

The magazine in figures

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 2025). 16,830 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.

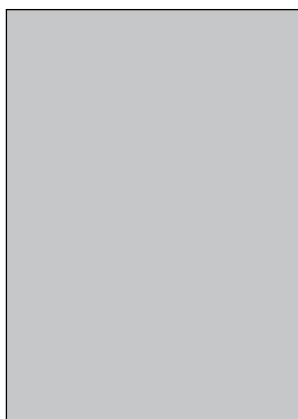
Prices

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	

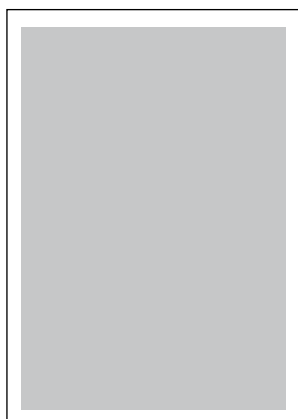
Discount for 3 ads per year 10%

Discount for 6 ads per year 20%

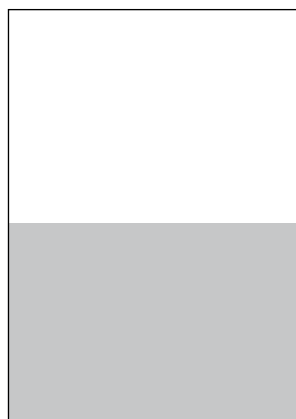
Advertising dimensions



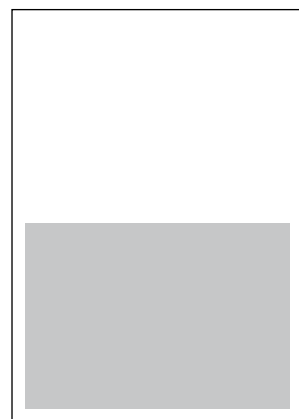
1/1 page
210 x 297 mm



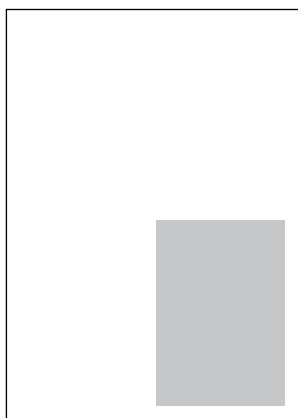
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170 x 259 mm



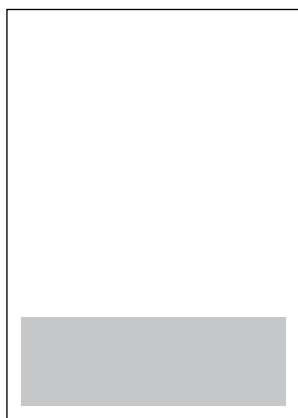
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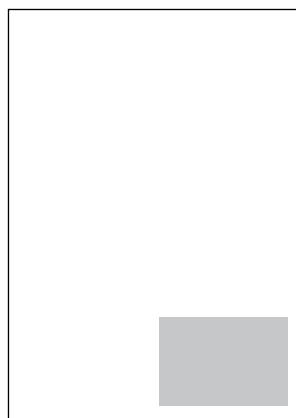
1/2 page
170 x 128 mm



1/4 page
83 x 128 mm



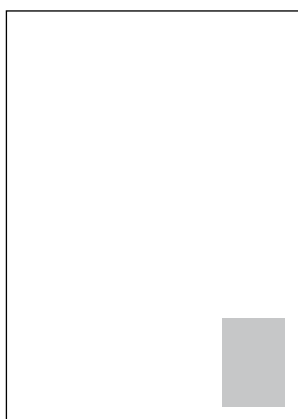
1/4 page
170 x 62 mm



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	dead line	publication date
1-2026	16. December 2025	16. January 2026
2-2026	17. February 2026	13. March 2026
3-2026	21. April 2026	15. May 2026
4-2026	16. June 2026	10. July 2026
5-2026	18. August 2026	11. September 2026
6-2026	20. October 2026	13. November 2026
1-2027	15. December 2026	15. January 2027