



VWCLASSIC PRICE LIST NO. 12

© Jan Burgemeister



DELIUS KLASING

PRICES. MAGAZINE

Editorial Section

1/1 page	6,260.00 €
1/2 page	3,237.00 €
1/3 page	2,228.00 €
1/4 page	1,645.00 €
2/1 page	12,520.00 €

Positions

inside front cover	7,512.00 €
inside back cover	7,215.00 €
back cover	8,138.00 €

Special Rate COMMUNITY

1/1 page	3,130.00 €
1/2 page	1,772.00 €
1/3 page	1,284.00 €
1/4 page	1,044.00 €
1/8 page	530.00 €
2/1 page	6,046.00 €

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

NEW. For the coming advertising year we are converting the kiosk app for all Delius Klasing brands. So we will offer new advertising formats in a new environment with higher reach from 2022 onwards.

For your place in this advertising channel, please contact us.

DATES. MAGAZINE

Magazine	Issue	First Selling Day	Booking Deadline	Print Data Deadline
VW Classic	01/2022	28.04.2022	15.03.2022	24.03.2022

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

