



TOUR PRICE LIST NO. 44

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DELIUS KLASING

PRICES. MAGAZINE

Editorial Section

1/1 page	9,949.00 €
1/2 page	5,225.00 €
1/3 page	3,852.00 €
1/4 page	2,889.00 €
2/1 page	14,923.00 €

Positions

inside front cover	11,605.00 €
inside back cover	10,835.00 €
back cover	12,173.00 €
opening spread	17,380.00 €

Special Rate TOUR RADMARKT

	b/w	2c	4c
1/3 page	1,894.00 €	2,296.00 €	3,119.00 €
1/4 page	1,411.00 €	1,718.00 €	2,339.00 €
1/8 page	711.00 €	859.00 €	1,168.00 €
1/16 page	356.00 €	435.00 €	589.00 €
1/32 page	181.00 €	223.00 €	297.00 €
1/64 page	91.00 €	112.00 €	149.00 €

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,- €
Video Inread	53,- €
Video FloorAd	79,- €
Video Background	84,- €

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 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	6,791.00 €
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	2,970.00 €
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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
TOUR	01/2022	15.12.2021	03.11.2021	15.11.2021	
TOUR	02/2022	19.01.2022	03.12.2021	15.12.2021	Training
TOUR	03/2022	16.02.2022	04.01.2022	17.01.2022	
TOUR	04/2022	16.03.2022	02.02.2022	14.02.2022	Women
TOUR	05/2022	13.04.2022	02.03.2022	14.03.2022	Gravel
TOUR	06/2022	18.05.2022	04.04.2022	14.04.2022	
TOUR	07/2022	15.06.2022	02.05.2022	12.05.2022	Tour de France
TOUR	08/2022	29.07.2022	17.06.2022	29.06.2022	
TOUR	09/2022	24.08.2022	12.07.2022	22.07.2022	
TOUR	10/2022	21.09.2022	09.08.2022	22.08.2022	
TOUR	11/2022	19.10.2022	06.09.2022	16.09.2022	
TOUR	12/2022	16.11.2022	30.09.2022	13.10.2022	
TOUR	01/2023	14.12.2022	02.11.2022	14.11.2022	

DATES. EVENTS

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

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](#).



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