

VWCLASSIC PRICE LIST NO. 13

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DELIUS KLASING

PRICES. **MAGAZINE**

Editorial Section	
2/1 page	13,772.00 €
1/1 page	7,012.00 €
1/2 page	3,626.00 €
1/3 page	2,540.00 €
1/4 page	1,843.00 €
Positions	
Inside front cover	8,414.00 €
Inside back cover	7,937.00 €
Back cover	9,115.00 €

Special Rate COMMUNITY	
2/1 page	6,772.00 €
1/1 page	3,506.00 €
1/2 page	1,985.00 €
1/3 page	1,439.00 €
1/4 page	1,170.00 €
1/8 page	594.00 €

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 €

DATES. **MAGAZINE**

Magazine	Issue	First Selling Day	Booking Deadline	Print Data Deadline
VW Classic	01/2023	27.04.2023	14.03.2023	23.03.2023

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 automotive contact, who you can find here.

