



surf

PRICE LIST NO. 47

© Toby Bromwich



DELIUS KLASING

PRICES. MAGAZINE

| Editorial Section | |
|-------------------|-------------|
| 2/1 page | 12,612.00 € |
| 1/1 page | 6,584.00 € |
| 1/2 page | 3,424.00 € |
| 1/3 page | 2,384.00 € |
| 1/4 page | 1,825.00 € |

| Positions | |
|--------------------|-------------|
| Inside front cover | 7,957.00 € |
| Inside back cover | 7,387.00 € |
| Back cover | 8,925.00 € |
| Opening spread | 14,612.00 € |

| Special Rate SURF MARKET | | |
|--------------------------|------------|------------|
| | b/w | 4c |
| 1/1 page | 3,800.00 € | 6,352.00 € |
| 1/2 page | 1,914.00 € | 3,179.00 € |
| 1/3 page | 1,265.00 € | 2,156.00 € |
| 1/4 page | 961.00 € | 1,599.00 € |
| 1/8 page | 490.00 € | 809.00 € |
| 1/16 page | 248.00 € | 407.00 € |
| 1/32 page | 131.00 € | 211.00 € |
| 1mm/column | 4.10 € | 7.15 € |

| 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%

2023 NEW DISPLAY FORMATS.

For detailed information on the formats, see [here](#).

TECHNICAL SPECIFICATIONS.

Information can be found [here](#).

MINIMUM COVERAGE.

Inserts from 10,000 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 homepage and in an issue of the newsletter, each with a link to a separately created microsite, social media campaign for advertising | 5,341.00 € |
| Sponsored News | Teaser including further linking | 2,597.00 € |



PRICES. NEWSLETTER

Presenter (Price per K)

Standard 72.00 €

Top-Position 88.00 €

Content (CPT)

Sponsored News 1,733.00 €

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 water sports contact, who you can find [here](#).



DATES. MAGAZINE

| Magazine | Issue | First Selling Day | Booking Deadline | Print Data Deadline |
|----------|-------------|-------------------|------------------|---------------------|
| SURF | 03/2023 | 22.02.2023 | 13.01.2023 | 23.01.2023 |
| SURF | 04/2023 | 22.03.2023 | 10.02.2023 | 20.02.2023 |
| SURF | 05/2023 | 19.04.2023 | 10.03.2023 | 20.03.2023 |
| SURF | 06/2023 | 17.05.2023 | 06.04.2023 | 17.04.2023 |
| SURF | 07/2023 | 21.06.2023 | 12.05.2023 | 22.05.2023 |
| SURF | 08/2023 | 26.07.2023 | 16.06.2023 | 26.06.2023 |
| SURF | 09/2023 | 23.08.2023 | 14.07.2023 | 24.07.2023 |
| SURF | 10/2023 | 20.09.2023 | 11.08.2023 | 21.08.2023 |
| SURF | 11-12/2023 | 25.10.2023 | 15.09.2023 | 25.09.2023 |
| SURF | 11-12a/2023 | 17.11.2023 | 20.10.2023 | 25.10.2023 |
| SURF | 01-02/2024 | 13.12.2023 | 03.11.2023 | 13.11.2023 |

DATES. EVENTS

| Event | Place | Date | Website |
|-------------------------------------|--------------------------|----------------------------------|--|
| GSC German Superyacht Conference | Hamburg | 23.02.2023 | www.superyacht-conference.com |
| YACHT Skippertraining Ladies only | Heiligenhafen | 14.-16.04.2023 17.-19.04.2023 | www.yacht.de/events/skippertraining |
| BOOTE Frauenfahrtraining | Konstanz Werder/Havel | 11.-13.08.2023 | www.boote-frauenfahrtraining.de |
| SURF-FESTIVAL | Fehmarn | 18.-21.05.2023 | www.surffestival.de |
| BOOTE Fresh up | Werder/Havel | 05.-06.08.2023 | www.boote-freshup.de |

HUGE IMPACT WANTED? At each of the watersport events, we put you in the limelight via one of the sponsorships. The contact persons are available for your offer, just [click](#).

