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**gute  
Fahrt**

PRICE LIST NO. 63



**DELIUS KLASING**

# PRICES. MAGAZINE

## Editorial Section

1/1 page	15,914.00 €
1/2 page	8,138.00 €
1/3 page	5,542.00 €
1/4 page	4,196.00 €
2/1 page	31,619.00 €

## Positions

inside front cover	19,055.00 €
inside back cover	18,269.00 €
back cover	20,627.00 €
opening spread	34,803.00 €

## Special Rate SERVICE PART

	b/w	2c	4c
1/4 page	1,132.00 €	1,377.00 €	1,915.00 €
1/8 page	591.00 €	713.00 €	988.00 €
1/16 page	308.00 €	362.00 €	502.00 €

## 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	58.00 €
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 [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	5,033.00 €
Sponsored News	teaser including further linking	2,258.00 €



# PRICES. NEWSLETTER

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## Presenter (CPT)

Standard	65.00 €
Top-Position	80.00 €

## Content (Price per term)

Sponsored News	3,098.00 €
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**QUESTIONS? WE ARE HAPPY TO HELP YOU.**  
Your contact persons for automotive with one [click](#).



# DATES. MAGAZINE

Magazine	Issue	First Selling Day	Booking Deadline	Print Data Deadline	Special Topics
GUTE FAHRT	01/2022	17.12.2021	12.11.2021	19.11.2021	VW-Taigo Special
GUTE FAHRT	02/2022	21.01.2022	14.12.2021	21.12.2021	Comparison test ID.4/Q4/Enyaq
GUTE FAHRT	03/2022	18.02.2022	14.01.2022	21.01.2022	Test Touareg eHybrid
GUTE FAHRT	04/2022	18.03.2022	11.02.2022	18.02.2022	Rim Special
GUTE FAHRT	05/2022	22.04.2022	16.03.2022	23.03.2022	ID.5 Special
GUTE FAHRT	06/2022	20.05.2022	13.04.2022	22.04.2022	Camping Special
GUTE FAHRT	07/2022	24.06.2022	17.05.2022	24.05.2022	
GUTE FAHRT	08/2022	22.07.2022	17.06.2022	24.06.2022	Tyre test (Summer)
GUTE FAHRT	09/2022	19.08.2022	14.07.2022	21.07.2022	Tyre test (Winter); Bulli Meeting
GUTE FAHRT	10/2022	23.09.2022	19.08.2022	26.08.2022	Winter tyre recommendation
GUTE FAHRT	11/2022	21.10.2022	15.09.2022	22.09.2022	ID.-Special; Winter Special
GUTE FAHRT	12/2022	18.11.2022	12.10.2022	19.10.2022	Christmas Special
GUTE FAHRT	01/2023	16.12.2022	11.11.2022	18.11.2022	

