

ADBike 2026 Price and Location Lists

Last updated: October 2026



nextbike**media**

Contact: media@nextbike.com

Population	City	Brand	Bicycle Type	Min. Vehicles	Max. Vehicles	Gross contact opport.	Media price /	Production
						per day / bike *	bike / month	Costs / Wheel
252.136	Aachen**	euregiobike	eBike	100	200	1,877	60 €	10 €
3.755.251	Berlin	nextbike	Pedal Bike	100	2.500	3.839	45 €	10 €
3.755.251	Berlin	nextbike	eBike	100	1.000	3.839	60 €	10 €
3.755.251	Berlin	Bolt	eBike	100	650	3.839	60 €	10 €
3.755.251	Berlin	Voi	eBike	100	5.841	3.839	60 €	10 €
338.332	Bielefeld**	meinSigg nextbike	Pedal Bike	50	731	1,877	45 €	10 €
251.804	Braunschweig**	Löwenrad nextbike	Pedal Bike	30	400	1,877	45 €	10 €
569.396	Bremen**	Bre.Bike nextbike	Pedal Bike	100	1.000	1.877	45 €	10 €
563.311	Dresden	MOBIbike nextbike	Pedal Bike	100	2.000	866	45 €	10 €
236.140	Freiburg i. B.	Frelo nextbike	Pedal Bike	30	400	932	45 €	10 €
236.140	Freiburg i. B.	Frelo nextbike	eBike	30	100	932	60 €	10 €
94.146	Gießen	nextbike	Pedal Bike	30	400	869	45 €	10 €
242.083	Halle (Saale)**	nextbike	Pedal Bike	30	500	1,877	45 €	10 €
545.045	Hannover	nextbike	Pedal Bike	100	600	2.834	45 €	10 €
162.273	Heidelberg	VRN nextbike	Pedal Bike	30	400	1.030	45 €	10 €
128.334	Heilbronn**	Dott	eBike	30	150	1,877	60 €	10 €
101.228	Kaiserslautern	VRN nextbike	Pedal Bike	30	100	1.524	45 €	10 €
308.707	Karlsruhe	KVV nextbike	Pedal Bike	30	400	1.441	45 €	10 €
204.202	Kassel	nextbike	Pedal Bike	30	250	994	45 €	10 €
1.084.831	Köln	KVB Rad nextbike	Pedal Bike	100	2.000	2.079	45 €	10 €
1.084.831	Köln	Voi	eBike	100	500	2.079	60 €	10 €
616.093	Leipzig	nextbike	Pedal Bike	100	1.500	1.587	45 €	10 €
174.265	Ludwigshafen a. R.	VRN nextbike	Pedal Bike	30	130	1781	45 €	10 €
218.095	Lübeck**	Voi	eBike	50	360	1,877	60 €	10 €
315.554	Mannheim	VRN nextbike	Pedal Bike	30	400	3.497	45 €	10 €
220.552	Mainz**	nextbike	Pedal Bike	30	0	1,877	45 €	10 €
77.845	Marburg**	nextbike	Pedal Bike	30	130	1,877	45 €	10 €
1.512.491	München**	MyRadl nextbike	Pedal Bike	100	2.662	1,877	45 €	10 €
1.512.491	München**	Voi	eBike	100	1.885	1,877	60 €	10 €
1.512.491	München**	MyRadl nextbike	eBike	100	1.375	1,877	60 €	10 €
78.680	Norderstedt**	nextbike	Pedal Bike	30	190	1,877	45 €	10 €
61.670	Offenburg	nextbike	Pedal Bike	30	150	1.160	45 €	10 €
445.000	Ortenau	nextbike	eBike	30	100	1877	60 €	10 €
185.750	Potsdam	nextbike	Pedal Bike	30	400	757	45 €	10 €
185.750	Potsdam	nextbike	eBike	30	50	757	60 €	10 €
185.750	Rüsselsheim**	nextbike	Pedal Bike	30	135	1,877	45 €	10 €
2.010.000	Wien (A)**	WienMobil Rad	Pedal Bike	100	1.600	1,877	45 €	15 €

General Information

All prices are subject to the applicable VAT.

Media rates are eligible for AE.

For services provided by nextbike, the General Terms and Conditions (GTC) for advertising bookings of nextbike GmbH apply, available at: https://www.nextbike-media.com/wp-content/uploads/2024/05/2024_04_22_AGB_Werbung.pdf

For services arranged on behalf of TIER Mobility SE, TIER's General Terms and Conditions (GTC) apply: <https://www.tier.app/germany-terms-conditions-advertisement>

Our offers are generally subject to change without notice. A contract is concluded upon our written order confirmation.

Payment must be received no later than 4 weeks before the advertisement goes live (start of production).

Print materials must be received no later than 4 weeks before the advertising campaign begins.

**Average value based on the survey of gross contact opportunities for ADbikes, source: Senozon.

For the other scooter locations, the surveyed (bike) values were applied. We are happy to provide further details regarding the survey.

*Source: Senozon, survey of gross contact opportunities per location (totaling 28 cities) during one summer and one winter period (2020/2021).

Based on this, we use a cumulative average value per location in our offers.

For locations where no survey has yet been conducted, we use the average value across all surveyed locations. These are marked with

**. We would be happy to provide further details on the survey methodology.

ADscooter 2026 Price and Location Lists

Last updated: October 2026



nextbike**media**

Contact: media@nextbike.com

Population	City	Min. Vehicles	Max. Vehicles	Gross contact opport.	Media price /	Production Costs /
				per day / scooter*	Scooter Flag / Month	Scooter Flag
252.136	Aachen**	100	1.360	1,877	25 €	10 €
301.033	Augsburg**	100	2.280	1,877	25 €	10 €
28.339	Baunatal**	50	70	1,877	25 €	10 €
3.755.251	Berlin	200	30.400	3.839	25 €	10 €
338.332	Bielefeld**	100	1.240	1,877	25 €	10 €
51.460	Böblingen**	50	180	1,877	25 €	10 €
365.742	Bochum	100	2.240	1.244	25 €	10 €
336.465	Bonn	100	3.000	980	25 €	10 €
118.113	Braunschweig**	100	1.500	1,877	25 €	10 €
569.396	Bremen**	100	950	1,877	25 €	10 €
115.468	Bremerhaven**	50	250	1,877	25 €	10 €
14.242	Brühl**	100	280	1,877	25 €	10 €
70.138	Celle**	100	270	1,877	25 €	10 €
99.515	Cottbus**	150	400	1,877	25 €	10 €
162.243	Darmstadt**	100	1.000	1,877	25 €	10 €
75.089	Detmold**	50	195	1,877	25 €	10 €
593.317	Dortmund	100	2.680	2.817	25 €	10 €
502.211	Duisburg	100	1.700	1.965	25 €	10 €
629.047	Düsseldorf	100	6.800	1.995	25 €	10 €
50.772	Elmshorn**	50	150	1,877	25 €	10 €
116.562	Erlangen**	100	390	1,877	25 €	10 €
584.580	Essen	100	3.000	2.304	25 €	10 €
92.550	Flensburg**	50	680	1,877	25 €	10 €
62.932	Friedrichshafen**	100	200	1,877	25 €	10 €
131.433	Fürth**	100	400	1,877	25 €	10 €
43.625	Gifhorn**	50	150	1,877	25 €	10 €
118.946	Göttingen**	100	400	1,877	25 €	10 €
59.691	Greifswald**	50	200	1,877	25 €	10 €
242.083	Halle (Saale)**	100	300	1,877	25 €	10 €
1.892.122	Hamburg**	100	17.900	1,877	25 €	10 €
180.849	Hamm**	100	310	1,877	25 €	10 €
545.045	Hannover	100	8.060	2.834	25 €	10 €
162.273	Heidelberg	100	800	1.030	25 €	10 €
128.334	Heilbronn**	100	550	1,877	25 €	10 €
48.002	Hennef**	50	100	1,877	25 €	10 €
67.459	Herford**	100	400	1,877	25 €	10 €
157.368	Herne**	100	540	1,877	25 €	10 €
55.815	Hilden**	50	100	1,877	25 €	10 €
101.858	Hildesheim**	100	610	1,877	25 €	10 €
141.029	Ingolstadt**	100	800	1,877	25 €	10 €
101.228	Kaiserslautern	100	600	1.524	25 €	10 €
308.707	Karlsruhe	100	2.550	1.441	25 €	10 €
204.202	Kassel	100	1.400	994	25 €	10 €
247.717	Kiel**	100	4.650	1,877	25 €	10 €
1.084.831	Köln	100	8.510	2.079	25 €	10 €
42.675	Laatzen**	50	200	1,877	25 €	10 €
59.783	Langenfeld**	50	150	1,877	25 €	10 €
616.093	Leipzig	100	400	1.587	25 €	10 €
25.846	Lindau**	50	100	1,877	25 €	10 €
94.157	Ludwigsburg**	50	200	1,877	25 €	10 €
174.265	Ludwigshafen a. R.**	100	400	1,877	25 €	10 €
218.095	Lübeck**	100	1.470	1,877	25 €	10 €
220.552	Mainz**	100	2.800	1,877	25 €	10 €
315.554	Mannheim	100	2.300	3.497	25 €	10 €
34.335	Merseburg**	50	100	1,877	25 €	10 €
83.076	Minden**	50	200	1,877	25 €	10 €
43.050	Monheim am Rhein*	100	300	1,877	25 €	10 €
268.465	Mönchengladbach	100	2.020	1.747	25 €	10 €
172.404	Mülheim a.d. Ruhr**	100	440	1,877	25 €	10 €
1.512.491	München**	100	10.800	1,877	25 €	10 €
320.946	Münster**	100	3.900	1,877	25 €	10 €
79.502	Neumünster**	100	400	1,877	25 €	10 €
154.139	Neuss**	100	470	1,877	25 €	10 €
523.026	Nürnberg**	100	3.100	1,877	25 €	10 €

210.824	Oberhausen**	100	450	1,877	25 €	10 €
172.830	Oldenburg**	100	930	1,877	25 €	10 €
167.366	Osnabrück**	100	1.160	1,877	25 €	10 €
154.755	Paderborn**	100	950	1,877	25 €	10 €
51.411	Peine**	50	180	1,877	25 €	10 €
127.849	Pforzheim**	100	175	1,877	25 €	10 €
185.750	Potsdam	100	1.650	757	25 €	10 €
111.734	Recklinghausen**	100	540	1,877	25 €	10 €
157.443	Regensburg**	100	510	1,877	25 €	10 €
117.547	Reutlingen**	100	870	1,877	25 €	10 €
49.486	Rheda-Wiedenbrück ¹	50	120	1,877	25 €	10 €
77.893	Rheine**	100	190	1,877	25 €	10 €
209.920	Rostock**	100	1.080	1,877	25 €	10 €
25.367	Roth**	50	150	1,877	25 €	10 €
181.959	Saarbrücken**	100	1.000	1,877	25 €	10 €
104.548	Salzgitter**	100	330	1,877	25 €	10 €
56.369	Sankt Augustin**	50	360	1,877	25 €	10 €
41.227	Schwabach**	50	170	1,877	25 €	10 €
64.995	Sindelfingen**	50	270	1,877	25 €	10 €
160.643	Solingen**	100	500	1,877	25 €	10 €
632.865	Stuttgart**	100	4.200	1,877	25 €	10 €
76.251	Troisdorf**	50	350	1,877	25 €	10 €
92.811	Tübingen**	50	820	1,877	25 €	10 €
23.098	Ulm + Neu-Ulm**	100	500	1,877	25 €	10 €
125.961	Wiesbaden	100	600	2.908	25 €	10 €
358.876	Wolfsburg**	100	1.350	1,877	25 €	10 €
358.876	Wuppertal**	100	1.500	1,877	25 €	10 €
206.076	Basel (CH)**	100	790	1,877	25 €	10 €
82.501	St. Gallen (CH)**	100	500	1,877	25 €	10 €
121.652	Winterthur (CH)**	30	550	1,877	25 €	10 €
433.890	Zürich (CH)**	100	1.850	1,877	25 €	10 €

In many cities, it is also possible to attach stickers to vehicles in addition to the flag. More information is available upon request.

General Information

All prices are exclusive of the applicable VAT.

Media rates are eligible for AE.

For services arranged on behalf of TIER Mobility SE, TIER's General Terms and Conditions (AGB) apply: <https://www.tier.app/germany-terms-conditions-advertisement>

Our offers are generally subject to change without notice. A contract is concluded upon our written order confirmation.

Payment must be received no later than 4 weeks before the advertisement goes live (start of production).

Print files must be received no later than 4 weeks before the advertisement launch.

**Average value based on the survey of gross contact opportunities for ADbikes, source: Senozon.

For the other scooter locations, the surveyed (bike) values were applied. We are happy to provide further details regarding the survey.

*Source: Senozon, survey of gross contact opportunities per location (totaling 28 cities) during one summer and one winter period (2020/2021).

Based on this, we use a cumulative average value per location in our offers.

For locations where no survey has yet been conducted, we use the average value across all surveyed locations. These are marked with

**. We are happy to provide further details on the survey methodology.

ADmoped 2026 Price and Location Lists

Last updated: October 2026



nextbike**media**

Contact: media@nextbike.com

Population	City	Marke	Max. Vehicles	Media price /	Production Costs /
				ADmoped / month	Admoped
3.755.251	Berlin	emmy	1650	45,00 €	10,00 €
1.892.122	Hamburg	emmy	380	45,00 €	10,00 €
1.512.491	München	emmy	390	45,00 €	10,00 €

General Information

All prices are exclusive of the applicable VAT. Media rates are eligible for AE.

Our offers are generally subject to change. A contract is concluded upon our written order confirmation.

Payment must be received no later than 4 weeks before the advertisement is published (start of production).

Print files must be received no later than 4 weeks before the advertisement launch. Production costs include installation costs. Vehicle types may vary depending on the city and the circulation booked.

ADcar Transporter 2026 Price and Location Lists

Miles Transporter Decal Placement on the Rear and Driver's Side

Last updated: October 2026



nextbike**media**

Contact: media@nextbike.com

Rear Surface

Population	City	Brand	Months	Max. Vehicles	Media price /	Media price /	Production Costs /
					ADcar / month	ADcar / 3 months	Rear / Vehicle
3.755.251	Berlin	Miles	3	340	250,00 €	750,00 €	230,00 €
1.892.122	Hamburg	Miles	3	114	250,00 €	750,00 €	230,00 €
1.512.491	München	Miles	3	91	250,00 €	750,00 €	230,00 €
1.084.831	Köln	Miles	3	52	250,00 €	750,00 €	230,00 €
773.068	Frankfurt a. M.	Miles	3	23	250,00 €	750,00 €	230,00 €
632.865	Stuttgart	Miles	3	21	250,00 €	750,00 €	230,00 €
629.047	Düsseldorf	Miles	3	55	250,00 €	750,00 €	230,00 €
502.211	Duisburg	Miles	3	4	250,00 €	750,00 €	230,00 €
358.876	Wuppertal	Miles	3	6	250,00 €	750,00 €	230,00 €
185.750	Potsdam	Miles	3	17	250,00 €	750,00 €	230,00 €
160.643	Solingen	Miles	3	5	250,00 €	750,00 €	230,00 €

Side panel - Driver's side

Population	City	Brand	Months	Max. Vehicles	Media price /	Media price /	Production Costs /
					ADcar / month	ADcar / 3 months	Page / Vehicle
3.755.251	Berlin	Miles	3	340	300,00 €	900,00 €	377,00 €
1.892.122	Hamburg	Miles	3	114	300,00 €	900,00 €	377,00 €
1.512.491	München	Miles	3	91	300,00 €	900,00 €	377,00 €
1.084.831	Köln	Miles	3	52	300,00 €	900,00 €	377,00 €
773.068	Frankfurt a. M.	Miles	3	23	300,00 €	900,00 €	377,00 €
632.865	Stuttgart	Miles	3	21	300,00 €	900,00 €	377,00 €
629.047	Düsseldorf	Miles	3	55	300,00 €	900,00 €	377,00 €
502.211	Duisburg	Miles	3	4	300,00 €	900,00 €	377,00 €
358.876	Wuppertal	Miles	3	6	250,00 €	750,00 €	230,00 €
185.750	Potsdam	Miles	3	17	250,00 €	750,00 €	230,00 €
160.643	Solingen	Miles	3	5	250,00 €	750,00 €	230,00 €

Driver's side surface area + rear surface area

Population	City	Brand	Months	Max. Vehicles	Media price /	Media price /	Production Costs /
					ADcar / month	ADcar / 3 months	Station Wagon / Vehicle
3.755.251	Berlin	Miles	3	340	500,00 €	1.500,00 €	523,00 €
1.892.122	Hamburg	Miles	3	114	500,00 €	1.500,00 €	523,00 €
1.512.491	München	Miles	3	91	500,00 €	1.500,00 €	523,00 €
1.084.831	Köln	Miles	3	52	500,00 €	1.500,00 €	523,00 €
773.068	Frankfurt a. M.	Miles	3	23	500,00 €	1.500,00 €	523,00 €
632.865	Stuttgart	Miles	3	21	500,00 €	1.500,00 €	523,00 €
629.047	Düsseldorf	Miles	3	55	500,00 €	1.500,00 €	523,00 €
502.211	Duisburg	Miles	3	4	500,00 €	1.500,00 €	523,00 €
358.876	Wuppertal	Miles	3	6	250,00 €	750,00 €	230,00 €
185.750	Potsdam	Miles	3	17	250,00 €	750,00 €	230,00 €
160.643	Solingen	Miles	3	5	250,00 €	750,00 €	230,00 €

General Information

All prices are subject to the applicable VAT.

Media rates are eligible for AE. Minimum term: 3 months.

Our offers are generally subject to change. A contract is concluded upon our written order confirmation.

Payment must be received no later than 6 weeks before the advertisement goes live (start of production).

Print files must be received no later than 6 weeks before the advertisement goes live.

Production costs include installation costs.

Special wrapping available upon request.

Vehicle types may vary depending on the city and the number of units booked.

ADcar Passenger Car 2026 Price and Location Lists

Passenger Car Side Panel Occupancy

Last updated: October 2026



nextbike.media

Contact: media@nextbike.com

Side surfaces on both sides

Population	City	Brand	Months	Max. Vehicles	Media price / ADcar / month	Media price / ADcar / 3 months	Production Costs / Vehicles
3.755.251	Berlin	Bolt	3	800	150,00 €	450,00 €	220,00 €

General Information

All prices are subject to the applicable VAT.

Media rates are eligible for AE. Minimum term: 3 months.

Payment must be received no later than 6 weeks before the ad goes live (start of production).

Print files must be received no later than 6 weeks before the ad launch.

Production costs include installation costs. Special wrapping available upon request.

Vehicle types may vary depending on the city and the number of units booked.

Your Direct Contact with the Team



Area of Responsibility	Name	Phone	Mail
National Key Accounts	Cali Ulbrich	+49 152 - 26 73 57 63	cali.ulbrich@nextbike.com
Media and Specialty Agencies	Hellen Kehl	+49 172 – 27 28 902	hellen.kehl@nextbike.com
Key Accounts (Germany, Austria, Switzerland)	Lukas Fritscher	+49 1578 – 55 73 725	lukas.fritscher@nextbike.com
National Key Accounts	Stefan Hajek	+49 1578 – 55 73 635	stefan.hajek@nextbike.com