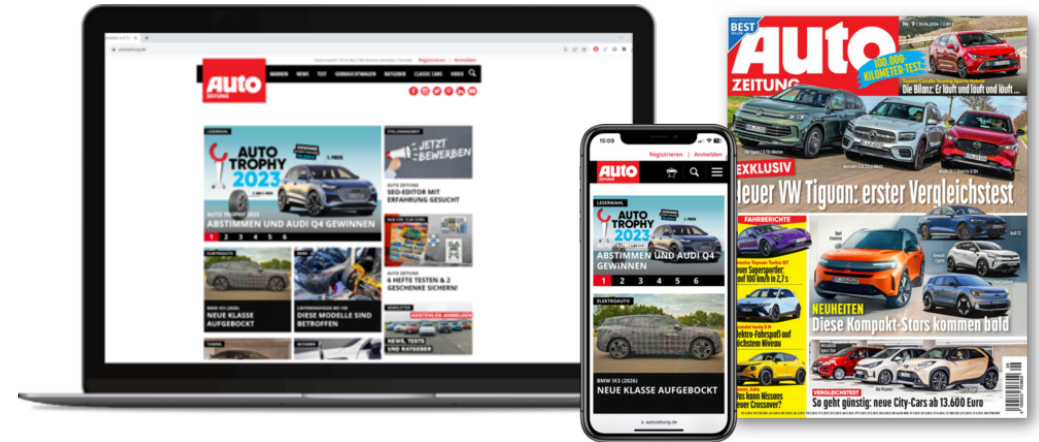


At a glance

AUTO ZEITUNG is one of the opinion-forming and market-leading automotive magazines. It stands for the highest level of testing expertise, strong utility value, professional purchasing advice and broad market knowledge.



Print

Coverage	0.41 mill. (ma 2025/I)
Paid Circulation	86,729 (IVW 4/2024)
Frequency	all 14 days
Basic Rate 2026	EUR 31,490
Copypreis	3.80 EUR



Digital

Unique User	2.28 mill. (AGOF 2023-03)
Visits	3.59 mill. (IVW 2025-03)
Page Impressions	13.88 mill. (IVW 2025-03)