

MEDIA INFORMATION 2021

MODELL FAHRZEUG



The leading magazine dedicated to miniature cars



Foto: © Minichamps

MODELL FAHRZEUG

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SPECIFICATIONS**Print:** www.dk-mediasales.de/specifications-modellfahrzeug**Digital:** www.dk-mediasales.de/specifications-digital**Standard Terms and Conditions:** The current terms and conditions are available at: www.delius-klasing.de/agbAny changes to the price list can be found at: www.dk-mediasales.de/mediadaten**DELIUS KLASING VERLAG**Siekerwall 21
33602 Bielefeld
telephone +49 521 559 0**MEDIA SALES AD MANAGER**Monika Grell
m.grell@delius-klasing.de
telephone +49 151 44 253 424**PROJECT MANAGER**Christian Ludewig
c.ludewig@delius-klasing.de
telephone +49 521 559 902**DISPO**Stefanie Schwarz-Eickmeyer
s.schwarz-eickmeyer@delius-klasing.de
telephone +49 521 559 261**EDITORIAL OFFICE**Editor in Chief Andreas A. Berse
a.berse@die-redakteure.info
P.O.Box 55 11 29 | 90218 Nürnberg
telephone +49 911 940 46 40



Published since	1990
Total circulation	30,000 copies
Frequency of publication	6 x per year
Magazine size	210 mm x 280 mm
Processing	Saddle stitch
Copy price	6.50 €

THE MAGAZINE

MODELL FAHRZEUG – the No. 1

MODELL FAHRZEUG is the leading German-language special interest magazine for model cars. Established in 1990, MODELL FAHRZEUG enhanced its representation of model-car collectors' interests in 2015 thanks to the assimilation of modell magazin. With its quality journalism and outstanding photography, MODELL FAHRZEUG is a worthy part of Delius Klasing Verlag's automotive magazine range.

The latest news, comprehensive reporting and clear reviews make MODELL FAHRZEUG much more than just a guide for its readers. Model-car collectors and builders of all kinds, fans of limited series and hand-built models, and RC and slot car enthusiasts enjoy the great mix of topics in this bimonthly publication. Large-format photos and carefully arranged detailed shots of the miniatures contribute to the unique character of MODELL FAHRZEUG magazine.

MARKET POSITION

Its market-leading position makes MODELL FAHRZEUG an information source of undisputed standing for the entire market, from consumers to industry representatives, manufacturers, distribution companies and, as the vital link in the supply chain, retailers.

QUALIFICATION OF THE READERS

MODELL FAHRZEUG readers are experts and active buyers. They are thought leaders and often share their knowledge with other fans. The annual reader vote for "Model Car of the Year" is testament to the knowledge of the magazine and its readers, and the high level of participation is a reflection of the strong bond between them. Evaluation of the result allows the editors to draw firm conclusions about purchasing behaviour, the image of individual brands and market share. Such dialogue is based on their well-founded knowledge of contemporary and classic road and race cars.

58%

of MODELL FAHRZEUG readers purchase their models in specialist shops

90%

of our readers are male

1,017 EURO

per year are spent on miniatures by our readers

INTERNET AND TRADE SHOWS

are the main source of information next to MODELL FAHRZEUG

MODELL FAHRZEUG readers are

TRENDSETTERS AND INNOVATORS

6 TIMES

the reader picks up each issue

40-59 YEARS OF AGE

(Average age 52.9 years) is the core readership of MODELL FAHRZEUG

Main topics for our readers are:

79 % passenger cars
49 % motorsport cars
29 % commercial vehicles

Our readers are interested in the following scales (multiple answers where possible):

56 % 1:18
48 % 1:43
36 % 1:87

ISSUE	FIRST SELLING DAY	SPECIAL TOPICS*	BOOKING DEADLINE	PRINT DATA DEADLINE
01/2021	09.12.2020	NEWS PREVIEW 2021	04.11.2020	11.11.2020
02/2021	10.02.2021	HIGHLIGHTS 2021	06.01.2021	13.01.2021
03/2021	07.04.2021	CLASSIC SPECIAL	03.03.2021	10.03.2021
04/2021	09.06.2021	PRESENTATION OF THE READER'S CHOICE	05.05.2021	12.05.2021
05/2021	11.08.2021	COLLECTOR-PORTRAITS	07.07.2021	14.07.2021
06/2021	06.10.2021	IAA SPECIAL 2021	01.09.2021	08.09.2021
01/2022	08.12.2021	AGRICULTURAL MODELS AGRITECHNICA 2021	03.11.2021	10.11.2021

* Subject to change due to topicality.

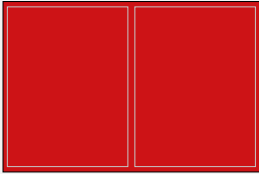
IMPORTANT EVENTS AND DATES* 2021			
07.04. – 11.04.2021	TECHNO CLASSICA	Essen	www.siha.de
15.04. – 18.04.2021	INTERMODELLBAU	Dortmund	www.intermodellbau.de
08.07. – 11.07.2021	RETRO CLASSICS	Stuttgart	www.retro-classics.de
20.07. – 24.07.2021	INTERNATIONAL TOY FAIR	Nürnberg	www.spielwarenmesse.de
07.09. – 12.09.2021	IAA	München	www.iaa.de
01.10. – 03.10.2021	MODELL-HOBBY-SPIEL	Leipzig	www.modell-hobby-spiel.de

* No responsibility is taken for the correctness of this information.

Due to the current situation we recommend to inform yourself in time if the fair date will really take place!



EDITORIAL SECTION



2/1 page
Trim size* 420 x 280



1/1 page
Trim size* 210 x 280



1/2 page vertical
Trim size* 105 x 280



1/2 page horizontal
Trim size* 210 x 140



1/3 page vertical
Type area 52 x 248
Trim size* 70 x 280



1/3 page horizontal
Type area 182 x 76
Trim size* 210 x 94



1/4 page 2-columns
Type area 90 x 124

„ADVERTISING IN APPROPRIATE JOURNALISTIC ENVIRONMENTS INCREASES PUBLIC AWARENESS.“

source: VDZ, Editorial Media Factbook 2019

SIZE	B/W	4C
1/1	1,980.00 €	3,170.00 €
1/2	1,050.00 €	1,640.00 €
1/3	685.00 €	1,080.00 €
1/4	525.00 €	820.00 €
2/1	3,960.00 €	6,340.00 €

SPECIAL POSITIONS 4C	
Back cover	3,600.00 €
Inside back cover	3,400.00 €
Inside front cover	3,500.00 €

Other special positions with up to 20% extra charge. The prices quoted are exclusive VAT.

DISCOUNTS					
FREQUENCY DISCOUNTS		VOLUME DISCOUNTS		DK-BRAND-COMBINATION	
2 adverts	5%	2 pages	5%	2 issues	5%
4 adverts	10%	3 pages	10%	3 issues	10%
6 adverts	15%	6 pages	15%	4 issues	15%
9 adverts	18%	9 pages	20%	5 issues	20%
12 adverts	21%	12 pages	25%		

10% START-DISCOUNT FOR NEW CUSTOMERS

AGENCY COMMISSION 15%

Reprints and pdfs of editorial content on request.

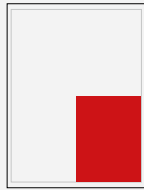
Please ask for our price list.

* Trim on all sides + 3 mm. Text and image-critical parts 10 mm to the inside.
All format specifications in mm (width x height).
Any trimming marks must be set at a distance of at least 3 mm from the net format.

SPECIAL RATE „MODELL MARKT“



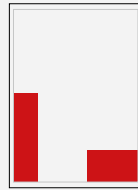
1/4 page
1-column
Type area 43 x 252



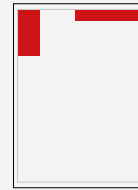
1/4 page
2-columns
Type area 90 x 124



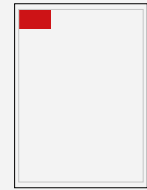
1/4 page
4-columns
Type area 184 x 60



1/8 page
1-column
Type area 43 x 124
2-columns
Type area 90 x 60



1/16 page
vertical
Type area 43 x 60
horizontal
Type area 90 x 28



1/32 page
Type area 43 x 28

Minimum size for ads containing URL: 1-column, 10 mm
All format specification in mm (width x height)

CLASSIFIED ADVERTISING PER MM/1-COLUMN

B/W or 4-C = 1.70 €

Minimum height of advert 10 mm

SIZE	B/W OR 4C
1/4	400.00 €
1/8	200.00 €
1/16	100.00 €
1/32	50.00 €

The prices quoted are exclusive VAT.

FURTHER FORMATS ON REQUEST!

DISCOUNTS	
FREQUENCY DISCOUNT (applies to layouted ads only)	
up to 2 ads	5 %
up to 4 ads	10 %
up to 6 ads	15 %
up to 9 ads	18 %
up to 12 ads	21 %

10% START-DISCOUNT FOR NEW CUSTOMERS

AGENCY COMMISSION 15%

LOOSE INSERTS			
WEIGHT	PRICE	MAX. SIZE	INSERTION
up to 25 g	90.00 € per mil	200 x 270 mm (width x height) 3 samples when placing the order	Total circulation
up to 50 g	120.00 € per mil		
up to 75 g	145.00 € per mil		



Further on request. Additional costs when booking the subscription circulation.

TIP-ONS		
SIZE	PRICE	
Postcard	47.00 € per mil	+ Costs for the 1/1 page carrier advertisement
Booklet	68.00 € per mil	+ Extra expenses for booking the subscription circulation.
Test sample	77.00 € per mil	Stand samples and 10 adhesive inserts for test run before the closing date.



BOUND INSERTS		
SIZE	PRICE	
4-pages	110.00 € per mil	Paper quality: 70-150g/m ²
6-pages	130.00 € per mil	Size: Please contact the media sales department for specifications
8-pages	150.00 € per mil	Insertion: only overall
Further more on request		Position: In the middle of the magazine „artificial middle“ (Additional costs on request)



The prices quoted are exclusive VAT.

AGENCY COMMISSION 15%

Ad Specials are not valid for discount!

Editorial XXL-Specials available (center spread). Just ask for your special offer.

Additional information about our Ad Specials on www.dk-mediasales.de/ad-specials



IMPORTANT DETAILS

A closed edge is required for the machine processing of inserts.

For inserts that exceed the width of the magazine, this must be the long side.

Inserts by hand and other formats on request. For inserts that exceed the specified format, there are additional technical costs.

Loose inserts and bound inserts with third-party advertisements only after agreement with the publishing house.

Delivery must be made 3 weeks before the first day of sale (duty paid and free to the printing company). Shipping documents are obligatory! Please provide the following information on the delivery papers: Intended use, magazine, number of issue, total weight, total quantity and packing size.



THE DK-BRAND-COMBINATION

Under the brand of DK, 13 other special interest magazines are being published. Many of them are market leader within their field.

COMBINATION DISCOUNTS

apply for a customer's advertisements and offer an enormous potential for saving up to 20%. With an identical volume of advertising placements you may vary and change the advertising motive and the date of publishing.

NUMBER OF MAGAZINES	DK-BRAND-COMBINATION-DISCOUNT
2 issues	5 %
3 issues	10 %
4 issues	15 %
5 issues	20 %

„ON DIGITAL MEDIA WEBSITES, USERS STAY MUCH LONGER PER PAGE IMPRESSION THAN ON SOCIAL MEDIA SITES.“

source: VDZ, Editorial Media Factbook



DESKTOP

FORMS OF ADVERTISING	SIZE IN PIXEL	CPT
Fullsizebanner	468 x 60	10.00 €
Medium Rectangle	300 x 250	40.00 €
Skyscraper / Wide Skyscraper	120 x 600 / 160 x 600	40.00 €
HalfpageAd	300 x 600	49.00 €
XXL Banner	728 x 90	30.00 €
AdBundle	300 x 250 / 160 x 600 / 728 x 90	37.00 €
Wallpaper	728 x 90 and 120 x 600 / 160 x 600	59.00 €

CPT = Costs per Thousand. All prices exclusive VAT, subject to change without notice.

Page Impressions

2,172

Visits

1,117

Unique User

818

According to the publisher 08/20

AGENCY COMMISSION 15%

Creation of the advertisement with a surcharge.

VOLUME DISCOUNT		COMBINATION DISCOUNT		CROSSMEDIA DISCOUNT
200,000 AI	5%	2 Websites	5%	Crossmedia discount Print / Online 10 % (on online-price)
400,000 AI	7%	3 Websites	7%	
650,000 AI	10%	4 Websites	10%	
800,000 AI	15%	5 Websites	15%	

Examples of formats and information on

www.dk-mediasales.de/digital-ads

