

# LENKRAD

RATE CARD NO. 64, EFFECTIVE 01.01.2026



MEDIA KIT 2026



**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, tire tests, 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:	477,034 copies
Paid circulation:	569,816 copies
Total circulation:	571,579 copies
including ePaper:	95,120 copies



**TOTAL REACH: APPROX. 400,000 READERS PER ISSUE\***

# READERSHIP STRUCTURE

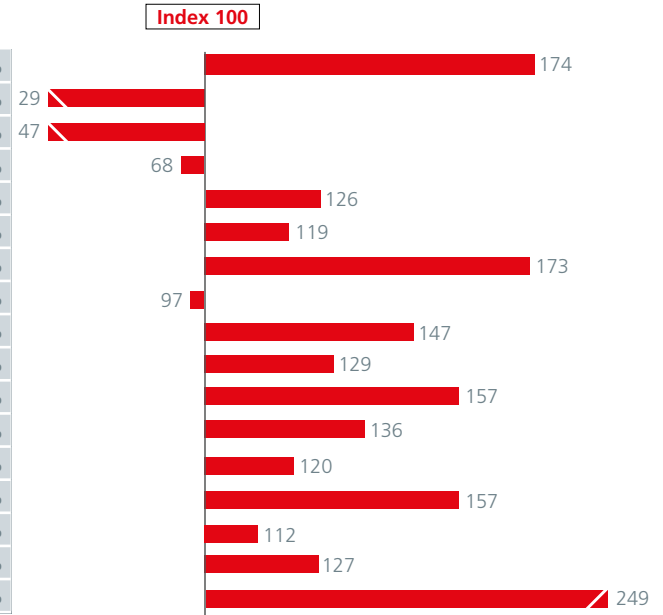
# ACE LENKRAD

**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:  
2,905.– Euro

ø household  
net income:  
4,168.– Euro

Men	85 %
Women	15 %
Age 20–29 years	6 %
Age 30–39 years	10 %
Age 40–49 years	18 %
Age 50–59 years	20 %
Age 60–69 years	28 %
70 years and older	17 %
Fully employed	61 %
household net income: > 5,000 Euro	33 %
Socio-economic segment ‚above‘	23 %
Type of dwelling: in own house	51 %
Type of dwelling: in own flat	10 %
Hobby several times a month: DIY	26 %
Major holiday trip in the last 12 months	70 %
Short trip in the last 12 months	61 %
Driving licence ownership: motorbike	38 %



ma 2025

Source: \*ma 2025 PM II Index 100 = German speaking population (71.00 million)





## CAR

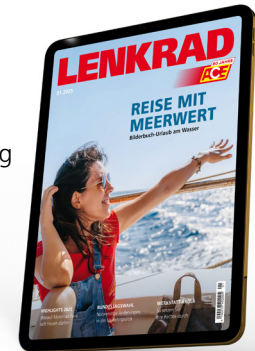
- \_ Car tests, driving reports and new car launches
- \_ Summertire tests
- \_ Electromobility
- \_ Buyer's guide
- \_ Alternative drive systems, new technologies
- \_ Comprehensive practical tips and accessories

## 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

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



Also available digitally.

**ACE Verlag GmbH**

Schmidener Straße 227  
70374 Stuttgart, Germany

Phone: 0711 5303-4011  
Telefax: 0711 5303-4018  
e-mail: [anzeigen@ace-lenkrad.de](mailto:anzeigen@ace-lenkrad.de)

CEO: Herbert Müller

**VAT ID**

DE261883965

**General terms and conditions**

[www.ace.de/mediadaten](http://www.ace.de/mediadaten)

**PZN**

56 54 50

**Founded in**

1965

**Publication frequency**

Four times a year

**Cover price / Subscriber price**

2.00 Euro / 8.00 Euro  
included for ACE-members

**Magazine format**


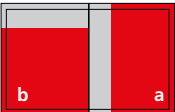
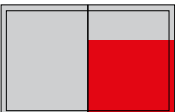

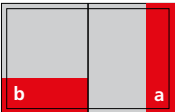
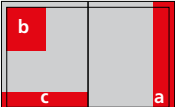
Width 210 mm, height 265 mm  
saddle stitching

**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**	
	<b>1/1 page</b>	185 × 236	210 × 265	<b>26,690.–</b>
	<b>(a) 3/4 page vertical</b>	132 × 236	147 × 265	<b>21,010.–</b>
	<b>(b) 3/4 page horizontal</b>	185 × 182	210 × 199	<b>21,010.–</b>
	<b>2/3 page horizontal</b>	185 × 160	210 × 177	<b>18,690.–</b>
	<b>(a) 1/2 page vertical</b>	95 × 236	110 × 265	<b>14,010.–</b>
	<b>(b) 1/2 page horizontal</b>	185 × 116	210 × 133	<b>14,010.–</b>
	<b>(a) 1/3 page vertical</b>	56 × 236	71 × 265	<b>9,610.–</b>
	<b>(b) 1/3 page horizontal</b>	185 × 72	210 × 89	<b>9,610.–</b>
	Vertical format on request only. Limited placement option.			
	<b>(a) 1/4 page vertical 1column</b>	45 × 236	60 × 265	<b>7,210.–</b>
	<b>(b) 1/4 page 2-columns</b>	95 × 116	–	<b>7,210.–</b>
	<b>(c) 1/4 page horiz.4-columns</b>	185 × 50	210 × 67	<b>7,210.–</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**

Side parts

**SIZE IN MM [B × H]**

Type area

Trim size\*\*

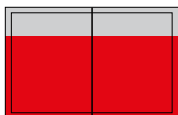
**PRICE IN €\***

b/w, spot and 4c

**2/1 page**

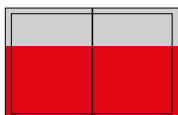
390 × 236

420 × 265

**53,390.–****2 × 3/4 page across gutter**

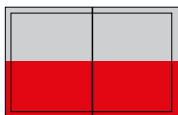
390 × 182

420 × 199

**44,040.–****2 × 2/3 page across gutter**

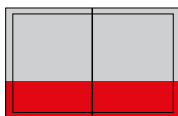
390 × 160

420 × 177

**39,150.–****2 × 1/2 page across gutter**

390 × 116

420 × 133

**29,360.–****2 × 1/3 page across gutter**

390 × 72

420 × 89

**19,570.–**

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 €\***

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

**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 5303-3011

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: 102.– Euro    up to 30 g: 106.– Euro  
up to 40 g: 113.– Euro    up to 50 g: 121.– 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/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 16

## 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 Medien GmbH  
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 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:** 87.– Euro      **8 pages:** 94.– Euro

**12 pages:** 101.– Euro      **16 pages:** 108.– 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/m<sup>2</sup>

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

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

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

## DATES

See page 16

## 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 Medien GmbH  
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: 52.– 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 16

## DELIVERY

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

*Stark Medien GmbH  
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
<b>1-2026</b>	Ferries 2026 Summer tire test	Ferries in the North Sea, Baltic Sea and the Mediterranean Current summer tires in comparison
<b>2-2026</b>	Rear-mounted bicycle carrier Bicycle and e-bike tours in the DACH region	This is how safe transport by car works Unforgettable experiences on two wheels
<b>3-2026</b>	Caravan Salon Düsseldorf Traveling through Europe by motorhome	Camping and caravanning trends 2026/2027 At home everywhere: experience countries up close.
<b>4-2026</b>	Driving in winter Unusual winter accommodations	How to winter-proof your car. Extraordinary overnight stays in the cold season

ISSUE	PUBLICATION- DATE	ADVERTISING- DEADLINE*	PRINT DOCUMENT- DEADLINE	DELIVERY DATE AD SPECIALS	
				earliest	latest
<b>1-2026</b>	14.02.26	15.01.26	21.01.26	26.01.26	29.01.26
<b>2-2026</b>	15.05.26	15.04.26	21.04.26	27.04.26	29.04.26
<b>3-2026</b>	15.08.26	15.07.26	21.07.26	27.07.26	29.07.26
<b>4-2026</b>	14.11.26	15.10.26	21.10.26	26.10.26	29.10.26

\*Order and cancellation deadline for advertisements and ad specials



## YOUR CONTACT

ACE Verlag GmbH  
Schmidener Straße 227  
70374 Stuttgart  
[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 Assistant

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

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

## ACE LENKRAD

### 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

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 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  
VERLAGSBÜRO VON SCHROETTER e.K.  
Industriestraße 23  
86919 Utting am Ammersee  
T: +49 8806 92464-00  
E-Mail: [kontakt@vonschroetter.de](mailto:kontakt@vonschroetter.de)  
[www.vonschroetter.de](http://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](mailto:anzeigen@ace-lenkrad.de)