



**FREERIDE**

PRICE LIST NO. 18

© Daniel Roos



**DELIUS KLASING**

---

# PRICES. MAGAZINE

Editorial Section	
2/1 page	7,191.00 €
1/1 page	4,448.00 €
1/2 page	2,402.00 €
1/3 page	1,666.00 €
1/4 page	1,301.00 €
Positions	
Inside front cover	5,251.00 €
Inside back cover	4,762.00 €
Back cover	5,693.00 €
Opening Spread	7,590.00 €

Ad Specials (Price per Tsd.)		
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 (TKP)

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 (TPK)

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

## Mobile (TKP)

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 at [here](#).

### ADD ON.

Sticky | Targeting | Frequency Capping on request.

## Content

(Price per term of 4 weeks)

Advertorial	Native teaser on the home page and in an issue of the newsletter, each with a link to a separately created microsite, social media campaign for advertising	5,837.00 €
Sponsored News	teaser including further linking	2,602.00 €



# PRICES. NEWSLETTER

---

## Presenter (TKP)

Standard 72.00 €

Top-Position 88.00 €

## Content (Price per term)

Sponsored News 1,513.00 €

### NEED INSPIRATION?

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

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



# DATES. MAGAZINE

Magazine	Issue	First Selling Day	Booking Deadline	Print Data Deadline
FREERIDE	01/2023	08.03.2023	25.01.2023	06.02.2023
FREERIDE	02/2023	17.05.2023	31.03.2023	14.04.2023
FREERIDE	03/2023	09.08.2023	28.06.2023	10.07.2023
FREERIDE	04/2023	11.10.2023	29.08.2023	08.09.2023
FREERIDE	04a/2023	13.12.2023	30.10.2023	13.11.2023

# DATES. EVENTS

Event	Place	Date	Website
EMTB Trail Camp	Kaltern, Italy	24.-27.04.2023	<a href="http://www.emtb-camp.com">www.emtb-camp.com</a>
BIKE FESTIVAL	Riva del Garda, Italy	28.04.-01.05.2023	<a href="http://www.bike-festival.de">www.bike-festival.de</a>
BIKE FESTIVAL	Willingen, Germany	26.-29.05.2023	<a href="http://www.bike-festival.de">www.bike-festival.de</a>
TOUR TRANSALP	Alpine Crossing	18.-24.06.2023	<a href="http://www.tour-transalp.de">www.tour-transalp.de</a>
BIKE Women Camp	Molveno, Italy	15.-18.06.2023	<a href="http://www.bike-women.de">www.bike-women.de</a>
BIKE TRANSALP	Alpine Crossing	09.-15.07.2023	<a href="http://www.bike-transalp.de">www.bike-transalp.de</a>
BIKE FESTIVAL	Saalfelden Leogang, Austria	15.-17.09.2023	<a href="http://www.bike-festival.de">www.bike-festival.de</a>
BIKE Cross Country Camp	Str. Englmar, Germany	follows	

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

