

ADAC Motorwelt 2026

Target group: FITs



FACTS

- 2.68 mio. copies
- 5,81 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	73.800,-	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
01/2026	05.02.2026	24.11.2025
02/2026	13.05.2026	11.03.2026
03/2026	20.08.2026	18.06.2026
04/2026	19.11.2026	17.09.2026

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Unser Herz schlägt für den Tourismus.

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