



MY BIKE PRICE LIST NO. 5

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DELIUS KLASING

PRICES. MAGAZINE

Editorial Section	
1/1 page	5,610.00 €
1/2 page	3,198.00 €
1/3 page	2,183.00 €
1/4 page	1,959.00 €
2/1 page	8,132.00 €

Positions	
inside front cover	6,300.00 €
inside back cover	5,830.00 €
back cover	6,530.00 €
opening spread	9,240.00 €

Special Rate MYBIKE MARKTPLATZ			
	b/w	2c	4c
1/3 page	1,150.00 €	1,234.00 €	1,416.00 €
1/4 page	863.00 €	920.00 €	1,066.00 €
1/8 page	431.00 €	460.00 €	544.00 €
1/16 page	215.00 €	241.00 €	272.00 €
1/32 page	111.00 €	121.00 €	136.00 €
1/64 page	58.00 €	63.00 €	72.00 €

Ad Specials (Price per Tsd.)		
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	58.00 €
Video Inread	53.00 €
Video FloorAd	79.00 €
Video Background	84.00 €

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	5,012.00 €
Sponsored News	teaser including further linking	2,365.00 €



PRICES. NEWSLETTER

Presenter (CPT)

Standard	65.00 €
Top-Position	80.00 €

Content (Price per term)

Sponsored News	1,980.00 €
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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
MYBIKE	01/2022	09.12.2021	28.10.2021	09.11.2021	
MYBIKE	02/2022	24.02.2022	13.01.2022	25.01.2022	Kids + Family
MYBIKE	03/2022	21.04.2022	08.03.2022	18.03.2022	Gravel
MYBIKE	04/2022	23.06.2022	09.05.2022	19.05.2022	
MYBIKE	05/2022	25.08.2022	13.07.2022	25.07.2022	
MYBIKE	06/2022	13.10.2022	31.08.2022	12.09.2022	
MYBIKE	01/2023	08.12.2022	25.10.2022	08.11.2022	

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](#).

