

Laster & Bagger

Advertising list

Lastwagen, Baumaschinen und Krane im Modell

Advertising list

60 full-color pages , bi-monthly schedule, (6 editions per year)

Main focus on modelling and scale models.

Digital version with our own App and links to our customers (without any additional cost to our advertising customers for this service).

Readership

Collectors of high-quality Trucks, construction machines, crane and heavy duty transportation models. The articles and the advertisements get almost equal attention from our readership. Often this information is crucial to collectors when they consider purchasing a model for their collection.

Circulation

We have 1800 subscribers with readership estimated at 2000 as many subscribers pass the magazine on to their friends to read.

Laster & Bagger currently has more than 20000 fans on Facebook where we show the models of our advertisers before they are featured in our publication.

Prices

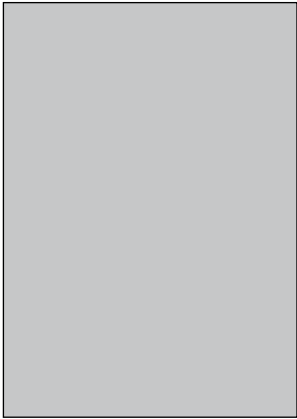
1/1 Page b/w	500.— Euro	\$ 680.—
1/1 Page full color	650.— Euro	\$ 870.—
2nd or 3rd Cover Page full color	700.— Euro	\$ 960.—
4th Cover Page full color	850.— Euro	\$ 1170.—
1/2 Page b/w	300.— Euro	\$ 410.—
1/2 Page full color	400.— Euro	\$ 540.—
1/4 Page b/w	150.— Euro	\$ 210.—
1/4 Page full color	250.— Euro	\$ 330.—
1/8 Page b/w	100.— Euro	\$ 130.—
1/8 Page full color	150.— Euro	\$ 210.—
1/16 Page b/w	70.— Euro	\$ 90.—
1/16 Page full color	90.— Euro	\$ 125.—

Discount for 3 ads per year 10%

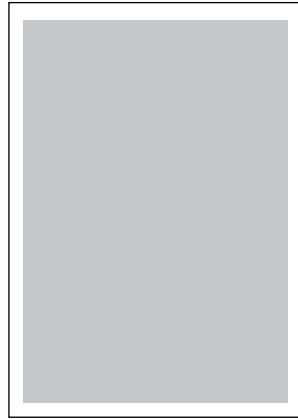
Discount for 6 ads per year 20%

Lastwagen, Baumaschinen und Krane im Modell

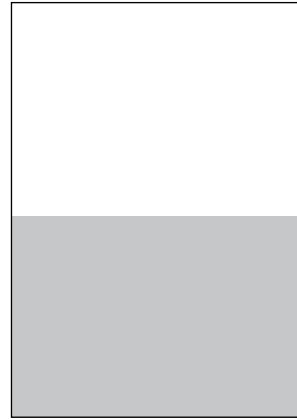
Advertising dimensions



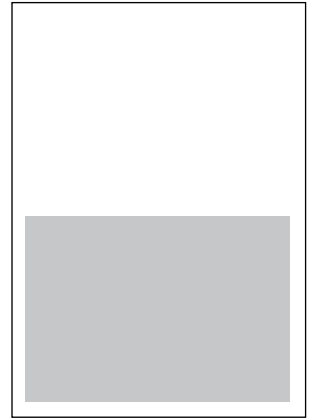
1/1 page
210 x 297 mm



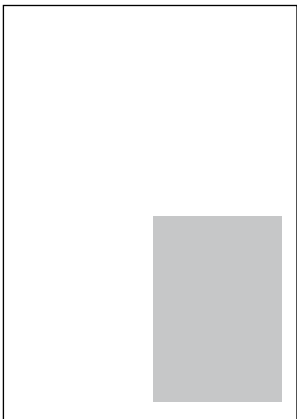
1/1 page
170 x 259 mm



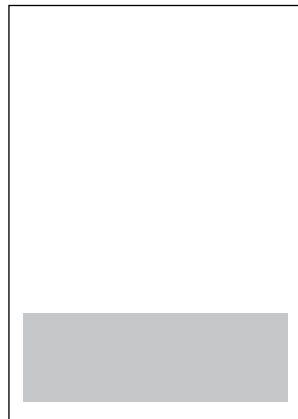
1/2 page
210 x 147 mm



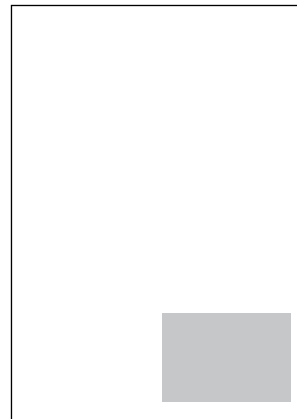
1/2 page
170 x 128 mm



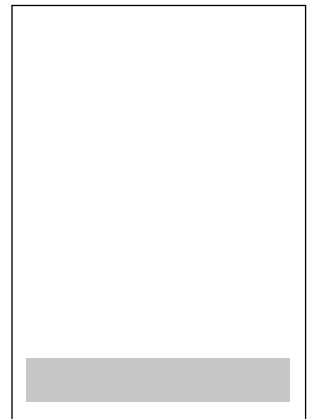
1/4 page
83 x 128 mm



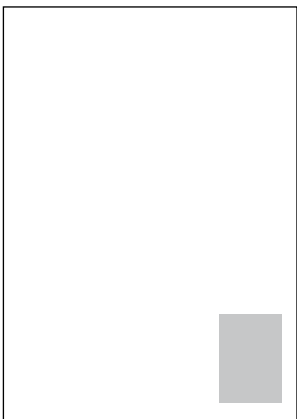
1/4 page
170 x 62 mm



1/8 page
83 x 62 mm



1/8 page
170 x 29 mm



1/16 page
40 x 62 mm

Publication schedule / dead lines

Issue	publication date	dead line
6-2018	—	—
1-2019	January 18th 2019	Dezember 18th 2018
2-2019	March 15th 2019	February 19th 2019
3-2019	Mai 17th 2019	April 23th 2019
4-2019	July 12th 2019	June 18th 2019
5-2019	September 13th 2019	August 20th 2019
6-2019	November 15th 2019	October 22th 2019
1-2020	January 20th 2020	Dezember 17th 2019