



**boote**  
**EXCLUSIV** PRICE LIST NO. 36

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**DELIUS KLASING**



# PRICES. MAGAZINE

## Editorial Section

1/1 page	6,542.00 €
1/2 page	3,480.00 €
1/3 page	2,568.00 €
1/4 page	1,905.00 €
2/1 page	12,895.00 €

## Positions

island display 115 x 115 mm	3,480.00 €
inside front cover	7,623.00 €
inside back cover	7,227.00 €
back cover	8,074.00 €
opening spread	14,311.00 €

## Special Rate BROKER / CHARTER

1/1 page	1,959.00 €
1/2 page	1,129.00 €
1/3 page	880.00 €
1/4 page	715.00 €
2/1 page	3,828.00 €

## Ad Specials (Price per K)

loose inserts	up to 25 g	105.00 €
	up to 50 g	140.00 €
	up to 75 g	170.00 €
	up to 100 g	230.00 €
	up to 125 g	285.00 €

Adhesive inserts	postcard/ envelope	50.00 €
	booklet	75.00 €
	product sample	90.00 €

bound inserts	4-sided	115.00 €
	6-sided	140.00 €
	8-sided	160.00 €
	12-sided	180.00 €
	16-sided	200.00 €

**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	3,150.00 €

# PRICES. WEBSITE

Desktop (CPT)		Mobile (CPT)	
Medium Rectangle	45.00 €	Mobile Banner 6:1	35.00 €
Skyscraper / Wide Skyscraper	50.00 €	Mobile Banner 4:1	35.00 €
HalfpageAd	65.00 €	Mobile Banner 2:1	45.00 €
XXL Banner	35.00 €	Medium Rectangle Mobile	45.00 €
AdBundle	45.00 €	HalfpageAd	65.00 €
BillboardAd	65.00 €	Parallax	55.00 €
Wallpaper	75.00 €	Catfish	65.00 €
FireplaceAd	80.00 €		
Parallax	55.00 €		
FloorAd	80.00 €		

**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.

Inpage Video Ad (CPT)	
Video Banner	58.00 €
Video Inread	53.00 €
Video FloorAd	79.00 €
Video Background	84.00 €

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	4,294.00 €
Sponsored News	teaser including further linking	2,258.00 €



# PRICES. NEWSLETTER

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Presenter (CPT)	
Standard	65.00 €
Top-Position	80.00 €

Content (Price per term)	
Sponsored News	1,050.00 €

**QUESTIONS? WE ARE HAPPY TO HELP YOU.**  
Your contact persons for watersports with one [click](#).



# DATES. MAGAZINE

Magazine	Issue	First Selling Day	Booking Deadline	Print Data Deadline
BOOTE EXCLUSIV	01/2022	05.01.2022	18.11.2021	08.12.2021
BOOTE EXCLUSIV	02/2022	02.03.2022	19.01.2022	02.02.2022
BOOTE EXCLUSIV	03/2022	27.04.2022	16.03.2022	30.03.2022
BOOTE EXCLUSIV	04/2022	29.06.2022	11.05.2022	25.05.2022
BOOTE EXCLUSIV	05/2022	31.08.2022	20.07.2022	03.08.2022
BOOTE EXCLUSIV	06/2022	02.11.2022	14.09.2022	28.09.2022
BOOTE EXCLUSIV	01/2023	04.01.2023	23.11.2022	07.12.2022

# DATES. EVENTS

Event	Place	Date	Website
GSC German Superyacht Conference	Hamburg	24.02.2022	<a href="http://www.superyacht-conference.com">www.superyacht-conference.com</a>
YACHT Skippertraining	tbd	Starting in spring 2022	<a href="http://www.yacht.de/events/skippertraining">www.yacht.de/events/skippertraining</a>
BOOTE Frauenfahrtraining	Konstanz Werder/Havel	06.-08.05.2022 12.-14.08.2022	<a href="http://www.boote-frauenfahrtraining.de">www.boote-frauenfahrtraining.de</a>
BOOTE FRESH UP	Werder/Havel	06.-07.08.2022	<a href="http://www.boote-freshup.de">www.boote-freshup.de</a>
SURF-FESTIVAL	Fehmarn	26.-29.05.2022	<a href="http://www.surffestival.de">www.surffestival.de</a>

**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](#).

