

# OLDTIMER

# MARKT

EUROPAS GRÖSSTE  
ZEITSCHRIFT FÜR  
KLASSISCHE AUTOS  
UND MOTORRÄDER



## MEDIA KIT 2025

Price list no. 45 – Valid from 01.01.2025 – Sold circulation 73,339 (IVW III/2024)

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For more than **40 years** Europe's  
best-selling classic car magazine

# 1 COVER PORTRAIT

## OLDTIMER MARKT – Europe’s leading magazine for classic cars and motorcycles

The editorial focuses offer balanced and well-founded reporting, convey technical know-how and provide up-to-date information about the classic car scene. Wide picture series and entertaining reports as well as an extensive classifieds section offers information and relaxation in equal measure.

The majority of OLDTIMER MARKT readers are men in the prime of life who live out their exclusive hobby around classic cars and motorcycles to live out their individual “lifestyle”. The target group is characterized by an above-average income and a positive and a positive willingness to consume, which is impressively demonstrated by reader structure analyses (see point 11).

OLDTIMER MARKT enjoys cult status in the scene and is generally not only read intensively but also collected. The readers’ strong identification with “their” magazine makes OLDTIMER MARKT a promising advertising medium for all products for all products that inspire men.

Year founded: 1980

Frequency of publication: monthly

Net paid circulation: 73,339 (IVW III/2024)

Readers per issue: 530,000 (AWA 2024)



# 2 | PUBLISHER'S DETAILS

## VF Verlagsgesellschaft mbH **Purchase prices**

Lise-Meitner-Straße 2,  
55129 Mainz,  
Phone: 06131 / 992-0,  
E-Mail: [info@oldtimer-markt.de](mailto:info@oldtimer-markt.de)

## Postanschrift

P.O. Box 10 04 64,  
55135 Mainz

## Ads

Head of Sales Bastian Schonauer  
phone: 06131 / 992-131  
E-Mail: [b.schonauer@vfmz.de](mailto:b.schonauer@vfmz.de)

Classified ads (designed):  
Simon Darmstadt, Andrew Heinz  
phone: 06131 / 992-129, -128  
E-Mail: [rubrikanzeigen@oldtimer-markt.de](mailto:rubrikanzeigen@oldtimer-markt.de)

## Editor-in-Chief

Dirk Ramackers

Single sale: € 5,40  
Domestic annual subscription: € 62,-  
Annual subscription Austria: € 68,-  
Annual subscription Switzerland: SFR 96,-  
Annual subscription for other countries: € 90,-

## Terms of payment

3% discount for direct debit  
14 days from date of invoice 2 % discount  
30 days net from date of invoice

## Bank details

Postbank Frankfurt am Main:  
IBAN: DE34 5001 0060 0394 6946 06  
BIC: PBNKDEFF

## General Terms and Conditions

All advertising orders are executed exclusively in accordance with the publisher's General Terms and Conditions. The currently valid General Terms and Conditions can be found on the Internet at [www.oldtimer-markt.de](http://www.oldtimer-markt.de), the data protection declaration at <https://ds-vf.vfmz.de>

## Publisher

Europe's leading provider of magazines for classic car enthusiasts

## Magazines

OLDTIMER MARKT, OLDTIMER PRAXIS, OLDTIMER TRAKTOR (monthly), LAST & KRAFT, AMERICAN CLASSICS (bimonthly), regularly published editions and special issues

## Internet

[www.oldtimer-markt.de](http://www.oldtimer-markt.de) is the online platform for all VF classic car publications (including marketplace)

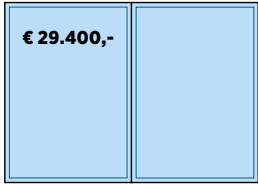
## USP

Europe's largest classic car editorial team offers entertainment with utility value at the highest level. This makes our magazines clear favorites among all those who love classic vehicles - especially those who really own classic and vintage cars



## Standard formats

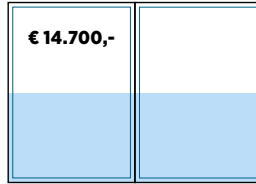
Editorial area



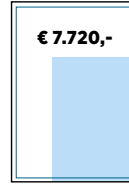
2/1 Page



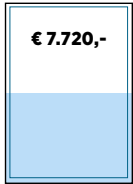
1/1 Page



2 x 1/2 Page horizontal



Juniorpage\*



1/2 Page horizontal



1/3 Page horizontal



1/4 Page horizontal



1/2 Page vertical\*\*



1/3 Page vertical\*



1/4 Page vertical\*\*

## Discount scale

Discounts on advertisements for purchase within 12 months

from 3 ads	5 %
from 6 ads	10 %
from 9 ads	15 %
from 18 ads	20 %
from 24 ads	22 %
from 30 ads	23 %

Different formats for the editorial on request.

\* only three-column pagination  
\*\* only four-column pagination

## Printing process

Web offset printing

Inside pages: PSO\_LWC\_Standard\_eci.icc

Cover: ISOcoated\_v2\_eci.icc

## Print documents/data formats

PDFs (preferably PDF/X3) in CMYK mode according to ISO 2846-1, 3 mm bleed allowance on all sides, apply register or bleed marks Include lettering and images. To ensure that relevant image elements or text do not slip unintentionally into the bleed, please leave at least 5 mm from the edge of the booklet.

## Magazine format

210 mm wide

297 mm tall

Any questions about ad formats? We are happy to help you.

» Bastian Schonauer | Tel.: 06131/992-131 | b.schonauer@vmfz.de

The statutory VAT will be added to the net invoice amount.

Size in side panels	Formats in type area Width x height in mm	Bleed formats* Width x height in mm	Prices for ads in €
2/1	400 x 270	420 x 297	29.400,-
<b>1/1</b>	<b>185 x 270</b>	<b>210 x 297</b>	<b>14.700,-</b>
2 x 1/2 transverse	400 x 132	420 x 146	14.700,-
Juniorpage	122 x 179	133 x 192	7.720,-
1/2 landscape, three-column	185 x 132	210 x 146	7.720,-
1/3 high, single-column	59 x 270	70 x 297	5.070,-
1/3 landscape, three-column	185 x 89	210 x 102	5.070,-
1/4 landscape, three-column	185 x 66	210 x 79	3.970,-
1/4 corner, two-column	122 x 97	133 x 110	3.970,-

**“SCHEINWERFER” AND ‘OLDTIMER MAGAZINE’ section** (four-column wrap)

1/2 high, two-column	90 x 270	101 x 297	7.720,-
1/4 high, single-column	43 x 270	54 x 297	3.970,-
1/4 corner, two-column	90 x 132	101 x 146	3.970,-

\* Bleed formats plus 3 mm bleed allowance per bleed edge.

The statutory VAT will be added to the net invoice amount.



# 6 THE OLDTIMER COMBINATION

**OLDTIMER MARKT** and **OLDTIMER PRAXIS** are the best-selling classic car magazines not only in Germany but also in Europe. Both offer a good price-performance ratio compared to competitors. The combination of both titles, for which we grant an additional 20 % combined discount, is unbeatable in the classic car segment (see ranking of IVW-tested classic car magazines under point 9).

## Discount scale

Discounts on advertisements for purchase within 12 months

from 3 ads	5 %
from 6 ads	10 %
from 9 ads	15 %
from 18 ads	20 %
from 24 ads	22 %
from 30 ads	23 %

OLDTIMER MARKT & OLDTIMER PRAXIS

**Net paid circulation IVW III/24:  
127,307 copies**

### Editorial area:

1/1 Page	€ 19.440,-
1/2 Page	€ 10.208,-
1/3 Page	€ 6.704,-
1/4 Page	€ 5.248,-

### Advertising section:

Classified ads mm-price in color	€ 6,80
Classified ads mm-price b/w	€ 5,36

**You save 20 % compared to a single booking..**

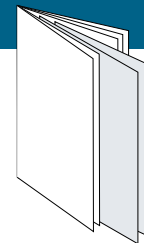


ISSUE NO.	FIRST DAY OF SALE	CALENDAR WEEK	ADVERTISING DEADLINE	PRINT DEADLINE
1	24.12.2024	52	29.11.2024	04.12.2024
2	30.01.2025	5	06.01.2025	09.01.2025
3	27.02.2025	9	03.02.2025	06.02.2025
4	27.03.2025	13	28.02.2025	06.03.2025
5	24.04.2025	17	28.03.2025	02.04.2025
6	28.05.2025	22	05.05.2025	08.05.2025
7	26.06.2025	26	28.05.2025	03.06.2025
8	31.07.2025	31	07.07.2025	10.07.2025
9	28.08.2025	35	04.08.2025	07.08.2025
10	25.09.2025	39	01.09.2025	04.09.2025
11	30.10.2025	44	06.10.2025	09.10.2025
12	27.11.2025	48	03.11.2025	06.11.2025
1/2026	23.12.2025	52	27.11.2025	02.12.2025

» Inserts / bound inserts / glued inserts - delivery no later than 4 days after the advertising deadline to:  
 Dierichs Druck + Media, Warenannahme DDM, Frankfurter Straße 168, 34121 Kassel  
 with note: intended for "OLDTIMER MARKT"

## INSERTS (loose printed materials enclosed with the magazine)

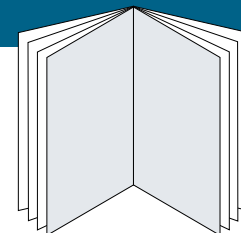
<b>Booking Options</b>	Total circulation or partial circulation (subscription, Nielsen areas)		
<b>Minimum Quantity</b>	15,000 copies		
<b>Formats</b>	Maximum size: 200 mm wide x 290 mm high		
<b>Prices</b>	Per commenced 1,000 copies		
Distribution Type	up to 10 g/item	each Additional 10 g	Overweight Pricing
Subscription circulation (up to 10 g/item)	€110	€15	upon request
Newsstand circulation (up to 20 g/item)	€100	€5	upon request



## INSERTS | BOUND-IN INSERTS | ON-PACK PROMOTIONS

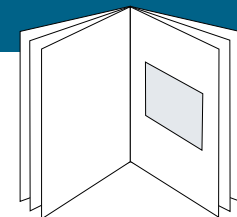
(printed materials or brochures bound directly into the magazine. They can be supplied ready for processing by the client or produced by us upon request)

<b>Booking Options</b>	Total circulation or partial circulation (subscription, Nielsen areas)		
<b>Minimum Quantity</b>	15,000 copies		
<b>Prices</b>	per commenced 1,000 copies		
Format	4 pages	8 pages	12 pages
Subscription circulation	€150	€180	€210
Newsstand circulation	€130	€150	€170



## ON-PACK PROMOTIONS (applied to a base advertisement in such a way that readers can easily remove and use them)

<b>Placement</b>	Up to 55 mm from the spine, only at the beginning or end of a signature		
<b>Prices</b>	Per commenced 1,000 copies, plus the cost of the carrier advertisement in full-page format		
Type	Postcard/Coupon (up to 20 g)	Brochure (up to 20 g)	Product Sample
Subscription circulation	€60	€90	€95
Newsstand circulation	€50	€70	€75



Prices subject to change based on postage rate adjustments by Deutsche Post AG.  
Legal VAT will be added to the net invoice amount.

## Ranking of IVW-checked classic car magazines

Single copy (EV) and subscription, without e-paper (IVW III/2024)

The Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V., IVW for short, determines, publishes and monitors the circulation figures of print media that voluntarily participate in the monitoring process. Of the eight classic car magazines checked by IVW, three are published by VF. With an average of 73,220 copies sold per month (individual sales and subscriptions according to IVW III/24), OLDTIMER MARKT is the clear No. 1.

	MAGAZINE	SOLD CIRCULATION EV + subscription without e-paper	TAP* IN €
monthly	1. OLDTIMER MARKT	73.220	196,67
	2. OLDTIMER PRAXIS	56.876	165,24
	3. Autobildd Klassik	51.720	266,82
	4. Motor Klassik	41.144	319,61
	5. Auto Zeitung Classic Cars	25.409	406,55
	6. OLDTIMER TRAKTOR	19.077	62,90
8-10 x annually	7. Youngtimer (8 x annually)	21.550	357,31
	8. Motorrad Classic (10 x annually)	12.186	608,07
<b>Combination OLDTIMER MARKT/ OLDTIMER PRAXIS</b>		<b>130.096</b>	<b>146,35</b>

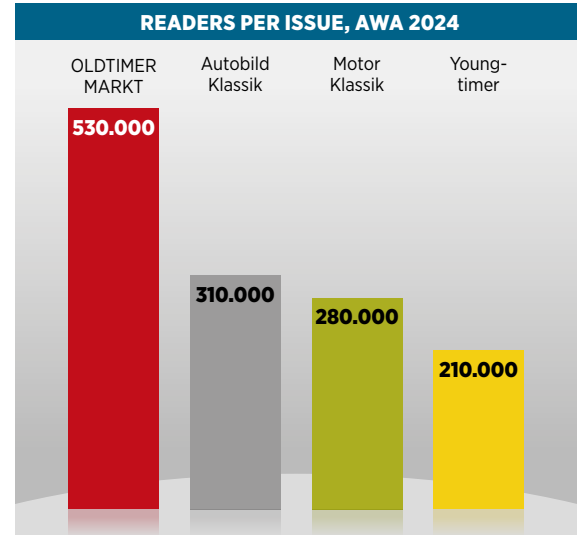


\* Cost Per Thousand Circulation (TAP): Advertising rate per 1,000 copies sold  
Based on a 1/1 page, 4-color ad placed in the editorial section, Media Data 2024

## AWA Ranking – Readers Per Issue

The Allensbach Market and Advertising Media Analysis (AWA) conducts an extensive annual survey (23,000 interviews) of citizens regarding their consumer behavior and media usage. The study places particular emphasis on print media, enabling targeted evaluation of advertising media based on specific audiences.

With 530,000 readers per issue, OLDTIMER MARKT is Germany's most widely read classic car magazine.





In 2021, the **Allensbach Institute for Public Opinion Research** conducted a fifth major, independent study on our behalf and with the support of the VDA. A total of 753 classic car enthusiasts were interviewed in extensive, one-hour, in-person sessions about all aspects of the classic car world. This is the most comprehensive global study ever conducted on the classic car market. It provides representative, qualitative, and quantitative insights into the classic vehicle segment as well as the media and market behavior of its target audience. The study is complemented by a representative population survey reflecting the general public's attitudes toward classic vehicles.

A brochure summarizing the key findings of the study is available at: [www.oldtimer-markt.de/mediadaten](http://www.oldtimer-markt.de/mediadaten)

#### **If you want to know:**

- » How large the audience of classic car and motorcycle enthusiasts and owners really is – and what demographic profile defines them
- » What the German public thinks about classic vehicles and their drivers
- » What motivates or discourages people from entering the classic car hobby
- » What opportunities lie within the billion-euro classic car market
- » How the number of classic vehicles is developing
- » What classic vehicle owners spend on maintenance, repairs, restoration, and care
- » Which media classic car enthusiasts use – and how intensively
- » How audiences of different classic car magazines vary
- » Which events enthusiasts attend and participate in
- » Why classic vehicle owners are credible multipliers and ambassadors for the automotive world

**...then you should download the full study.**

The Audience Structure of OLDTIMER MARKT Compared to the General Population (aged 14 and over)

	GENERAL POPULATION (70.48 MILLION)	OLDTIMER MARKT READERS (0.53 MILLION)	INDEX (100 = GENERAL POPULATION)
<b>Men in their Prime</b>			Index 100: General Population
Male readership share	49%	<b>92%</b>	188
Aged between 30 and 65	56%	<b>62%</b>	111
Net household income above €5,000	22%	<b>34%</b>	155
<b>Strong Personalities</b>			
Hold leadership positions or executive roles	14%	<b>31%</b>	221
Identified as "Innovators" or "Trendsetters"	15%	<b>43%</b>	287
(Very) broad range of interests	34%	<b>51%</b>	150
Influential individuals with strong personal presence	26%	<b>46%</b>	177
<b>Well-Off Individuals</b>			
Own property	51%	<b>68%</b>	133
Live in their own house	39%	<b>57%</b>	146
Men over 40 with higher social status	14%	<b>47%</b>	336
Consumers with an affinity for luxury	11%	<b>24%</b>	218
<b>Technically Inclined</b>			
TAPs (Technically Advanced Persons)	13%	<b>22%</b>	169
Stay up to date on new technological developments	30%	<b>59%</b>	197

	GENERAL POPULATION	OLDTIMER MARKET READERS	INDEX (100 = GENERAL POPULATION)
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## High Willingness to Spend

Index 100: General Population

Automobiles	19 %	<b>58 %</b>	305
Plans to purchase a new car within the next one to two years	2 %	<b>9 %</b>	450
Fine dining and luxury hotels	20 %	<b>37 %</b>	185
Hobbies	37 %	<b>53 %</b>	143
High-end tech devices such as computers and televisions	24 %	<b>38 %</b>	158

## Strong Interest in the Following Topics

Cars, car reviews and tests	11 %	<b>51 %</b>	464
Motorcycles	5 %	<b>24 %</b>	480
DIY and home improvement	16 %	<b>36 %</b>	225
Building, renovating, modernizing	11 %	<b>24 %</b>	218
Financial and capital investments	16 %	<b>31 %</b>	194
Travel and vacations	45 %	<b>53 %</b>	118

## Household Ownership

Passenger car purchased new	22 %	<b>37 %</b>	168
Classic cars (Oldtimers)	3 %	<b>41 %</b>	1.367
Motorcycles (over 125 cc)	5 %	<b>21 %</b>	420
Luxury wristwatches	12 %	<b>26 %</b>	217
Outdoor clothing for sports and everyday wear	32 %	<b>50 %</b>	156

## OLDTIMER MARKT & Co. – The Leading Online Destination for Classic Vehicle Enthusiasts

- » Featuring up-to-date news from the classic car scene — available via our website, newsletter, Facebook page, and event calendar app
- » Hosting a large online marketplace, primarily driven by private vehicle listings from our readers (responsive design, optimized for all devices)
- » Offering the most comprehensive event calendar in the classic vehicle community — accessible on our website or via the popular OLDTIMER MARKT Event App
- » Providing an online shop with “essential reading” covering a wide range of vehicle types and technical issues (extensive back issue archive; digital article archives currently in development)

**OLDTIMER MARKT**  
 Das größte europäische AUTO- und Motoradmesse  
**AUTO 2024 27.10.2024 BOLOGNA**  
 24-27 OKTOBER 2024 BOLOGNA

**OLDTIMER MARKT SHOP**  
 70 Jahre Quattri Sport e. 50 Jahre Alfa Romeo 47 L.E.  
 Die NEUE OLDTIMER MARKT

**Alle Oldtimer-Termine auf einen Blick**  
 Unsere Termine-App

**AKTUELLES**  
**AUTO E MOTO D'EPPOE**  
**Zusammen im Motor 1**  
 Die "Auto e Moto d'Eppe" für Liebhaber klassischer Motorräder: 2024 wird Messa zum zweiten Mal von Bologna ausgehen, die ...

**Moderne Fünftürer**  
 ... hat die Gleichung des ersten in Grösse gehaltenen Fünf-Türermodells ...

**Technorama Ulm 3.+4. Mai 2025**

**OLDTIMER MARKT**  
 Kleinanzeigen-Buchungen

Start Kleinanzeigen Branchenbuch Info & Hilfe zum Portal [www.oldtimer-markt.de](http://www.oldtimer-markt.de)

Wie finden Sie Fahrzeuge, Teile, Zubehör?  
 Alle Marken Alle Modelle Alle Hersteller

**Top-Anzeigen**

<b>August 17 Classic</b> Audi TT Coupé 800, 900%, 150.000, 7.800,- €	<b>Mercedes-Benz 300CE 80 1940</b> Wohn-Lichte Mercedes 1940er-Jahre, Preis auf Anfrage	<b>Audi 50</b> Audi 50er Jahre Audi 50, 1970er-Jahre, 8.500,- €	<b>SAF Weyga R12</b> SAF Weyga R12 (1970er-Jahre) (abgebildet) 6.000,- €	<b>Oldtimer</b> Kaufpreis ...
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**Neueste Anzeigen**

<b>Alfa Romeo V7 750</b> Neuherbe 2-Jahresgarantie 4.800,- €	<b>Alfa Romeo Giulio Taper</b> Bester Alfa Romeo Giulio Super Neherbe 7.000,- €	<b>Mercedes-Benz 430 SE 4.3</b> Ein Traum für alle, die einen ... Preis auf Anfrage	<b>Porsche Panzer</b> Porsche Panzer, Sauger 2017, 21.000,- €	<b>Mercedes-Benz 190</b> Kaufpreis ...
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Bitte wählen Sie eine Kategorie oder Marke aus

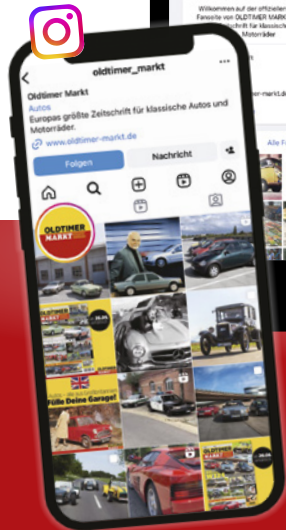
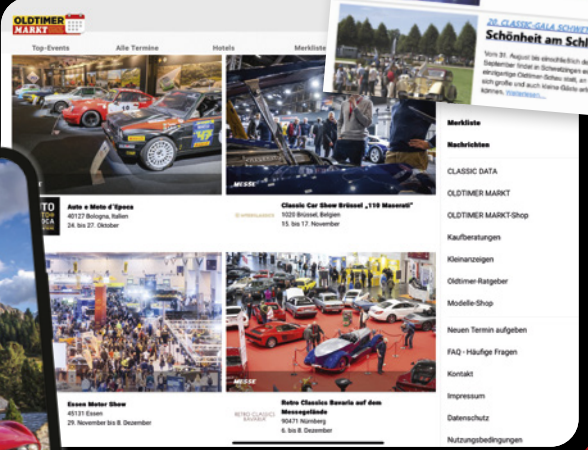
<b>KATEGORIEN</b>	<b>MARKEN</b>
Fahrzeuge (1110)	ERSATZTEILE/ZUBEHÖR (110)
Autos (104)	Autos (107)
Zweiräder (67)	Zweiräder (70)

**TEPE SYSTEMHALLEN**  
**Satteldachhalle Typ SD11**  
 (Breite: 11,05m, Länge: 20,00m)  
 • Tragraum: 4,50m • Profil: 22-214, 214  
 • Fronthöhe: 3,30m • Spannweite: 6,2m  
 • mit Tragblech • Innenanstrich: Farbe:RAL7016  
 • mit 100%iger Dampfsperre

We're here to showcase your brand - cross-media and customized. In addition to print, we offer tailored solutions designed to meet your specific needs: From large-scale campaigns targeting our entire audience, to precise placements that appear exactly when users search for the vehicle brand you specialize in.



[oldtimer-markt.de/newsletter](http://oldtimer-markt.de/newsletter)



Get in touch - we're happy to assist you!  
 » Bastian Schonauer, Head of Sales | Tel.: 06131/992-131 | [b.schonauer@vfmz.de](mailto:b.schonauer@vfmz.de)  
 » Simon Darmstadt, Andrew Heinz | Tel.: 06131/992-129, -128 | [rubrikanzeigen@oldtimer-markt.de](mailto:rubrikanzeigen@oldtimer-markt.de)

## Verlagsbüro Nielsen 1, 2

Kolja Kraus  
 Marq-en-Baroeul-Straße 52, 45966 Gladbeck  
 Tel.: 0151 / 53834649  
 E-Mail: verlagsbuero-koljakraus@vfmz.de

## Verlagsbüro Nielsen 3a, 3b

Medienberatung Uwe Stolte  
 Gartenstraße 13, 65343 Eltville am Rhein  
 Tel.: 0172 / 6501997  
 E-Mail: verlagsbuero-stolte@vfmz.d

## Ihr Ansprechpartner im Verlag Nielsen 4, 5, 6, 7, Ausland

Bastian Schonauer, Head of Sales / Anzeigenleiter  
 Lise-Meitner-Straße 2  
 55129 Mainz  
 Tel.: 06131 / 992-131  
 E-Mail: b.schonauer@vfmz.de



VF VERLAGS-GESellschaft

Lise-Meitner-Straße 2  
 55129 Mainz  
 Tel.: 06131/992-0  
 E-Mail: info@oldtimer-markt.de  
 www.oldtimer-markt.de

## Other magazines from VF Verlagsgesellschaft mbH



12 Ausgaben pro Jahr



6 Ausgaben pro Jahr



12 Ausgaben pro Jahr



6 Ausgaben pro Jahr



2 Ausgaben pro Jahr,  
 wechselnde Themen



4 Ausgaben pro Jahr,  
 wechselnde Themen