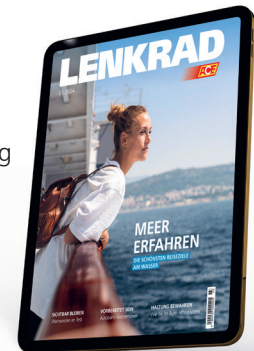
- _ Car tests, driving reports and new car launches
- _ Electromobility
- _ Buyer's guide
- _ Alternative drive systems, new technologies
- _ Comprehensive practical tips and accessories

MOBILITY

- _ 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

EUROPE

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



ACE Verlag GmbH

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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

Six 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
	Side parts	Type area	Trim size**	
	1/1 page	185 × 236	210 × 265	26,170.–
	(a) 3/4 page vertical (b) 3/4 page horizontal	132 × 236 185 × 182	147 × 265 210 × 199	20,600.– 20,600.–
	2/3 page horizontal	185 × 160	210 × 177	18,320.–
	(a) 1/2 page vertical (b) 1/2 page horizontal	95 × 236 185 × 116	110 × 265 210 × 133	13,740.– 13,740.–
	(a) 1/3 page vertical (b) 1/3 page horizontal	56 × 236 185 × 72	71 × 265 210 × 89	9,420.– 9,420.–
	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	7,070.– 7,070.– 7,070.–



Technical details

The current binding technical specifications can be found at www.duon-portal.de

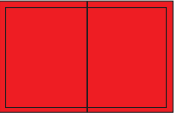
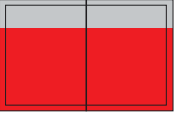


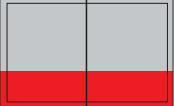
Delivery of printing materials

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 Side parts	SIZE IN MM [B × H]		PRICE IN €* b/w, spot and 4c
	2/1 page	390 × 236 420 × 265	52,340.–
	2 × 3/4 page across gutter	390 × 182 420 × 199	43,180.–
	2 × 2/3 page across gutter	390 × 160 420 × 177	38,380.–
	2 × 1/2 page across gutter	390 × 116 420 × 133	28,780.–
	2 × 1/3 page across gutter	390 × 72 420 × 89	19,190.–

Other formats on request!

Printing plate change

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

Millimetre displays in the ACE LENKRAD market

SAMPLE SIZES	WIDTH × HEIGHT [MM]		PRICE IN €* b/w, spot and 4c
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

The ACE-Markt is a separate section for classified text ads and display ads.

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

Almost all ad specials from the consumer magazine sector can be implemented in ACE LENKRAD upon request.

Target group selections by age, gender, and/or Nielsen area within the total circulation are available for special advertising formats such as inserts, gatefolds, and bound inserts

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: 100.– Euro up to 30 g: 104.– Euro
up to 40 g: 111.– Euro up to 50 g: 119.– 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 multiplepage inserts, the closed side always lies parallel to the spine of the magazine. Accordion-folded insertsor 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 withstrip 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: 85.– Euro **8 pages:** 92.– Euro

12 pages: 99.– Euro **16 pages:** 106.– 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 allowance: 4 mm at the top and bottom, 6 mm on the sides. Delivery: folded, not trimmed.

WEIGHT OF PAPER

4 pages: mind. 80 g/m²

8 pages: mind. 70 g/m²

12 pages: mind. 65 g/m²

16 pages: mind. 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.

In the event of any processing difficulties, the completion of the edition takes precedence over the insertion of supplements. Labeling: If not recognizable as advertising, inserts must be labeled with the word „ANZEIGE“ in a sufficiently large font size, in bold uppercase letters. Detailed coordination will be required upon 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: 51.– 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

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/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	PUBLICATION- DATE	ADVERTISING- DEADLINE*	PRINT DOCUMENT- DEADLINE	DELIVERY DATE AD SPECIALS	
				earliest	latest
1-2025	01.02.25	02.01.25	08.01.25	13.01.25	16.01.25
2-2025	01.04.25	03.03.25	07.03.25	11.03.25	14.03.25
3-2025	01.07.25	02.06.25	08.06.25	11.06.25	13.06.25
4-2025	10.11.25	06.10.25	13.10.25	21.10.25	23.10.25

*Order and cancellation deadline for advertisements and ad specials

YOUR CONTACT

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Schmidener Straße 227
70374 Stuttgart
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
T: +49 171 8094526, Germany
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
VERLAGSBÜRO VON SCHROETTER e.K.
Industriestraße 23
86919 Utting am Ammersee
T: +49 8806 92464-00
E-Mail: kontakt@vonschroetter.de
www.vonschroetter.de

Nielsen 5 – 7

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