




93 % of our readers are boatowners!

For 40 years, Palstek is synonymous for competence and diversity in the world of sailing. Focused on all technical aspects on board, our readers enjoy a broad variety of articles. Yacht and gear tests, boat repair and maintenance, weather, sail destinations and a wealth of practical knowledge define PALSTEK as a unique "must have"- magazine for every boatowner, as our loyal readers will testify, for a lot of them, Palstek is a real collectors item. To find specific articles more easily, the table of contents from 1995 to 2024 can be found on our website as free download.

- Founded in:** 1984
- Format:** DIN A 4
- Contents:** at least 132 pages
- Appearance:** 6 times a year
- Distribution:** Germany, Swiss, Austria, as well as the Netherlands and Scandinavia
- Quality:** Offset printed, chlorine free, 60s grid, glued
- Price per copy Germany:** 8,50 Euros

Mediadata Nr. 36 per 1st of January, 2025
Other Pricelists are by now invalid.

Our magazine is IVW checked. Here's a look at our numbers. 

Palstek – technical magazine for sailors

IVW 23rd Quarter 2024:

Sold	10,300 copies
Distributed circulation	10,542 copies
of which subscriptions	6,410 copies
e-Paper	614 copies

PALSTEK at a glance...



For 40 years now Palstek is dedicated to one goal: **The best value possible for our readers!** Six times a year the magazine is packed with technical information and all things sailing. We provide our readers with a wealth of important information and countless hints and tips. Our layout, albeit reduced, is clear in appearance for good guidance while reading and perfect placement of advertisement.

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
 4-c EUR 3.790,-

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
 4-c EUR 1.890,-

1/2 Page 4-column
 height : 130 mm
 width : 167 mm
bleed
 height : 147 mm
 width : 210 mm
 4-c EUR 1.890,-

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
 4-c EUR 1.260,-

1/3 Page 4-column
 height: 85 mm
 width : 167 mm
Bleed
 height: 102 mm
 width : 210 mm
 4-c EUR 1.260,-

1/4 Page 1-column
 height: 261 mm
 width : 42 mm
Bleed
 height : 297 mm
 width : 60 mm
 4-c EUR 940,-

1/4 Page 2-column
 height: 127 mm
 width : 90 mm
Bleed
 height: 297 mm
 width : 108 mm
 4-c EUR 940,-

1/4 Page 4-column
 height: 63 mm
 width : 167 mm
Bleed
 height: 80 mm
 width : 210 mm
 4-c EUR 940,-

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

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

1/16 Page 1-column
 height: 63 mm
 width : 42 mm
 4-c EUR 250,-

1/16 Page 2-column
 height: 30 mm
 width : 90 mm
 4-c EUR 250,-

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:
 Banner EUR 250.00
 in combination with a print advertisement only EUR 200.00
 Running for one month, in rotation Home page and E-paper magazin
 Size across: Portrait 1536 x 600 px (Smartphone),
 Landscape 2048 x 600 px (Computer)

Schedule and main topics of the PALSTEK

Issue	Main topics	Copy deadline	Day of sale
2/25 Mar./Apr.	The preseason booklet : Renewal or equipment optimization, especially nautical binoculars	03.02.2025	25.02.2025
3/25 May/June	The booklet for the start of the sailing season : Care products, cordage, clothing, etc.	07.04.2025	29.04.2025
4/25 July/Aug.	The most read edition during the sailing season!	06.06.2025	01.07.2025
5/25 Sept./Oct.	Exhibition edition for Interboot planning the optimization of the yacht in winter.	01.08.2025	26.08.2025
6/25 Nov./Dec.	Exhibition edition METS and Boot Berlin as well as preparation for winter storage.	01.10.2025	28.10.2025
1/26 Jan./Feb.	Exhibition edition for boot Düsseldorf as well as work during the winter storage, such as painting / antifouling.	24.11.2025	23.12.2025

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