

### Lastwagen, Baumaschinen und Krane im Modell

#### Advertising list 2020

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 15000 fans on Facebook where we show the models of our advertisers before they are featured in our publication.

#### Prices

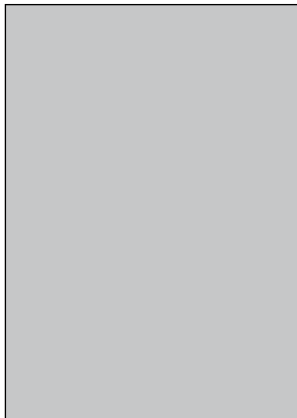
1/1 Page b/w	500.— Euro	\$ 680.—
1/1 Page full color	650.— Euro	\$ 870.—
2nd or 3rd Cover Page full color	700.— Euro	\$ 960.—
4th Cover Page full color	850.— Euro	\$ 1170.—
1/2 Page b/w	300.— Euro	\$ 410.—
1/2 Page full color	400.— Euro	\$ 540.—
1/4 Page b/w	150.— Euro	\$ 210.—
1/4 Page full color	250.— 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%

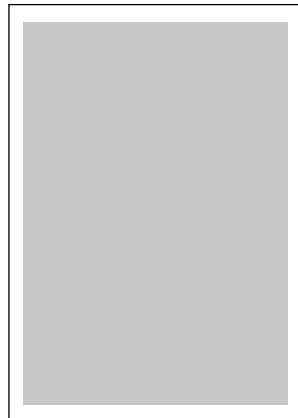
Discount for 6 ads per year 20%

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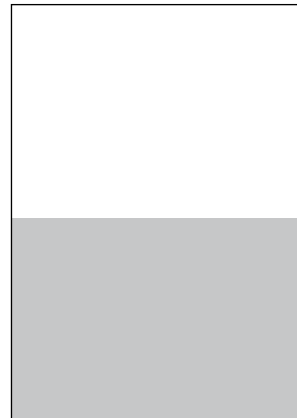
#### Advertising dimensions



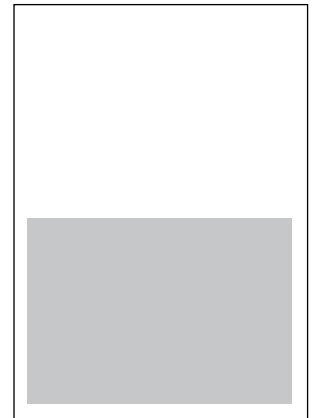
**1/1 page**  
210 x 297 mm



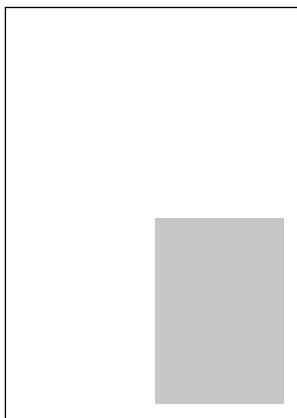
**1/1 page**  
170 x 259 mm



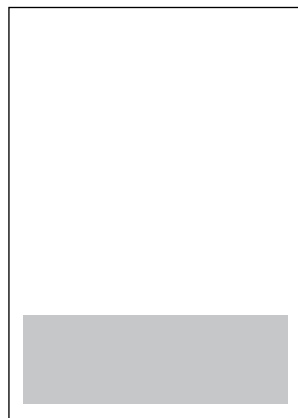
**1/2 page**  
210 x 147 mm



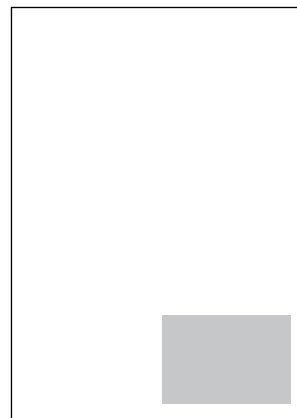
**1/2 page**  
170 x 128 mm



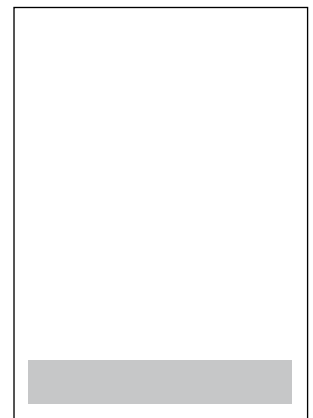
**1/4 page**  
83 x 128 mm



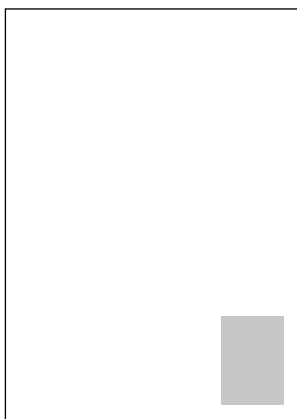
**1/4 page**  
170 x 62 mm



**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
6-2019	—	—
1-2020	January 20th 2020	Dezember 15th 2019
2-2020	March 13th 2020	February 18th 2020
3-2020	Mai 15th 2020	April 21th 2020
4-2020	July 10th 2020	June 16th 2020
5-2020	September 11th 2020	August 18th 2020
6-2020	November 13th 2020	October 20th 2020
1-2021	January 15th 2021	Dezember 15th 2020