



MEDIA DATA 2026 – PRINT & ONLINE

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 240.000 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:

When it comes to cycling, ADFC members are the go-to people among their circle of friends.

RADWELT

RADWELT – YOUR DIRECT LINE TO
AN ATTRACTIVE TARGET GROUP



The numbers

Total circulation	139,523 copies
Print run	108,000 copies (2nd quarter 2025)
Subscribed print circulation	98,679 copies
of which subscription circulation	95,964 copies
Subscribed e-paper	32,844 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 108,000 copies (2nd quarter 2025, 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

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Informationsgemeinschaft zur
Feststellung der Verbreitung
von Werbeträgern e.V.

AD FORMATS AND PRICES

1/1-AD

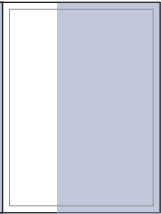
6.999,- €



Bleed*: 210 x 280 mm
Text area: 185 x 260 mm

2/3-AD

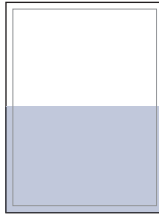
4.999,- €



Bleed*: 135 x 280 mm
Text area: 90 x 260 mm

1/2-AD

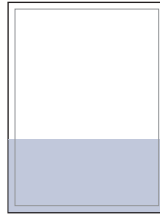
3.999,- €



Bleed*: 210 x 135 mm
Text area: 185 x 125 mm

1/3-AD

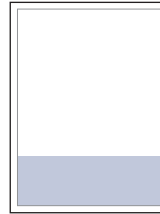
2.999,- €



Bleed*: 210 x 90 mm
Text area: 185 x 80 mm

1/4-AD

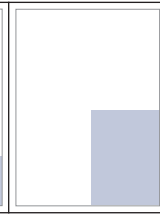
2.499,- €



Bleed*: 185 x 60 mm
Text area: 185 x 60 mm

TWO COLUMNS:

90 x 125 mm



Bleed*: 105 x 280 mm
Text area: 90 x 260 mm

MARKTPLATZ

1/4-AD

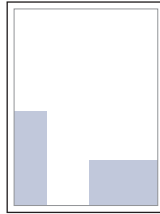
1.880,- €



Text area: 185 x 60 mm

1/8-AD

1.010,- €



Text area: 43 x 125 mm
Text area: 90 x 60 mm

1/16-AD

570,- €



Text area: 43 x 60 mm
Text area: 90 x 30 mm

1/32-AD

350,- €



Text area: 43 x 30 mm

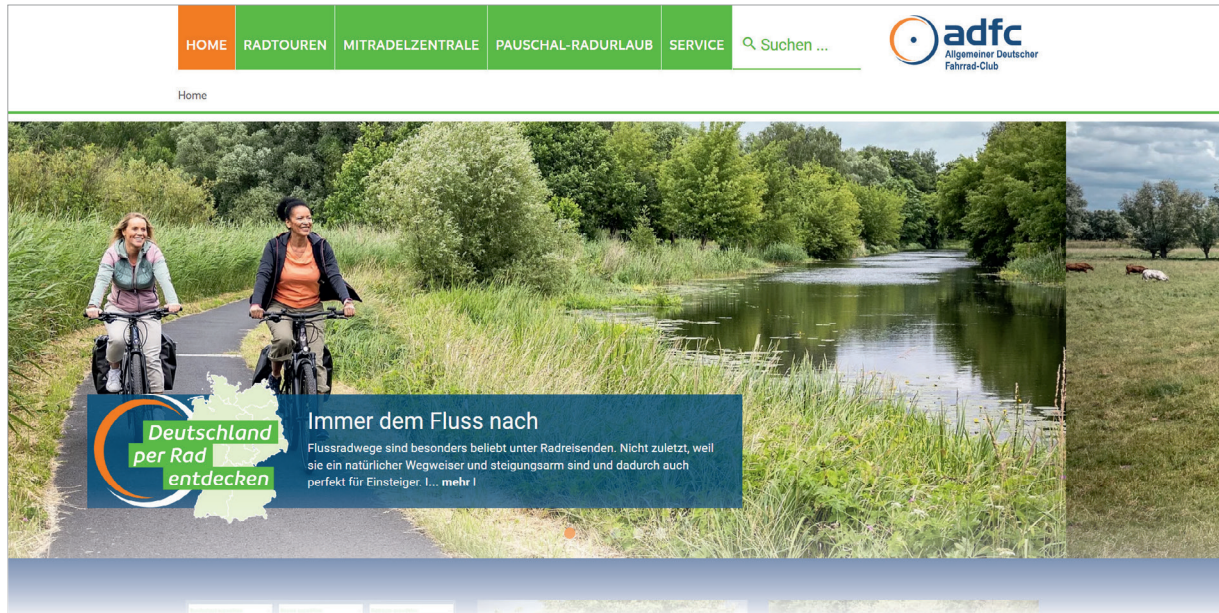
ADVERTISING DEADLINE AND PUBLICATION DATES 2026

Issue	Publication Date	Advertising Deadline	Printing-Material
Radwelt 1.26	28.02.	23.01.	06.02.
Radwelt 2.26	06.06.	24.04.	08.05.
Radwelt 3.26	05.09.	24.07.	07.08.
Radwelt 4.26	05.12.	23.10.	06.11.

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

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

YOUR ADVERTISING OPPORTUNITIES ON adfc-radtourismus.de



TARGET GROUP AND TOPICS OF adfc-radtourismus.de



Monthly page impressions

Page Views: 363.385

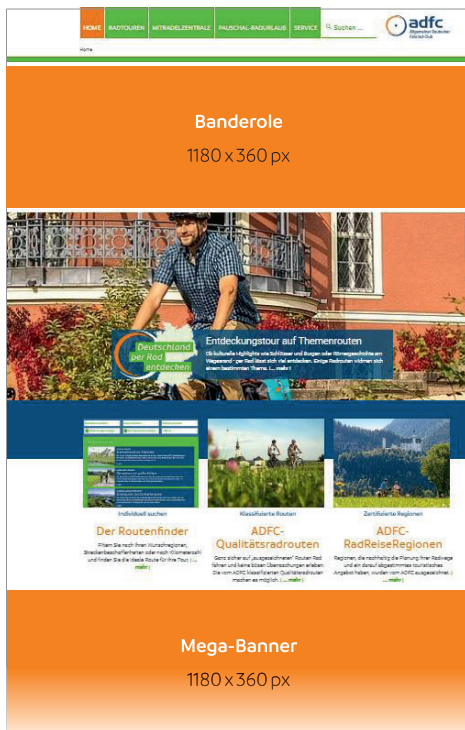
Users: 157.358

This is the target audience

On 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

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

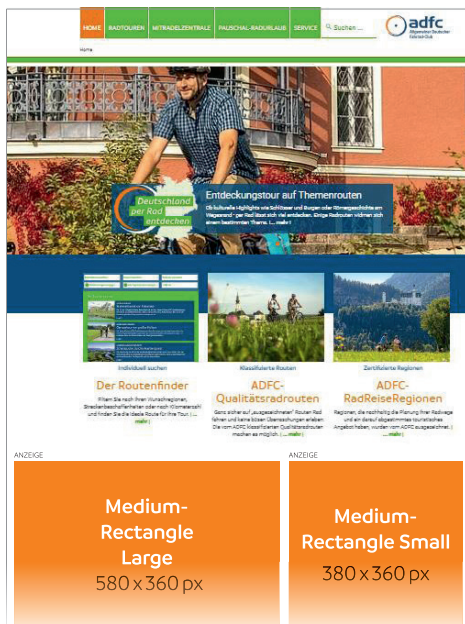
Mega Banner

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 + 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.

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