



boote PRICE LIST NO. 57

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DELIUS KLASING

PRICES. MAGAZINE

Editorial Section

1/1 page	9,547.00 €
1/2 page	5,011.00 €
1/3 page	3,729.00 €
1/4 page	2,724.00 €
2/1 page	18,899.00 €

Positions

island display 115 x 115 mm	5,011.00 €
inside front cover	10,918.00 €
inside back cover	10,401.00 €
back cover	11,424.00 €
opening spread	20,763.00 €

Special Rate BOOTE MARKT

	bw	2c	4c
1/1 page	6,423.00 €	7,488.00 €	9,547.00 €
1/2 page	3,318.00 €	3,851.00 €	4,875.00 €
1/4 page	1,761.00 €	2,023.00 €	2,535.00 €
1/8 page	803.00 €	939.00 €	1,190.00 €
1/16 page	416.00 €	479.00 €	605.00 €
1/32 page	213.00 €	244.00 €	307.00 €
1mm/column	7.16 €	8.31 €	10.66 €

Ad Specials (Price per K)

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 15,000 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	5,384.00 €
Sponsored News	teaser including further linking	2.258.00 €



PRICES. NEWSLETTER

Presenter (Price per K)	
Standard	65.00 €
Top-Position	80.00 €

Content (CPT)	
Sponsored News	2,205.00 €

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	Special Topics
BOOTE	01/2022	15.12.2021	05.11.2021	15.11.2021	Equipment boot Dusseldorf
BOOTE	02/2022	12.01.2022	03.12.2021	13.12.2021	boot Dusseldorf
BOOTE	03/2022	16.02.2022	07.01.2022	17.01.2022	
BOOTE	04/2022	16.03.2022	04.02.2022	14.02.2022	
BOOTE	05/2022	20.04.2022	11.03.2022	21.03.2022	Multihull
BOOTE	06/2022	18.05.2022	08.04.2022	19.04.2022	Croatia HAMVURG ancora YACHTFESTIVAL
BOOTE	07/2022	15.06.2022	06.05.2022	16.05.2022	Netherlands
BOOTE	08/2022	13.07.2022	03.06.2022	15.06.2022	Electric boats
BOOTE	09/2022	17.08.2022	08.07.2022	18.07.2022	HISWA in-water Boat Show
BOOTE	10/2022	14.09.2022	05.08.2022	15.08.2022	Interboot Friedrichshafen
BOOTE	11/2022	19.10.2022	09.09.2022	19.09.2022	Charter
BOOTE	12/2022	16.11.2022	14.10.2022	17.10.2022	Boot and Fun Berlin
BOOTE	01/2023	14.12.2022	04.11.2022	14.11.2022	

DATES. EVENTS

Event	Place	Date	Website
GSC German Superyacht Conference	Hamburg	24.02.2022	www.superyacht-conference.com
YACHT Skippertraining	tbd	Starting in spring 2022	www.yacht.de/events/skippertraining
BOOTE Frauenfahrtraining	Konstanz Werder/Havel	06.-08.05.2022 12.-14.08.2022	www.boote-frauenfahrtraining.de
BOOTE Fresh Up	Werder/Havel	06.-07.08.2022	www.boote-freshup.de
SURF Festival	Fehmarn	26.-29.05.2022	www.surffestival.de

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](#).



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