



MODEL PRICE LIST NO. 33
FAHRZEUG

© C. Hoffmann, Daimler



DELIUS KLASING

PRICES. MAGAZINE

Editorial Section	
1/1 page	3,329.00 €
1/2 page	1,723.00 €
1/3 page	1,156.00 €
1/4 page	878.00 €
2/1 page	6,658.00 €

Positions	
inside front cover	3,745.00 €
inside back cover	3,638.00 €
back cover	3,852.00 €

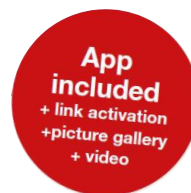
Special Rate MODELL MARKT	
1/4 page	440.00 €
1/8 page	220.00 €
1/16 page	110.00 €
1/32 page	55.00 €

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 €

Editorial XXL-specials	on request
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AGENCY COMISSION. 15 %

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

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

MINIMUM COVERAGE.
Print run.

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 €
Wallpaper	75.00 €
FloorAd	80.00 €

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 €

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

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.

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



DATES. MAGAZINE

Magazine	Issue	First Selling Day	Booking Deadline	Print Data Deadline	Special Topics*
MODELL FAHRZEUG	01/2022	08.12.2021	03.11.2021	10.11.2021	News Preview 2022
MODELL FAHRZEUG	02/2022	16.02.2022	05.01.2022	12.01.2022	News of Spielwarenmesse 2022
MODELL FAHRZEUG	03/2022	06.04.2022	23.02.2022	02.03.2022	Classic Special Agritechnica 2022
MODELL FAHRZEUG	04/2022	08.06.2022	27.04.2022	04.05.2022	Presentation of Reader's Choice 2022
MODELL FAHRZEUG	05/2022	10.08.2022	29.06.2022	06.07.2022	Collector Portraits
MODELL FAHRZEUG	06/2022	05.10.2022	24.08.2022	31.08.2022	IAA Nutzfahrzeuge 2022
MODELL FAHRZEUG	01/2023	07.12.2022	26.10.2022	02.11.2022	News Preview 2023

