



boote
EXCLUSIV PRICE LIST NO. 37

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DELIUS KLASING

PRICES. MAGAZINE

Editorial Section	
2/1 page	14,186.00 €
1/1 page	7,328.00 €
1/2 page	3,828.00 €
1/3 page	2,825.00 €
1/4 page	2,096.00 €

Positions	
Inside front cover	8,462.00 €
Inside back cover	7,878.00 €
Back cover	9,286.00 €
Opening spread	15,599.00 €

Special Rate BROKER / CHARTER	
2/1 page	4,594.00 €
1/1 page	2,449.00 €
1/2 page	1,412.00 €
1/3 page	1,118.00 €
1/4 page	916.00 €

Ad Specials (Price per K)		
Loose inserts	up to 25 g	120.00 €
	up to 50 g	155.00 €
	up to 75 g	190.00 €
	up to 100 g	255.00 €
	up to 125 g	315.00 €
Adhesive inserts	postcard/envelope	55.00 €
	booklet	85.00 €
	product sample	100.00 €
Bound inserts	4-sided	130.00 €
	6-sided	155.00 €
	8-sided	175.00 €
	12-sided	200.00 €
	16-sided	220.00 €

AGENCY COMISSION. 15%

DISPLAY FORMATS. For detailed information on the formats, see [here](#).

TECHNICAL SPECIFICATIONS. Information can be found [here](#).

MINIMUM COVERAGE. Inserts from 20,000 copies possible.



PRICES. APP

Delius Klasing Kiosk App (Price per term of 4 weeks)

App-Special

3,465.00 €

PRICES. WEBSITE

Desktop (CPT)

Medium Rectangle	50.00 €
Skyscraper / Wide Skyscraper	55.00 €
HalfpageAd	72.00 €
XXL Banner	39.00 €
AdBundle	50.00 €
BillboardAd	72.00 €
Wallpaper	83.00 €
FireplaceAd	88.00 €
Parallax	61.00 €
FloorAd	88.00 €

Inpage Video Ad (CPT)

Video Banner	64.00 €
Video Inread	59.00 €
Video FloorAd	87.00 €
Video Background	93.00 €

Mobile (CPT)

Mobile Banner 6:1	39.00 €
Mobile Banner 4:1	39.00 €
Mobile Banner 2:1	50.00 €
Medium Rectangle Mobile	50.00 €
HalfpageAd	72.00 €
Parallax	61.00 €
Mobile DockerAd	72.00 €

TECHNICAL SPECIFICATIONS.

Information can be found [here](#).

DIGITAL ADVERTISING FORMATS.

Detailed information on the formats can be found [here](#).

ADD ON.

Sticky | Targeting | Frequency Capping on request.

CONTENT

(Price per term of 4 weeks)

Advertorial	Native teaser on the homepage and in an issue of the newsletter, each with a link to a separately created microsite, social media campaign for advertising	4,599.00 €
Sponsored News	teaser including further linking	2,484.00 €



PRICES. NEWSLETTER

Presenter (CPT)

Standard	72.00 €
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Top-Position	88.00 €
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Content (Price per term)

Sponsored News	1,155.00 €
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NEED INSPIRATION?

Native ads, social media or crossmedia and individual building blocks for your marketing?

For initial ideas, visit www.dk-mediasales.de or talk to your water sports contact, who you can find [here](#).



DATES. MAGAZINE

Magazine	Issue	First Selling Day	Booking Deadline	Print Data Deadline
BOOTE EXCLUSIV	01/2023	04.01.2023	23.11.2022	14.12.2022
BOOTE EXCLUSIV	02/2023	01.03.2023	18.01.2023	27.01.2023
BOOTE EXCLUSIV	03/2023	26.04.2023	15.03.2023	24.03.2023
BOOTE EXCLUSIV	04/2023	28.06.2023	17.05.2023	26.05.2023
BOOTE EXCLUSIV	05/2023	30.08.2023	19.07.2023	28.07.2023
BOOTE EXCLUSIV	06/2023	01.11.2023	20.09.2023	29.09.2023
BOOTE EXCLUSIV	01/2024	03.01.2024	15.11.2023	24.11.2023

DATES. EVENTS

Event	Place	Date	Website
GSC German Superyacht Conference	Hamburg	23.02.2023	www.superyacht-conference.com
YACHT Skippertraining Ladies only	Heiligenhafen	14.-16.04.2023 17.-19.04.2023	www.yacht.de/events/skippertraining
BOOTE Frauenfahrtraining	Konstanz Werder/Havel	11.-13.08.2023	www.boote-frauenfahrtraining.de
SURF-FESTIVAL	Fehmarn	18.-21.05.2023	www.surffestival.de
BOOTE Fresh up	Werder/Havel	05.-06.08.2023	www.boote-freshup.de

HUGE IMPACT WANTED? At each of the watersport events, we put you in the limelight via one of the sponsorships. The contact persons are available for your offer, just [click](#).

