

ADAC Motorwelt 2025

Target group: FITs



FACTS

- 2.77 mio. copies
- 6,65 mio. readers
- Distribution: German speaking countries
- Publication: 4x per year



GOOD REASONS

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

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 page	72.200,-	215 mm	280 mm
1/2 page	44.900,-	215 mm	136 mm
1/3 page	32.400,-	70 mm	280 mm

Edition	Date of publication	Order deadline
01/2025	13.02.2025	05.12.2024
02/2025	15.05.2025	13.03.2025
03/2025	21.08.2025	18.06.2025
04/2025	20.11.2025	18.09.2025

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Unser Herz schlägt für den Tourismus.

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