93% of our readers are boat owners!

For 42 years, we have been providing expert and detailed coverage of the world of sailing, with a focus on the diverse technology on board. We also cover yacht tests, accessories, weather, sailing areas, and offer practical tips for life on board. This makes our magazine unique and a must-have for every boat owner, as evidenced by our loyal readership.

Many readers also enjoy collecting PALSTEK magazine, particularly because technical topics are not subject to fleeting trends.

PALSTEK is also available as an ePaper, with the **digital editions** also available in **English**: www.palstek.de

Free of charge: All advertisements in PALSTEK ePaper are linked. One click leads to your website.

Media data no. 38 dated January 1, 2027
All other price lists are hereby superseded.

Year founded: 1984
Format: DIN A4
Extent: 148 pages
Publication frequency: 6 times a year
Distribution: Germany, Switzerland, Austria, the Netherlands, and Scandinavia
Printing: Offset, chlorine-free, matte, 60 lpi screen, glued
Copy price Germany: € 9.80

Issue 4 (July/August): Greater Reach and Impact

PALSTEK can be downloaded free of charge as an ePaper for a trial read.

This is issue 4, which is then available as a trial issue throughout the year. This issue thus increases the readership reach as well as the advertising impact of the ads placed within it.

This **digital editions** also available in **English!**

A brief look inside the technical magazine PALSTEK ...

Banner Advertising

The visibility and reach of your print magazine advertisement can be further increased by combining it with a banner on our website, either as a single placement or as a standalone advertisement.

PALSTEK has been on the market for over 42 years, and our proven motto is: Practical value for the reader!
The magazine reports competently and in detail on the diverse technology used on board, as well as topics related to sailing. In every issue, we provide reliable information and practical tips that are important and useful for boat owners.

The layout is deliberately kept clear to allow for easy navigation through the magazine. This also gives the advertisements optimal visibility.

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 € 3.790,–

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

1/2 Page 2-column
height : 261 mm
width: 90 mm
bleed
height : 297 mm
width : 108 mm
4-c € 1.890,–

1/2 Page 4-column
height : 130 mm
width : 167 mm
bleed
height : 147 mm
width : 210 mm
4-c € 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 € 1.260,–

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

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

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

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

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

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

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

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

Supplement:
85 Euro per 1.000

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

All prices plus VAT

Banner advertising

300 €, or 250 € in combination with a print ad.
The campaign runs for one month and can start at any time. Rotating between the homepage and the e-paper magazine, landscape format: Portrait 1.536 x 600 px (smartphone), Landscape 2.048 x 600 px (computer).

Print-PDF

To make your advertisement PDF 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.

Schedule and main topics PALSTEK magazine

Issue	Main topics	Copy deadline	Day of sale
1/27 Jan./Feb.	Exhibition edition for boot Düsseldorf, looking for news etc., as well as work during the winter storage.	19.11.2027	21.12.2027
2/27 Mar./Apr.	The preseason booklet, renewal or equipment optimization	12.02.2027	02.03.2027
3/27 May/June	The booklet for the start of the sailing season, care products, cordage, clothing, etc.	01.04.2027	27.04.2027
4/27 July/Aug.	The most read edition because is it during the sailing season!	02.06.2027	29.06.2027
5/27 Sept./Oct.	Exhibition edition for Interboot planning the optimization of the yacht in winter.	27.07.2027	24.08.2027
6/27 Nov./Dec.	Exhibition edition METS and Boot Berlin as well as preparation for winter storage.	01.10.2027	26.10.2027

Each issue contains one or two yacht tests, as well as a brief presentation of new and used yachts!

Cancellation deadline up to two weeks before the copy deadline.

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