



**bike** PRICE LIST NO. 35

© Frederiksson



**DELIUS KLASING**

---

# PRICES. MAGAZINE

## Editorial Section

1/1 page	10,863.00 €
1/2 page	5,727.00 €
1/3 page	4,334.00 €
1/4 page	3,200.00 €
2/1 page	16,292.00 €

## Positions

inside front cover	12,904.00 €
inside back cover	12,077.00 €
back cover	13,178.00 €
opening spread	19,355.00 €

## Special Rate BIKE MARKET

	b/w	2c	4c
1/3 page	1,856.00 €	2,329.00 €	3,278.00 €
1/4 page	1,390.00 €	1,751.00 €	2,461.00 €
1/8 page	701.00 €	875.00 €	1,230.00 €
1/16 page	351.00 €	440.00 €	616.00 €
1/32 page	175.00 €	223.00 €	308.00 €
1/64 page	88.00 €	112.00 €	154.00 €

## 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 €

**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 home page and in an issue of the newsletter, each with a link to a separately created microsite, social media campaign for advertising	8,583.00 €
Sponsored News	teaser including further linking	3,025.00 €



# PRICES. NEWSLETTER

---

Presenter (CPT)	
Standard	65.00 €
Top-Position	80.00 €

Content (Price per term)	
Sponsored News	3,905.00 €

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



# DATES. MAGAZINE

Magazine	Issue	First Selling Day	Booking Deadline	Print Data Deadline	Special Topics
BIKE	01/2022	07.12.2021	26.10.2021	05.11.2021	
BIKE	02/2022	04.01.2022	19.11.2021	01.12.2021	
BIKE	03/2022	01.02.2022	16.12.2021	29.12.2021	
BIKE	04/2022	01.03.2022	18.01.2022	28.01.2022	Family + Biking
BIKE	05/2022	05.04.2022	22.02.2022	04.03.2022	Gravel
BIKE	06/2022	03.05.2022	18.03.2022	30.03.2022	Bike & Camping Enduro
BIKE	07/2022	31.05.2022	14.04.2022	28.04.2022	
BIKE	08/2022	05.07.2022	19.05.2022	01.06.2022	
BIKE	09/2022	02.08.2022	21.06.2022	01.07.2022	
BIKE	10/2022	06.09.2022	25.07.2022	04.08.2022	
BIKE	11/2022	04.10.2022	22.08.2022	01.09.2022	
BIKE	12/2022	01.11.2022	16.09.2022	28.09.2022	
BIKE	01/2023	06.12.2022	21.10.2022	04.11.2022	

# DATES. EVENTS

Event	Place	Date	Website
EMTB Trail Camp	Kaltern, Italy	25.-28.04.2022	<a href="http://www.emtb-camp.com">www.emtb-camp.com</a>
BIKE FESTIVAL	Riva del Garda, Italy	29.04.-01.05.2022	<a href="http://www.bike-festival.de">www.bike-festival.de</a>
BIKE FESTIVAL	Willingen, Germany	20.-22.05.2022	<a href="http://www.bike-festival.de">www.bike-festival.de</a>
E-Motions	Millstatt, Austria	27.-29.05.2022	<a href="http://www.emotions-event.com">www.emotions-event.com</a>
TOUR TRANSALP	Alpine Crossing	19.-25.06.2022	<a href="http://www.tour-transalp.de">www.tour-transalp.de</a>
BIKE Women Camp	Molveno, Italy	23.-26.06.2022	<a href="http://www.bike-women.de">www.bike-women.de</a>
BIKE TRANSALP	Alpine Crossing	03.-09.07.2022	<a href="http://www.bike-transalp.de">www.bike-transalp.de</a>
BIKE FESTIVAL	Leogang, Austria	16.-18.09.2022	<a href="http://www.bike-festival.de">www.bike-festival.de</a>

**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](#).

