



# MEDIA DATA 2025 – PRINT

Publication dates, ad prices and -formats  
for the ADFC-magazine Radwelt

# THE ADFC AND IT'S MEMBERS

## This is the ADFC

The German Cyclists' Association (Allgemeiner Deutscher Fahrrad-Club, ADFC) is the largest advocacy group for cyclists in Germany and worldwide with more than 238.000 members. It is organized into 16 state associations and more than 500 local associations. More than 11.000 members volunteer for the ADFC. The organization was founded in 1979 and provides advice on all matters related to bicycles: legal, technical, and tourism. The ADFC is politically active at the regional, national and international levels, advocating for the consistent promotion of cycling.

**The ADFC's goal is the transformation of the car-centered transportation to a sustainable traffic policy with the bicycle at its core.**

### The ADFC

- is germany's largest provider of cycling tours
- advocates for strong quality standards as a consumer protection organization
- reaches millions of Germans with it's public relations activities

### The ADFC is the strong lobby for

- Livable cities and communities
- Cycling infrastructure
- Modern mobility
- Traffic safety
- Bicycle tourism
- Consumer protection

## These are the members of the ADFC

### Members of the ADFC

- are active, adventurous, discerning, they enjoy consumption, but consciously
- have a higher level of education than the national average
- have a higher income than the national average
- see cycling as an expression of their lifestyle
- use bicycles in their daily life, vacations, and leisure time
- use the bicycle more often than other means of transport

### ADFC-MEMBERS ARE MULTIPLIERS:

For their circle of acquaintances, they are an important information source when it comes to cycling.



## The numbers

Total circulation: 128,050 copies  
Print run 109,000 copies (2nd quarter 2024)  
Subscribed print circulation: 98,531 copies  
Subscribed e-paper: 29,519 copies  
Trade fairs, events approx. 8,000 copies.  
Published 4 times a year  
Distribution area Germany

## RADWELT – the ADFC-Magazine

### ADFC-Members and Radwelt

- is published every three months
- delivered directly per Mail as a print or as E-Paper per E-Mail (distribution: >29.500)
- thus reaches all ADFC-Members on a regular basis
- 86% of the main members regularly read the magazine
- 92% are satisfied or very satisfied with the magazine
- is the only source of information on cycling for 70%
- high reader-magazine loyalty

### Multipliers and Radwelt

- additionally reaches more than 500 multipliers such as associations, organizations, institutions, libraries, administrations, etc.
- is noticed by politicians at the federal and state levels
- is often shared, on average, 2,5 people read one issue

### Reach of Radwelt

- IVW-audited print circulation of 109,000 copies (2nd quarter 2023, IVW)
- reaches an average of around 290,000 people

## Your benefits:

- You directly address a travel and purchasing-oriented and affluent target group
- You place your advertising in a high-reach Trekking bike magazine
- You benefit from the highest subscription circulation and a favorable cost per mille (CPM) among cycling magazines
- ADFC members are sociable and love to talk about bicycles - use your advertising to leverage the multiplier effect

**THE ADFC MAGAZINE** reaches  
over 290,000 people!

**If you want to learn more about the ADFC, the magazine, additional or cross-media advertising opportunities, we are happy to advise you on your individual options.**

**Evelin Tütsch**


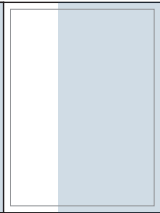
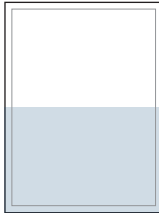
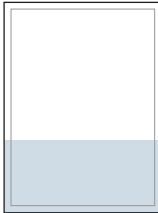
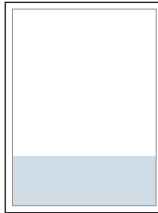
**Phone: +49 (89) 444 43 72 70**

**Mail: [evelin@digisale.org](mailto:evelin@digisale.org)**

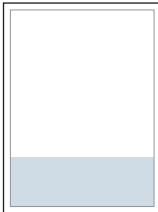
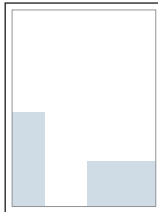
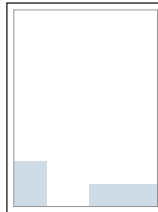
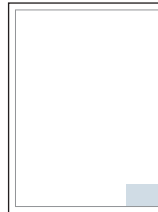


Informationsgemeinschaft zur  
Feststellung der Verbreitung  
von Werbeträgern e.V.

# AD FORMATS AND PRICES

<b>1/1-AD</b> 	<b>2/3-AD</b> 	<b>1/2-AD</b> 	<b>1/3-AD</b> 	<b>1/4-AD</b> 
<b>6.999,- €</b>	<b>4.999,- €</b>	<b>3.999,- €</b>	<b>2.999,- €</b>	<b>2.499,- €</b>
<b>Bleed*:</b> 210 x 280 mm <b>Text area:</b> 185 x 260 mm	<b>Bleed*:</b> 135 x 280 mm <b>Text area:</b> 90 x 260 mm	<b>ACROSS:</b> 210 x 135 mm <b>Bleed*:</b> 185 x 125 mm	<b>ACROSS:</b> 210 x 90 mm <b>Bleed*:</b> 185 x 80 mm	<b>ACROSS:</b> 185 x 60 mm <b>Text area:</b> 185 x 60 mm
	<b>HIGH:</b> 135 x 280 mm <b>Bleed*:</b> 90 x 260 mm	<b>HIGH:</b> 105 x 280 mm <b>Bleed*:</b> 90 x 260 mm	<b>HIGH:</b> 70 x 280 mm <b>Text area:</b> 60 x 260 mm	<b>TWO COLUMNS:</b> 90 x 125 mm

## MARKTPLATZ

<b>1/4-AD</b> 	<b>1/8-AD</b> 	<b>1/16-AD</b> 	<b>1/32-AD</b> 
<b>1.880,- €</b>	<b>1.010,- €</b>	<b>570,- €</b>	<b>350,- €</b>
<b>Text area:</b> 185 x 60 mm	<b>Text area:</b> 43 x 125 mm <b>Text area:</b> 90 x 60 mm	<b>Text area:</b> 43 x 60 mm <b>Text area:</b> 90 x 30 mm	<b>Text area:</b> 43 x 30 mm

## ADVERTISING DEADLINE AND PUBLICATION DATES 2024

Ausgabe	Publication Date	Advertising Deadline	Printing-Material
Radwelt 1.25	01.03.	22.01.	07.02.
Radwelt 2.25	07.06.	23.04.	09.05.
Radwelt 3.25	05.09.	23.07.	08.08.
Radwelt 4.25	06.12.	23.10.	07.11.

All dimensions: Width x Height; \*plus 3mm bleed all around

FOR INSERTS, ADVERTORIALS, OTHER ADVERTISING FORMATS AND CONDITIONS, PLEASE FEEL FREE TO CONTACT US!

# YOUR ADVERTISING OPPORTUNITIES ON adfc-radtourismus.de

HOME RADTOUREN MITRADELZENTRALE PAUSCHAL-RADURLAUB SERVICE Suchen ...

adfc  
Alpenverein Deutscher  
Fahrrad-Club

Home

**Deutschland  
per Rad  
entdecken**

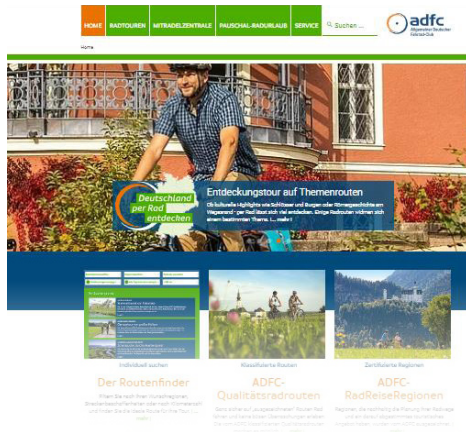
**Zeit nehmen und genießen**  
Auf einer Radreise zählen nicht die Kilometer, sondern die Erfahrungen. Der  
Wegesrand lädt ein zum Rasten und Erleben. Nehmen Sie sich die Zeit, L...  
mehr!

**Der Routenfinder**  
Individuell suchen  
Fillern Sie nach Ihren Wunschregionen,  
Streckenbeschaffenheiten oder nach Kilometerzahl  
und finden Sie die ideale Route für Ihre Tour! (...  
mehr)

**ADFC-  
Qualitätsradrouten**  
Klassifizierte Routen  
Ganz sicher auf „ausgezeichneten“ Routen Rad  
fahren und keine bösen Überraschungen erleben.  
Die vom ADFC klassifizierten Qualitätsrouten

**ADFC-  
RadReiseRegionen**  
Zertifizierte Regionen  
Regionen, die nachhaltig die Planung ihrer Radwege  
und ein darauf abgestimmtes touristisches  
Angebot haben, wurden vom ADFC ausgezeichnet. (...)

# TARGET GROUP AND TOPICS OF adfc-radtourismus.de



## Monthly page impressions

Page Views: 363.385

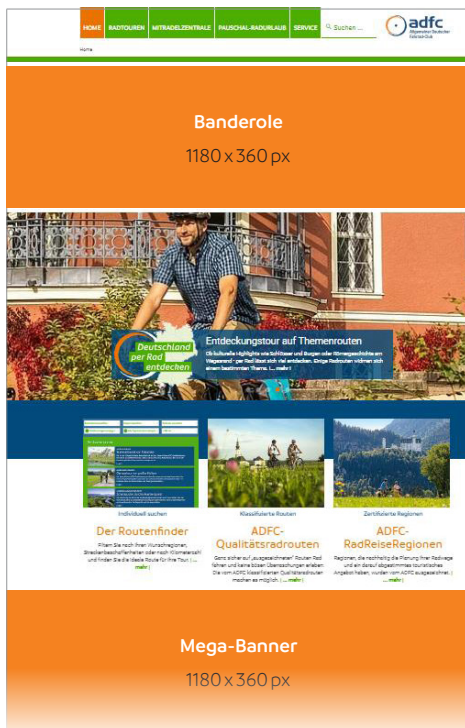
Users: 114.602

This is the target audience

On [www.adfc-radtourismus.de](http://www.adfc-radtourismus.de), users pursue their passion for cycling in their leisure time and during vacations. They are looking for information about cycling tours, cycling regions, long-distance cycling routes, and the associated tourist attractions in Germany. The discerning and experienced cycling audience values high-quality information and services, as well as the independence and credibility of the ADFC. Users have a higher level of education and a higher income than the national average. They use bicycles for sustainable and active mobility during vacations.

These are the topics

- Cycling tours
- Mitradelzentrale (Forum to find people to go on bike travels and tours)
- Package cycling vacations
- Services with topics such as
- Bicycle check
- Packing correctly
- Arrival and departure by train



# ONLINE-BANNER ON [adfc-radtourismus.de](http://adfc-radtourismus.de)

## Banderole

Exclusive placement on the homepage  
in the first position

Duration: 1 month top placement

### Specifications

Desktop format:	1,180 x 360 pixels
Mobile device format:	300 x 250 pixels
Price:	€ 2,190.00

## Mega Banner

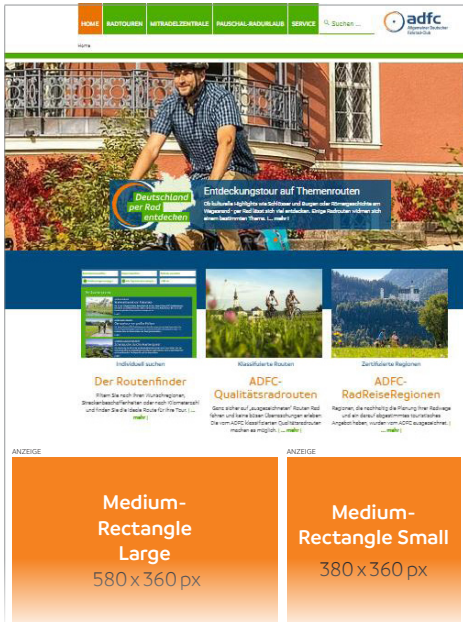
Exclusive placement on the homepage  
in the second position

Duration: 1 month top placement

### Specifications

Desktop format:	1,180 x 360 pixels
Mobile device format:	300 x 250 pixels
Price:	€ 1,980.00





# ONLINE-BANNER ON adfc-radtourismus.de

## Medium Rectangle Large

Placed on the homepage

Duration: 1 month

### Specifications:

Desktop format:	580 x 360 pixels
Mobile device format:	300 x 250 pixels
Price:	€1,490.00

## Medium Rectangle Small

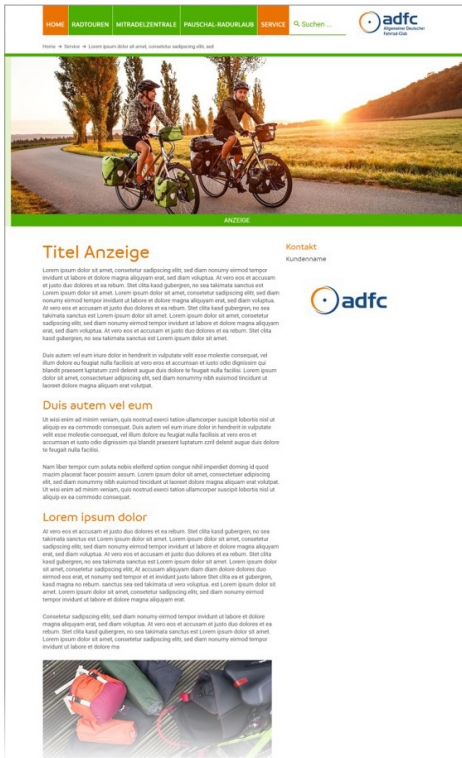
Placed on the homepage

Duration: 1 month

### Specifications:

Desktop format:	380 x 360 pixels
Mobile device format:	320 x 50 pixels
Price:	€790.00





# ONLINE-ADVERTORIAL ON adfc-radtourismus.de

Attractive integration of your content, directly integrated into editorial content on [www.adfc-radtourismus.de](http://www.adfc-radtourismus.de) + backlink!

Duration: 1 month top placement

Placement: In the Service section

## Specifications

You provide text and images: Headline (60 characters) + Teaser (up to 250 characters) + Text (up to a maximum of 5,000 characters including spaces) + Images (Format: 72 to 92 dpi, PNG or JPEG format, Size: at least 1,518 pixels width, landscape format) + Target URL

Price: €2,290.00

## COMBINED AND CROSS-MEDIA PACKAGES ON REQUEST

Thanks to its extensive portfolio and high reach, ADFC offers you numerous customized opportunities to connect with its exciting target audience. We would be happy to assist you in finding the right approach for your needs. Feel free to contact us!

## CONTACT

We would be happy to inform you about our services related to magazines and marketing.

### **MEDIA CONSULTATION AND SALES:**

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