

### Lastwagen, Baumaschinen und Krane im Modell

#### Advertising list 2023

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

In print 1600, readers about 2,000 because many pass the magazine on to others (status as of end of 2022). Over 25,000 fans on Facebook (total for German and English issues) where we show exclusively contributions from our advertising clients. Place an advertisement now and receive the total package for print, digital and social media.

#### Prices

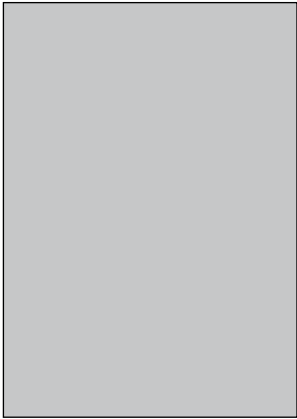
1/1 Page b/w	820.— CHF	(please ask for prices in Euros or Dollars)
1/1 Page full color	650.— CHF	
2nd or 3rd Cover Page full color	700.— CHF	
4th Cover Page full color	850.— CHF	
1/2 Page b/w	300.— CHF	
1/2 Page full color	400.— CHF	
1/4 Page b/w	150.— CHF	
1/4 Page full color	250.— CHF	
1/8 Page b/w	100.— CHF	
1/8 Page full color	150.— CHF	
1/16 Page b/w	70.— CHF	
1/16 Page full color	90.— CHF	

Discount for 3 ads per year 10%

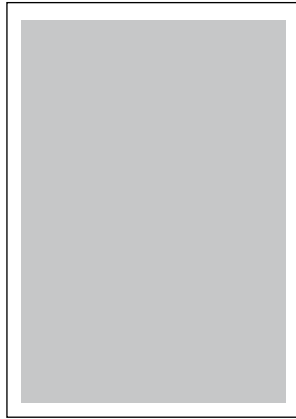
Discount for 6 ads per year 20%

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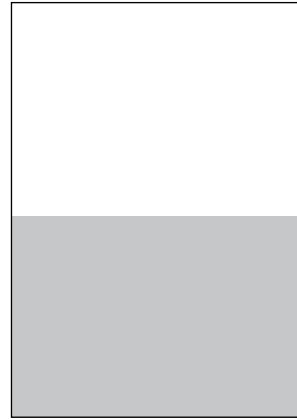
#### Advertising dimensions



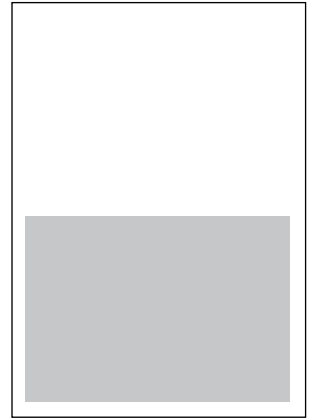
**1/1 page**  
210 x 297 mm



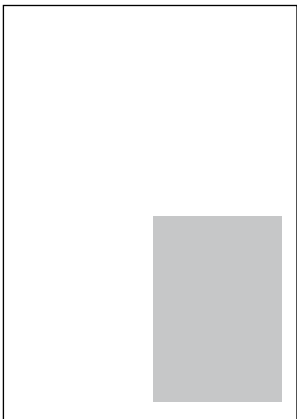
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170 x 259 mm



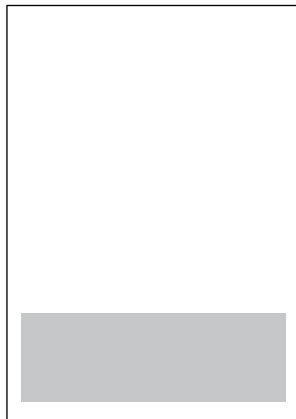
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210 x 147 mm



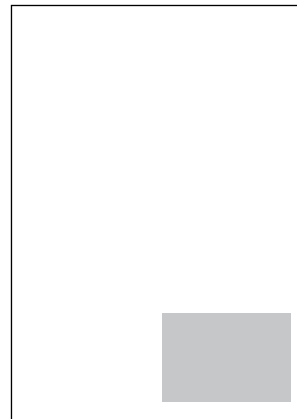
**1/2 page**  
170 x 128 mm



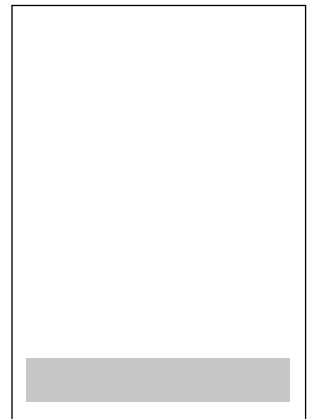
**1/4 page**  
83 x 128 mm



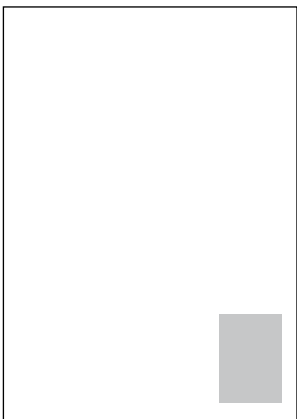
**1/4 page**  
170 x 62 mm



**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
1-2023	January 13th 2023	Dezember 20th 2023
2-2023	March 17th 2023	February 21th 2023
3-2023	Mai 12th 2023	April 18th 2023
4-2023	July 14th 2023	June 20th 2023
5-2023	September 15th 2023	August 22th 2023
6-2023	November 17th 2023	October 24th 2023
1-2024	January 12th 2024	Dezember 19th 2023