



**TOUR** PRICE LIST NO. 45

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DELIUS KLASING

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# PRICES. MAGAZINE

Editorial Section	
2/1 page	17,311.00 €
1/1 page	11,094.00 €
1/2 page	5,748.00 €
1/3 page	4,430.00 €
1/4 page	3,323.00 €
Positions	
Inside front cover	13,114.00 €
Inside back cover	12,027.00 €
Back cover	14,121.00 €
Opening spread	19,466.00 €

Special Rate TOUR RADMARKT			
	b/w	2c	4c
1/3 page	2,084.00 €	2,566.00 €	3,431.00 €
1/4 page	1,553.00 €	1,890.00 €	2,573.00 €
1/8 page	783.00 €	945.00 €	1,285.00 €
1/16 page	392.00 €	479.00 €	648.00 €
1/32 page	200.00 €	246.00 €	327.00 €
1/64 page	101.00 €	124.00 €	164.00 €

Ad Specials (Price per K)		
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%

**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

3,465.00 €

# PRICES. WEBSITE

## Desktop (CPT)

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 (CPT)

Video Banner	64,- €
Video Inread	59,- €
Video FloorAd	87,- €
Video Background	93,- €

## Mobile (CPT)

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

(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	7,451.00 €
Sponsored News	Teaser including further linking	3,479.00 €



# PRICES. NEWSLETTER

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## Presenter (CPT)

Standard 72.00 €

Top-Position 88.00 €

## Content (Price per term)

Sponsored News 3,267.00 €

### 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
TOUR	01/2023	14.12.2022	02.11.2022	14.11.2022
TOUR	02/2023	18.01.2023	05.12.2022	15.12.2022
TOUR	03/2023	15.02.2023	03.01.2023	16.01.2023
TOUR	04/2023	15.03.2023	01.02.2023	13.02.2023
TOUR	05/2023	12.04.2023	27.02.2023	09.03.2023
TOUR	06/2023	17.05.2023	31.03.2023	14.04.2023
TOUR	07/2023	14.06.2023	27.04.2023	10.05.2023
TOUR	08/2023	28.07.2023	16.06.2023	28.06.2023
TOUR	09/2023	23.08.2023	11.07.2023	21.07.2023
TOUR	10/2023	20.09.2023	08.08.2023	21.08.2023
TOUR	11/2023	18.10.2023	05.09.2023	15.09.2023
TOUR	12/2023	15.11.2023	29.09.2023	12.10.2023
TOUR	12a/2023	29.11.2023	16.10.2023	26.10.2023
TOUR	01/2024	13.12.2023	30.10.2023	13.11.2023

# 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	Leogang, Austria	15.-17.09.2023	<a href="http://www.bike-festival.de">www.bike-festival.de</a>
BIKE Cross Country	St. 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](#).



**DELIUS KLASING**

Current GTC can be found here: [www.delius-klasing.de/agb](http://www.delius-klasing.de/agb);  
Changes to the price list are published at [www.dk-mediasales.de/mediadaten](http://www.dk-mediasales.de/mediadaten).  
Changes of dates cannot be excluded.