



**MYBIKE** PRICE LIST NO. 6

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**DELIUS KLASING**

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# PRICES. MAGAZINE

| Editorial Section  |             |
|--------------------|-------------|
| 2/1 page           | 10,572.00 € |
| 1/1 page           | 6,452.00 €  |
| 1/2 page           | 3,518.00 €  |
| 1/3 page           | 2,620.00 €  |
| 1/4 page           | 2,351.00 €  |
| Positions          |             |
| Inside front cover | 7,245.00 €  |
| Inside back cover  | 6,705.00 €  |
| Back cover         | 7,836.00 €  |
| Opening spread     | 12,012.00 € |

| Special Rate MYBIKE MARKTPLATZ |            |            |            |
|--------------------------------|------------|------------|------------|
|                                | b/w        | 2c         | 4c         |
| 1/3 page                       | 1,265.00 € | 1,358.00 € | 1,558.00 € |
| 1/4 page                       | 950.00 €   | 1,012.00 € | 1,173.00 € |
| 1/8 page                       | 475.00 €   | 506.00 €   | 599.00 €   |
| 1/16 page                      | 237.00 €   | 266.00 €   | 300.00 €   |
| 1/32 page                      | 123.00 €   | 134.00 €   | 150.00 €   |
| 1/64 page                      | 64.00 €    | 70.00 €    | 80.00 €    |

| 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%

**2023 NEW 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<br>(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<br>(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 | 5,471.00 € |
| Sponsored News                         | teaser including further linking  | 2,720.00 € |



# PRICES. NEWSLETTER

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## Presenter (TKP)

|          |         |
|----------|---------|
| Standard | 72.00 € |
|----------|---------|

|              |         |
|--------------|---------|
| Top-Position | 88.00 € |
|--------------|---------|

## Content (Price per term)

|                |            |
|----------------|------------|
| Sponsored News | 2,178.00 € |
|----------------|------------|

### 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 |
|----------|---------|-------------------|------------------|---------------------|
| MYBIKE   | 01/2023 | 08.12.2022        | 25.10.2022       | 08.11.2022          |
| MYBIKE   | 02/2023 | 23.02.2023        | 12.01.2023       | 24.01.2023          |
| MYBIKE   | 03/2023 | 20.04.2023        | 07.03.2023       | 17.03.2023          |
| MYBIKE   | 04/2023 | 22.06.2023        | 08.05.2023       | 19.05.2023          |
| MYBIKE   | 05/2023 | 24.08.2023        | 12.07.2023       | 24.07.2023          |
| MYBIKE   | 06/2023 | 12.10.2023        | 30.08.2023       | 11.09.2023          |
| MYBIKE   | 01/2024 | 07.12.2023        | 24.10.2023       | 07.11.2023          |

# 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](#).



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