

PALSTEK: Prices and formats (Bleed ads plus 25% surcharge)

1/1 Page
 height : 261 mm
 width : 167 mm
Bleed
 height : 297 mm
 width : 210 mm
 b/w EUR 2.350,-
 4-c EUR 3.785,-

2. or 4. Cover
 height : 261 mm
 width : 167 mm
Bleed
 height : 297 mm
 width : 210 mm
 4-c EUR 5.680,-

1/2 Page 2-column
 height : 261 mm
 width : 90 mm
bleed
 height : 297 mm
 width : 108 mm
 b/w EUR 1.190,-
 4-c EUR 1.895,-

1/2 Page 4-column
 height : 130 mm
 width : 167 mm
bleed
 height : 147 mm
 width : 210 mm
 b/w EUR 1.190,-
 4-c EUR 1.895,-

Important:
 For advertisements in the bleed we need on all the outer edges at least 3 mm bleed.

1/3 Page high
 height: 261 mm
 width : 55 mm
Bleed
 height: 297 mm
 width : 73 mm
 b/w EUR 815,-
 4-c EUR 1.255,-

1/3 Page 4-column
 height: 85 mm
 width : 167 mm
Bleed
 height: 102 mm
 width : 210 mm
 b/w EUR 815,-
 4-c EUR 1.255,-

1/4 Page 1-column
 height: 261 mm
 width : 42 mm
Bleed
 height : 297 mm
 width : 60 mm
 b/w EUR 605,-
 4-c EUR 935,-

1/4 Page 2-column
 height: 127 mm
 width : 90 mm
Bleed
 height: 297 mm
 width : 108 mm
 b/w EUR 605,-
 4-c EUR 935,-

1/4 Page 4-column
 height: 63 mm
 width : 167 mm
Bleed
 height: 80 mm
 width : 210 mm
 b/w EUR 605,-
 4-c EUR 935,-

1/8 Seite 1-column
 height: 127 mm
 width : 42 mm
 b/w EUR 310,-
 4-c EUR 470,-

1/8 Page 2-column
 height: 63 mm
 width : 90 mm
 b/w EUR 310,-
 4-c EUR 470,-

1/16 Page 1-column
 height: 63 mm
 width : 42 mm
 b/w EUR 170,-
 4-c EUR 245,-

1/16 Page 2-column
 height: 30 mm
 width : 90 mm
 b/w EUR 170,-
 4-c EUR 245,-

supplement:
85 Euro per 1.000

discount:
3 x advertisement 5 %
6 x advertisement 15 %

All prices plus VAT

Print-PDF: That the advertisement PDF is printable, please include all used fonts, as well as logos, graphics and photos, in CMYK, 300 dpi. For color deviations in the case of a faulty one we do not assume any liability for the delivered PDF.

banner ads:

Superbanner (running for one month) EUR 250.00
 in combination with a print advertisement only EUR 200.00

Landscape formats:

3x1 - 1920 x 640 pixels, 4x1 - 1920 x 480 pixels, 6x1 - 1920 x 320 pixels

Portrait formats: 1x3 - 1080x360 pixels, 1x4 - 1080x270 pixels

Schedule and main topics of the PALSTEK

Issue	Main topics	Copy deadline	Day of sale
1/23 Jan./Feb.	Exhibition edition for boot Düsseldorf as well as work during the winter storage, such as painting / antifouling.	22.11.2022	22.12.2022
2/23 Mar./Apr.	The preseason booklet : Renewal or equipment optimization.	06.02.2023	01.03.2023
3/23 May/June	The booklet for the start of the sailing season : Care products, cordage, clothing, etc.	31.03.2023	28.04.2023
4/23 July/Aug.	The most read edition during the sailing season!	02.06.2023	30.06.2023
5/23 Sept./Oct.	Exhibition edition for Interboot planning the optimization of the yacht in winter.	02.08.2023	01.09.2023
6/23 Nov./Dec.	Exhibition edition METS and Boot Berlin as well as preparation for winter storage.	29.09.2023	01.11.2023

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Cancellation deadline up to two weeks before the copy deadline.