

ADAC Motorwelt 2023

Target group: FITs



FACTS

- 3,51 mio copies
- 6,63 mio readers
- Distribution: Germany
- 4x per year

GOOD REASONS

- Highest-circulation magazine in Germany
- Innovative leading medium for mobile lifestyle
- New distribution concept via EDEKA, Netto, ADAC-Geschäftsstellen



ADAC MOTORWELT recognizes and sets trends, it is the forum for fresh new ideas, which competent protagonists discuss and classify for the reader. The editorial concept is innovative, substantial, profound and offers a very high value proposition in terms of quality. **ADAC MOTORWELT** offers a useful travel section in which you can perfectly position the advertising messages of your destination.

Format	€-rate 4c	B	H
1/1 Seite	68.400,-	215 mm	280 mm
1/2 Seite	42.500,-	215 mm	136 mm
1/3 Seite	30.700,-	70 mm	280 mm

Edition	Date of publication	Order deadline
01/2023	09.03.2023	11.01.2023
02/2023	25.05.2023	23.03.2023
03/2023	31.08.2023	29.06.2023
04/2023	23.11.2023	25.09.2023

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Unser Herz schlägt für den Tourismus.

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