

Auto

ZEITUNG

Nr. 19 | 9.9.2026



TRACKTEST Hyundai Ioniq 6 N
Kampfansage an Mercedes-AMG & Co.



Ab 25.000 Euro
ERSTER TEST VW ID. Polo

Leserwahl
Auto Trophy 2026
Gewinn für ca. 63.000 Euro



BMW X1 sDrive20i

So gut ist der neue Volks-Stromer!



Audi A6 Avant TDI quattro 220 kW



Mercedes E 450 d 4Matic T-Modell



BMW 540d xDrive Touring

VERGLEICHSTEST Oberklasse

Weltspitze – Deutschlands dicke Dieselmotoren



VORSTELLUNG Audi A2 e-tron
Das kann Audis Kleinstster



FAHRBERICHT BMW M350i xDrive
So sportlich fährt der neue 3er



Smart #5 Brabus



Polestar 4 Long Range Dual Motor



Nio EL6 Long Range AWD



BMW iX3 50 xDrive

VERGLEICHSTEST Elektro-SUV

BMW schlägt zurück – der neue iX3

Print-Prices
2027



Discount combinations

BAUER MÄNNER KOMBI



You save 15% when you book the BAUER MÄNNER KOMBI

The combined rate applies when advertising is placed in the three magazines in the same format. The adverts can appear in the three titles with a time delay within a month. In each case, one issue of SELBST IST DER MANN and WELT DER WUNDER must be combined with any issue of AUTO ZEITUNG in that month.

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	210 x 280	32,690
1/1	normal	1st 1/1 ad page in issue	210 x 280	34,320
1/1	normal	inside front cover	210 x 280	35,960
1/1	normal	outside back cover	210 x 280	37,590
1/2	vertical	inner	103 x 280	21,910
1/2	horizontal	inner	210 x 139	21,910
1/3	vertical	inner	70 x 280	15,690
1/3	horizontal	inner	210 x 94	15,690
1/4	vertical	inner	53 x 280	14,380
1/4	horizontal	inner	210 x 73	14,380
1/4	corner	inner	103 x 139	14,380

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	420 x 280	65,380
2/1	normal	1st double page in issue	420 x 280	68,650
2/1	normal	inside front cover + page 3	420 x 280	75,190
2*1/2	horizontal	inner	420 x 139	43,830

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing. Furthermore, we reserve the right to give the preferred position to another advertiser who submits a written space order if the advertiser holding a reservation does not submit a written space order within three working days.

Special formats and advertising splits on request.

SMALL ADDS

On request.

ADVERTORIALS

Advertorials are charged according to the currently valid advertising rate plus creation costs, and are included in a contractual year for discount purposes.

CREATION COSTS

(incl. concept, copy and layout, not incl. photo rights and photo productions)

Double page: 3,500

Full page: 2,900

1/2 page: 2,200

1/3 page: 1,900

Plus any image fees incurred, if these exceed €150.

Additional formats available on request. We will be happy to prepare an individual offer for photo productions, creation of recipes, text writing etc. Advertorials are marked with the word "ANZEIGE" (Advertisement). Creation costs are not eligible for agency commission or discounts.

We require briefing, image and text materials no later than three weeks prior to the deadline for copy material – see also Closing Date Schedule. Timing for individual photo productions, creation of recipes, text writing etc. on request.

All rates are shown in euros; the rates are in effect from 1 January 2027 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

Special ad formats



Loose inserts				Oversize-inserts			
Definition	Loose inserts are products which are supplied ready for loosely inserting in the magazine with the closed side to the binding edge. The maximum weight must be determined in advance. Product samples on request.			Oversize loose inserts extend outside the head of the issue (headers). They are loosely inserted in the magazine with the closed side to the binding edge. The maximum weight is subject to agreement.			
Rates per 1,000	Weights up to	Total without Subs	Subs within Total	Weights up to	Total without Subs	Subs within Total	
	20 g	114	140	20 g	143	179	
	30 g	119	155	30 g	173	216	
	40 g	124	167	every addl. 10 g	+30	+40	
	50 g	129	181				
	60 g	139	202				
	every addl. 10 g	+15	+30				
	Loose inserts with tip-on elements on request.			*Plus 70 EUR per 1,000 postal fees.			
Circulation	Minimum circulation: domestic circulation			Minimum circulation: domestic circulation			

Glued inserts					Bound inserts			
Definition	Glued (tip-on) inserts are products which are supplied ready for processing and glued to a carrier ad so that they can be easily removed by the reader.				Bound inserts are printed materials/brochures from a single advertiser that are firmly bound into the issue. They can either be delivered ready for processing or produced by us on request.			
Rates per 1,000	Special ad format	Weights up to	Total without Subs	Subs within Total	Pages	Total without Subs	Subs within Total	
	Booklet	10 g	64	80	4	171	214	
	Booklet	20 g	68	92	8	176	229	
	every addl. 10 g		+15	+30	12	181	241	
	Product sample	10 g	74	93	16	183	247	
	Product sample	20 g	84	109	every addl. 4 pages	+12	+20	
	Other tip-ons on request.				Bound inserts with tip-on elements on request.			
Circulation	Minimum circulation: domestic circulation Carrier ad: minimum full page in the total circulation (rate according to rate card)				Minimum circulation: domestic circulation			

Price Quotes	Rates per thousand copies started. Rates for special ad formats may increase if their processing causes problems. Special ad formats from more than one advertiser are possible following special agreement. Weight-related postal fees charged by the German Post for booking the subscription circulation are included in these prices. If the minimum booking quantity is not reached, the minimum booking quantity is used as the basis for calculating the price.
Circulation	For technical reasons the booked circulations are subject to fluctuation. For this reason the quantity of special ad formats actually required must be determined when placing the order. Different versions in the same issue are only possible on request.
Technical Information and Delivery	Binding technical information, deadlines, samples, as well as delivery can be downloaded from www.adspecial-portal.de . An inquiry regarding the circulation can also be placed through the portal. In the event of any processing difficulties, the completion of the circulation takes precedence over the special ad format.
Print Service	On request, the special ad formats can be produced by the publisher. Prices on request.
The total prices also apply when booking the domestic circulation.	
All rates are shown in euros; the rates are in effect from 1 January 2027 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.	

Closing date schedule



Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2027	13/01/2027	02	18/12/2026	30/12/2026	18/12/2026	29/12/2026
3/2027	27/01/2027	04	07/01/2027	15/01/2027	07/01/2027	14/01/2027
4/2027	10/02/2027	06	21/01/2027	29/01/2027	21/01/2027	28/01/2027
5/2027	24/02/2027	08	04/02/2027	12/02/2027	04/02/2027	11/02/2027
6/2027	10/03/2027	10	18/02/2027	26/02/2027	18/02/2027	25/02/2027
7/2027	23/03/2027	12	03/03/2027	11/03/2027	03/03/2027	10/03/2027
8/2027	07/04/2027	14	16/03/2027	24/03/2027	16/03/2027	23/03/2027
9/2027	21/04/2027	16	01/04/2027	09/04/2027	01/04/2027	08/04/2027
10/2027	04/05/2027	18	14/04/2027	22/04/2027	14/04/2027	21/04/2027
11/2027	19/05/2027	20	27/04/2027	05/05/2027	27/04/2027	04/05/2027
12/2027	02/06/2027	22	11/05/2027	21/05/2027	11/05/2027	20/05/2027
13/2027	16/06/2027	24	26/05/2027	04/06/2027	26/05/2027	03/06/2027
14/2027	30/06/2027	26	10/06/2027	18/06/2027	10/06/2027	17/06/2027
15/2027	14/07/2027	28	24/06/2027	02/07/2027	24/06/2027	01/07/2027
16/2027	28/07/2027	30	08/07/2027	16/07/2027	08/07/2027	15/07/2027
17/2027	11/08/2027	32	22/07/2027	30/07/2027	22/07/2027	29/07/2027
18/2027	25/08/2027	34	05/08/2027	13/08/2027	05/08/2027	12/08/2027
19/2027	08/09/2027	36	19/08/2027	27/08/2027	19/08/2027	26/08/2027
20/2027	22/09/2027	38	02/09/2027	10/09/2027	02/09/2027	09/09/2027
21/2027	06/10/2027	40	16/09/2027	24/09/2027	16/09/2027	23/09/2027
22/2027	20/10/2027	42	30/09/2027	08/10/2027	30/09/2027	07/10/2027
23/2027	03/11/2027	44	13/10/2027	22/10/2027	13/10/2027	20/10/2027
24/2027	17/11/2027	46	27/10/2027	05/11/2027	27/10/2027	04/11/2027
25/2027	01/12/2027	48	11/11/2027	19/11/2027	11/11/2027	18/11/2027
26/2027	15/12/2027	50	25/11/2027	03/12/2027	25/11/2027	02/12/2027
1/2028	28/12/2027	52	07/12/2027	15/12/2027	07/12/2027	14/12/2027

Current topics can be found on <https://contentfinder.ad-alliance.de>.
For technical reasons only best-possible positions can be offered for last-minute ads (depending on disposability).

General information



Publisher	Heinrich Bauer Verlag KG
Marketers	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
Order Processing	E-Mail: print-order@ad-alliance.de
Ad Management	E-Mail: print-placements@ad-alliance.de Phone: +49 (0) 40 / 286686-4833
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4347
COPY MATERIAL	Mohn Media Mohndruck GmbH – Anzeigen MAT Email: anzeigen@bertelsmann.de Phone: (+49-5241) 80 - 897 00 Technical Specifications: Current and binding English-language information is available under: www.duon-portal.de Delivery of Copy Material: The centralized delivery address for copy material is: www.duon-portal.de For support please contact: support@duon-portal.de Telephone hotline: (+49-40) 37 41 - 17 50
	
	Binding technical specifications for special ad formats are available online at www.adspecial-portal.de
FREQUENCY	all 14 days
ON SALE DATE	Wednesday
COVER PRICE	4.40 EUR
PZN	AUTO ZEITUNG 562764
Conditions of Payment	Payment is due within 45 days after invoicing. A 2 % discount is granted for payments within 10 days after invoicing, provided no other amounts are outstanding. Special discounts are not eligible for a prepayment discount. An automatic bank debit transfer can be arranged. If an outstanding amount is not paid by the date of required payment, all other outstanding amounts are immediately due regardless of any payment agreements which had been previously made. Penalty interest on arrears will be charged according to Section 8 of the General Conditions of Business and based on current bank interest rates for running account credits.
Conditions of Business	The distribution area of the booked print magazine(s) is worldwide. Ad Alliance GmbH reserves the right to restrict or exclude the distribution of advertisements/ad specials in foreign distribution areas in accordance with standardised, objectively justified principles. Ad Alliance GmbH will inform the client of this in advance. All business conducted is subject to the Publisher's Conditions of Payment and Terms of Trade which are available from the publisher or under www.internationalmediasales.net/cob . Tax regulations require that you include your Company Tax Number and/or Turnover Tax ID when placing an advertising space order.

THE INFORMATION CONTAINED IN THIS RATE CARD IS SUBJECT TO CHANGE DURING THE COURSE OF THE YEAR. A CURRENT RATE CARD CAN BE FOUND UNDER WWW.INTERNATIONALMEDIASALES.NET. THE ENGLISH RATE CARD IS A TRANSLATION OF THE CURRENTLY VALID GERMAN RATE CARD. IN THE EVENT OF DISCREPANCIES, INACCURACIES OR OMISSIONS IN THIS TRANSLATION, THE GERMAN ORIGINAL RETAINS SOLE VALIDITY.



Member of
Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e.V.
(German Audit Bureau of Circulation)

Sales offices



Luxembourg (Headquarters)

RTL AdAlliance S.A.
43, Boulevard Pierre Frieden
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Email rtlalliance_info@rtl.com

Germany (Headquarters)

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Email rtlalliance_info@rtl.com

Austria

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Haus C
1020 Vienna
Email rtlalliance_at@rtl.com

Belgium

RTL AdAlliance
Coupure Rechts 64B
9000 Ghent
Email rtlalliance_be@rtl.com

Finland

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Sofiankatu 4 C
00170 Helsinki
Email rtlalliance_fi@rtl.com

France

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92200 Neuilly sur Seine
Email rtlalliance_fr@rtl.com

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Email rtlalliance_no@rtl.com

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111 40 Stockholm
Email rtlalliance_se@rtl.com

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Email rtlalliance_uk@rtl.com

USA - Los Angeles

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CA 91505 Burbank
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USA - New York

RTL AdAlliance
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10019 NY
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You can find the current media portfolio at www.ad-alliance.de.

Ad Alliance GmbH | Registered Office: Köln, Local court: Köln HRB 33057

Executive Board: Frank Vogel, Stephan Schmitter

RTL AdAlliance is in charge of the international marketing of the Ad Alliance portfolio.



The General Terms and Conditions of Ad Alliance GmbH apply,
which can be found at <https://www.ad-alliance.de/terms-conditions>

Ad Alliance is the marketing division of RTL Deutschland and is responsible for marketing the channels and services of RTL Deutschland, the Bauer Media Group, and the video and addressable TV network of RTL AdAlliance. As a service provider, Ad Alliance markets print brands and Media Impact's digital in-page brands, and as a proprietary trader, it markets Media Impact's digital in-stream brands, selected print and digital brands of the FUNKE Media Group, and Warner Bros. Discovery's HBO Max streaming service.

The General Terms and Conditions of Media Impact GmbH & Co. KG apply, available at:
<https://www.mediaimpact.de/en/general-terms-and-conditions/>, unless otherwise indicated.