



bike PRICE LIST NO. 36

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DELIUS KLASING

PRICES. MAGAZINE

Editorial Section	
2/1 page	17,922.00 €
1/1 page	11,950.00 €
1/2 page	6,357.00 €
1/3 page	5,028.00 €
1/4 page	3,680.00 €
Positions	
Inside front cover	14,324.00 €
Inside back cover	13,406.00 €
Back cover	15,155.00 €
Opening spread	19,936.00 €

Special Rate BIKE MARKET			
	b/w	2c	4c
1/3 page	2,042.00 €	2,562.00 €	3,606.00 €
1/4 page	1,529.00 €	1,927.00 €	2,708.00 €
1/8 page	772.00 €	963.00 €	1,353.00 €
1/16 page	387.00 €	484.00 €	678.00 €
1/32 page	193.00 €	246.00 €	339.00 €
1/64 page	97.00 €	124.00 €	170.00 €

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	64.00 €
Video Inread	59.00 €
Video FloorAd	87.00 €
Video Background	93.00 €

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 [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	9,466.00 €
Sponsored News	teaser including further linking	3,933.00 €



PRICES. NEWSLETTER

Presenter (CPT)

Standard	72.00 €
Top-Position	88.00 €

Content (Price per term)

Sponsored News	3,905.00 €
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NEED INSPIRATION?

Native ads, social media or crossmedia and individual building blocks for your marketing?

For initial ideas, visit 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
BIKE	01/2023	06.12.2022	21.10.2022	04.11.2022
BIKE	02/2023	03.01.2023	21.11.2022	01.12.2022
BIKE	03/2023	07.02.2023	22.12.2022	05.01.2023
BIKE	04/2023	07.03.2023	24.01.2023	03.02.2023
BIKE	05/2023	04.04.2023	21.02.2023	03.03.2023
BIKE	06/2023	02.05.2023	16.03.2023	28.03.2023
BIKE	07/2023	06.06.2023	20.04.2023	03.05.2023
BIKE	08/2023	04.07.2023	19.05.2023	01.06.2023
BIKE	09/2023	01.08.2023	20.06.2023	30.06.2023
BIKE	09a/2023	22.08.2023	10.07.2023	20.07.2023
BIKE	10/2023	05.09.2023	24.07.2023	03.08.2023
BIKE	11/2023	04.10.2023	22.08.2023	01.09.2023
BIKE	12/2023	07.11.2023	21.09.2023	04.10.2023
BIKE	01/2024	05.12.2023	20.10.2023	03.11.2023

QUESTIONS? WE ARE HAPPY TO HELP YOU.

Your contact persons for cycling with one [click](#).



DATES. EVENTS

Event	Place	Date	Website
EMTB Trail Camp	Kaltern, Italy	24.-27.04.2023	www.emtb-camp.com
BIKE FESTIVAL	Riva del Garda, Italy	28.04.-01.05.2023	www.bike-festival.de
BIKE FESTIVAL	Willingen, Germany	26.-29.05.2023	www.bike-festival.de
TOUR TRANSALP	Alpine Crossing	18.-24.06.2023	www.tour-transalp.de
BIKE Women Camp	Molveno, Italy	15.-18.06.2023	www.bike-women.de
BIKE TRANSALP	Alpine Crossing	09.-15.07.2023	www.bike-transalp.de
BIKE FESTIVAL	Leogang, Austria	15.-17.09.2023	www.bike-festival.de
BIKE Cross Country Camp	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](#).



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