

Lastwagen, Baumaschinen und Krane im Modell

Advertising list 2024

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 1500, readers about 1800 because many pass the magazine on to others (status as of end of 2024). Over 16,700 fans on Facebook 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

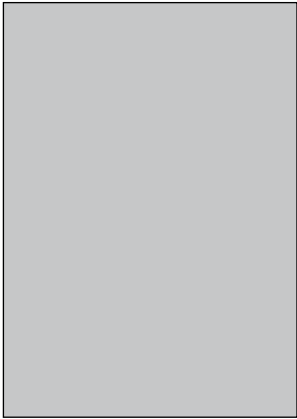
1/1 Page b/w	820.— CHF	(please ask for prices in Euros or Dollars)
1/1 Page full color	650.— CHF	
2nd or 3rd Cover Page full color	700.— CHF	
4th Cover Page full color	850.— CHF	
1/2 Page b/w	300.— CHF	
1/2 Page full color	400.— CHF	
1/4 Page b/w	150.— CHF	
1/4 Page full color	250.— CHF	
1/8 Page b/w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

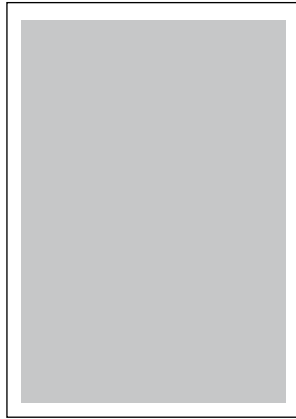
Discount for 6 ads per year 20%

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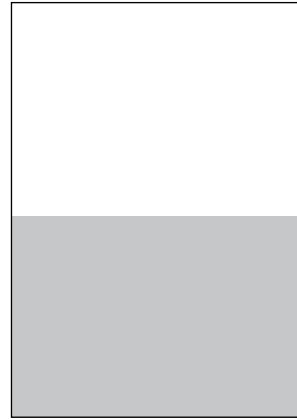
Advertising dimensions



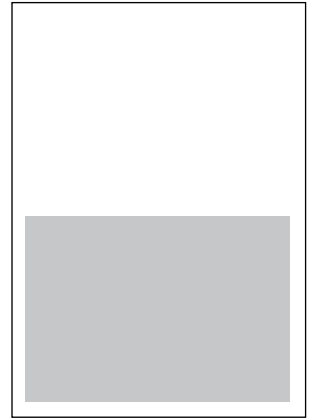
1/1 page
210 x 297 mm



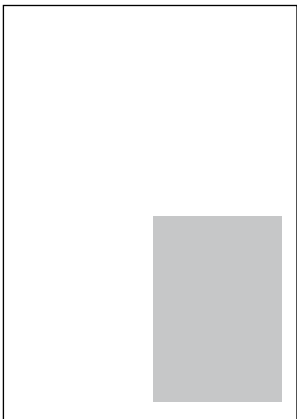
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170 x 259 mm



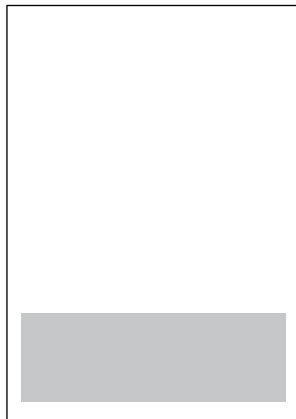
1/2 page
210 x 147 mm



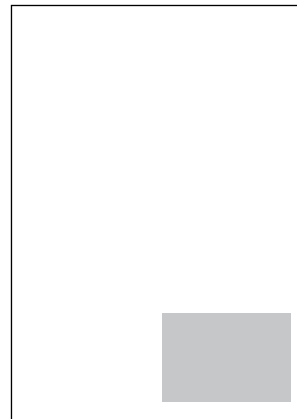
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170 x 128 mm



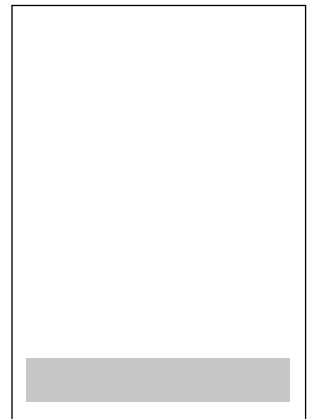
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83 x 128 mm



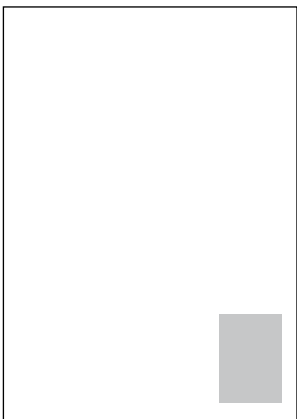
1/4 page
170 x 62 mm



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	dead line	publication date
1-2025	17. December 2024	13. January 2025
2-2025	20. February 2025	15. March 2025
3-2025	23. April 2025	17. May 2025
4-2025	18. June 2025	12. July 2025
5-2025	20. August 2025	13. September 2025
6-2025	22. October 2025	15. November 2025
1-2026	17. December 2025	13. January 2026