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# *Yacht* PRICE LIST NO. 68



**DELIUS KLASING**

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# PRICES. MAGAZINE

Editorial Section	
1/1 page	10,649.00 €
1/2 page	5,748.00 €
1/3 page	4,515.00 €
1/4 page	3,139.00 €
2/1 page	21,047.00 €

Positions	
island display 115 x 115 mm	5,748.00 €
inside front cover	12,673.00 €
inside back cover	11,668.00 €
back cover	13,805.00 €
opening spread	23,947.00 €

Special Rate YACHT MARKT			
	b/w	2c	4c
1/1 page	7,545.00 €	8,580.00 €	10,649.00 €
1/2 page	4,013.00 €	4,546.00 €	5,612.00 €
1/4 page	2,132.00 €	2,404.00 €	2,937.00 €
1/8 page	960.00 €	1,096.00 €	1,367.00 €
1/16 page	490.00 €	563.00 €	687.00 €
1/32 page	254.00 €	286.00 €	348.00 €
1mm/column	8.52 €	9.67 €	12.02 €

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)	
Medium Rectangle	45.00 €
Skyscraper / Wide Skyscraper	50.00 €
HalfpageAd	65.00 €
XXL Banner	35.00 €
AdBundle	45.00 €
BillboardAd	65.00 €
Wallpaper	75.00 €
FireplaceAd	80.00 €
Parallax	55.00 €
FloorAd	80.00 €

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

Mobile (CPT)	
Mobile Banner 6:1	35.00 €
Mobile Banner 4:1	35.00 €
Mobile Banner 2:1	45.00 €
Medium Rectangle Mobile	45.00 €
HalfpageAd	65.00 €
Parallax	55.00 €
Catfish	65.00 €

**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	6,178.00 €
Sponsored News	teaser including further linking	2,888.00 €



# PRICES. NEWSLETTER

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## Presenter (CPT)

Standard	65.00 €
Top-Position	80.00 €

## Content (Price per term)

Sponsored News	2,520.00 €
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**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	Special Topics
YACHT	01/2022	15.12.2021	02.11.2021	12.11.2021	
YACHT	02/2022	05.01.2022	23.11.2021	03.12.2021	Equipment boot Dusseldorf
YACHT	03/2022	19.01.2022	07.12.2021	17.12.2021	boot Dusseldorf
YACHT	04/2022	02.02.2022	21.12.2021	30.12.2021	
YACHT	05/2022	23.02.2022	11.01.2022	21.01.2022	
YACHT	06/2022	09.03.2022	25.01.2022	04.02.2022	
YACHT	07/2022	23.03.2022	08.02.2022	18.02.2022	
YACHT	08/2022	06.04.2022	22.02.2022	04.03.2022	Croatia
YACHT	09/2022	20.04.2022	08.03.2022	18.03.2022	Multihull
YACHT	10/2022	04.05.2022	22.03.2022	01.04.2022	Netherlands
YACHT	11/2022	18.05.2022	05.04.2022	14.04.2022	Baltic Sea HAMBURG ancora YACHTFESTIVAL
YACHT	12/2022	01.06.2022	19.04.2022	29.04.2022	
YACHT	13/2022	15.06.2022	03.05.2022	13.05.2022	
YACHT	14/2022	29.06.2022	17.05.2022	27.05.2022	
YACHT	15/2022	13.07.2022	31.05.2022	10.06.2022	
YACHT	16/2022	27.07.2022	14.06.2022	24.06.2022	
YACHT	17/2022	10.08.2022	28.06.2022	08.07.2022	
YACHT	18/2022	24.08.2022	12.07.2022	22.07.2022	HISWA in-water Boat Show
YACHT	19/2022	07.09.2022	26.07.2022	05.08.2022	Interboot Friedrichshafen
YACHT	20/2022	21.09.2022	09.08.2022	19.08.2022	
YACHT	21/2022	05.10.2022	23.08.2022	02.09.2022	Sails
YACHT	22/2022	19.10.2022	06.09.2022	16.09.2022	
YACHT	23/2022	02.11.2022	20.09.2022	30.09.2022	
YACHT	24/2022	16.11.2022	04.10.2022	14.10.2022	Multihull METS Amsterdam
YACHT	25/2022	30.11.2022	18.10.2022	28.10.2022	Charter
YACHT	01/2023	14.12.2022	02.11.2022	11.11.2022	

# 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 Ladies only	Heiligenhafen	09.-11.04.2022 12.-14.04.2022	<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](#).



**DELIUS KLASING**

Current GTC can be found here: [www.delius-klasing.de/agb](http://www.delius-klasing.de/agb)  
Changes to the price list are published at [www.dk-mediasales.de/mediadaten](http://www.dk-mediasales.de/mediadaten).