MEDIA RATES 2026

Price List #38 valid from 1.1.2027

Gitarre&Bass

AMPLIFYING PASSION FOR GUITARS

Delivering top-tier events and superior content for the guitar community. We connect musicians globally, fuel creativity, enhance skills, and drive the industry forward.

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ABOUT US

GITARRE & BASS: the voice of the guitar and bass scene for more than 40 years – now more than ever. The leading, and now the last remaining, print magazine for guitarists and bassists in the German-speaking market. While the market has consolidated, **GITARRE & BASS** stands strong: with stable circulation figures and a loyal subscriber base that has stayed with the magazine for decades. This consistency makes **GITARRE & BASS** a reliable environment for advertising partners in a market that increasingly relies on a handful of strong brands.

With us, everything revolves around the most exciting innovations from the musical instrument industry: guitars, basses, amps, effects, and accessories. Our independent team of authors, all of whom experienced thoroughbred musicians, takes a close look at them.

In exclusive interviews, professional musicians from rock, blues, metal, jazz, and pop tell us more about themselves, their technique, and the latest projects. In **GITARRE & BASS** you get to know your heroes better, discover newcomers and insider tips. Countless practical workshops by resourceful experts inspire to learn, make music, and tinker.

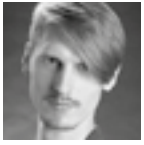
We are where the guitar community is - whether in print, online, or at our live event, the **GUITAR SUMMIT**, Europe's biggest guitar show.



DIETER ROESBERG
Publisher



FLORIAN STOLPE
Editor in Chief



STEFAN BRAUNSCHMIDT
Deputy Editor in Chief



LUKAS BILZ
Editor



LARS HORSTMANN
Editor



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Exhibitor Relationships Manager Guitar Summit



CHRISTIANE WEYRES
Brand Partnership Manager Gitarre & Bass

DEMOGRAPHICS

With print, **GITARRE & BASS** reaches people of all ages, with the affluent age group of 40-69 showing particularly strong interest.

These are also addressed by the **website and social media presence** - to the same extent as the **younger target group** (18-24). Our online audience is also increasingly **female**, with equal numbers of people accessing our online offer from desktop and mobile.

	Reach
Readers / month	42.000+
Print subscribers / month	8.500+
Page Impressions / month	290.000+
Newsletter subscribers*	45.000+
Social media fans	34.000+

* total

Source:
Gitarre & Bass Survey 2021 (5505 participants)
Website data from Google Analytics



WHO ARE OUR READERS?

The majority of our readers **inform themselves comprehensively**. They are particularly **price/performance-conscious**. They also place great value on **sustainability**. They grant print media **a lot of credibility**, enjoy depth of content, and are happy to be inspired by the medium.

Our readers prefer to **inform** themselves **via print** (80%) and **online trade magazines** (60%), whereby **reviews** (87%) and trying out instruments on site (64%) are particularly crucial for purchase decisions. Manufacturer websites and endorsers, on the other hand, play a comparatively smaller role (23% and 21%, respectively), as does the clout of influencers (7%). 64% of our readers are also particularly interested in **new products**.

GITARRE & BASS readers are active! They play in equal numbers **in bands** and "solo" **at home**. It is striking that not only 48% of them **record music** at home on their computers, but also 34% produce elaborate demos with their own band.

The majority of our core target group plays **electric guitar** (88%), although there is also an overlap with **acoustic guitarists** (67%) and **bassists** (45%).

Source:
Gitarre & Bass Survey 2021 (5505 participants)
Website data from Google Analytics

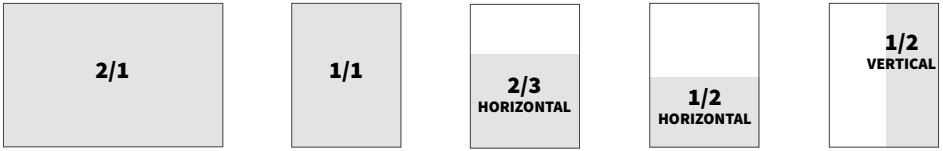
ADVERTISING FORMATS

Print is intensive, precise, long lasting and always »in«!

Format	4-c (€)
2/1	12370
1/1	6375
2/3	5200
1/2	3646
1/3	2715
1/4	2172

Quantity scale	
1 page	5%
3 pages	10%
6 pages	15%
12 pages	20%

Scale for multiple bookings	
3 ads / year	5%
6 ads / year	10%
12 ads / year	15%



	2/1	1/1	2/3 HORIZONTAL	1/2 HORIZONTAL	1/2 VERTICAL
Type Area:	386x253	173x253	173x165	173x119	84x253
Bleed Area:	426x280	213x280	213x184	213x138	104x280



1/3 HORIZONTAL	1/4 PORTRAIT	1/4 HORIZONTAL
173x80 213x99	90x127 104x138	173x59 213x78

Format in mm
(width x height)

Trim
+ 5mm all around

Special inserations and offprints on request

Specifications:
To be delivered

- Print PDFs
- 300 dpi
- CMYK
- Content: PSO Uncoated ISO 12647 (ECI)
  Cover: ISO Coated V2 (ECI)
- Fonts and logos converted to paths
- Bleed ads with 5 mm bleed and register crosses

Processing of other formats without guarantee

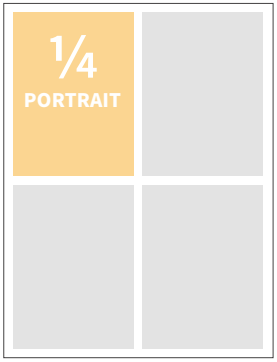
CUSTOM-SHOP

Custom-Shop-Ad

Format	4-c 6x / year (€)	4-c 12x / year (€)
1/4 (90x127mm)	366 per Ad	305 per Ad

The **custom shop** is a pure advertising section, prominently placed in the middle of the magazine, with four ¼ page ads per page. There is no editorial content between the ads. For the reader it is a well-made window-shopping tour through the industry. Guitar makers, manufacturers, and distributors of niche products as well as dealers and also musicians gather there.

For the advertiser it is the most budget-priced form of advertising in print. The frequency ensures sustainability and a high recognition factor. The two options are 6x or 12x per 12-month term. Only ¼ portrait ads are possible. The ad motif can be exchanged for each placement.



90x127

Specifications:
To be delivered

- Print PDFs
- 300 dpi
- CMYK
- Content: PSO Uncoated ISO 12647 (ECI)
  Cover: ISO Coated V2 (ECI)
- Fonts and logos converted to paths

DATES

Every month there's a new chance for successful advertising

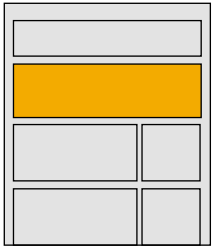
Issue	Release	Deadline for Advertising	Deadline for Print Data
01/27	18.12.2026	18.11.2026	24.11.2026
02/27	22.01.2027	10.12.2026	17.12.2026
03/27	19.02.2027	18.01.2027	22.01.2027
04/27	19.03.2027	15.02.2027	19.02.2027
05/27	23.04.2027	22.03.2027	26.03.2027
06/27	21.05.2027	19.04.2027	23.04.2027
07/27	18.06.2027	17.05.2027	21.05.2027
08/27	23.07.2027	21.06.2027	25.06.2027
09/27	20.08.2027	19.07.2027	23.07.2027
10/27	17.09.2027	16.08.2027	20.08.2027
11/27	22.10.2027	13.09.2027	17.09.2027
12/27	19.11.2027	18.10.2027	22.10.2027
01/28	17.12.2027	15.11.2027	19.11.2027

ONLINE ADS

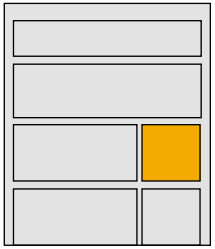
The right surroundings are decisive for the success of your banners!

Display advertising remains an important component in the marketing mix. Its importance is equal to the importance of print and social media. A banner's relevance to its thematic environment is an essential factor. Studies around the globe prove that when banners are relevant to the article that the user is reading, then the reader's acceptance and interest are strongly and positively influenced, and the advertised product is more lastingly retained in the reader's memory and mindset.

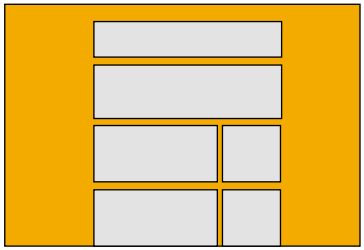
At **gitarrebass.de**, you have the opportunity to present your products in thematically relevant, search-engine-optimized surroundings. You can even combine your banners with matching keywords so the banners appear only if the keyword is present in the URL or in the text.



BILLBOARD
Desktop Version 980 x 250 Pixel
Mobile Version 320 x 100 Pixel
36 € CPM (minimum order quantity 10,000 PI)

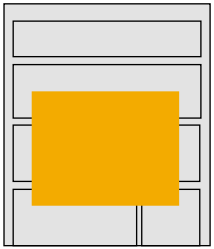


CONTENT AD
Desktop Version 300 x 250 Pixel
Mobile Version 300 x 250 Pixel
28 € CPM (minimum order quantity 10,000 PI)

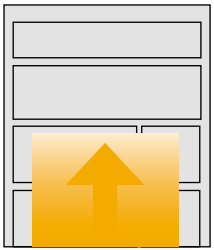


FIREPLACE
Equals a paired banner (left + right)
copy to be delivered as one file:
Desktop Version 1.900 x 1028 px with
980 px white space in the middle
Mobile Version 300 x 600 px
60 € CPM (minimum order quantity 10,000 PI)

ONLINE ADS



LAYER AD
Only on desktop and never on starting page
Ad-Format: Layer Ad
Format in pixels: 800 x 600
File type: JPG/PNG/(animated)GIF
File size: max. 200 kB
55 € TKP (Mindestabnahme 10.000 PI)



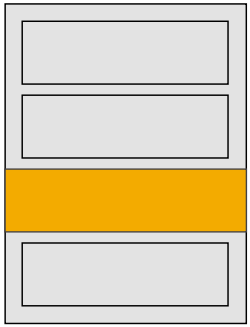
FLOOR AD
Desktop and mobile
Ad-Format: Floor Ad
Format in pixels: 770 x 250
File type: JPG/PNG/(animated)GIF
File size: max. 150 KB
40 € TKP (Mindestabnahme 10.000 PI)

NEWSLETTER

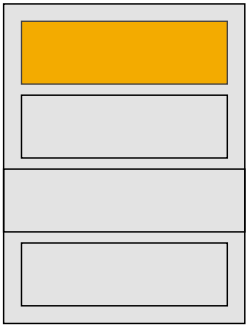
Reach your customers regularly and directly!

People who subscribe to the **GITARRE & BASS** Weekly Newsletter regularly receive an exclusive update about the top news and events in the industry. Use this attractive form of advertising for your branding and to disseminate your contents.

Weekly Newsletter – Saturday



PREMIUM BANNER
580 x 250 Pixel
366 € per week



NATIVE TEXT AD
An announcement with up to 180 keystrokes (including empty spaces), headline, link, and one picture (255 x 255 pixels, JPEG format, min. 72 dpi)
610 € per week
In addition, we offer a special newsletter on a key topic once a month in which you can advertise in a particularly targeted manner.

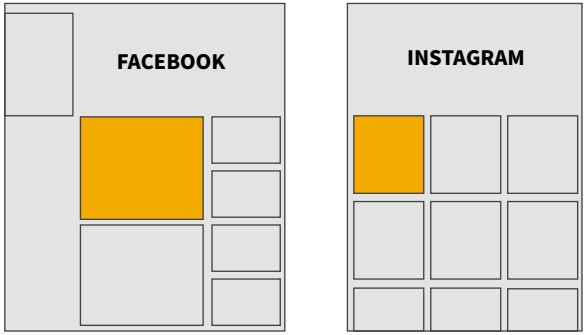
SOCIAL MEDIA

Social media – the interactive manifestation of Web 2.0

In a digital world dominated by the “push-and-pull” principle, social media plays an essential and growing role in the marketing mix. Via our channels you can reach our readers with multimedia contents and you can invite them to interact directly with your brand.

Whether it’s a sweepstakes, a Christmas calendar, or a product video: together with you, we identify your focus, select appropriate contents, and integrate them into our multichannel strategy for a seamless transition between journalistic content and your advertisement.

250 € per post (incl. Boost)



NATIVE TEXT AD ONLINE



Your advertisement with the „look and feel“ of GITARRE & BASS

An **advertorial** combines your personal advertising message with the familiar appearance of **GITARRE & BASS**. An advertorial is highly believable and it strongly attracts attention because it’s embedded in a first-class journalistic environment and its layout has a structure that’s already familiar to the reader.

Alongside the presentation of product highlights, market launches, or advertising campaigns with thematic relevance, comprehensive integration of contents, diverse special formats and innovative stagings is also possible both in print and on our digital platforms.

By request, we’ll be glad to create an individualized advertorial that perfectly fits the journalistic surroundings and offers unique added value for the user.

999 € per advertorial
(Package of website, newsletter & social media posts)

GUITAR SUMMIT

Mannheim • Rosengarten



2027

24 - 26 Sep

Europe's Biggest
GUITAR-SHOW











In 2017, the **GITARRE & BASS** team decided it was time for a guitar show that focuses on the musician's experience. The **GUITAR SUMMIT** in Mannheim (Germany) was born, an unforgettable weekend for guitar fans and music lovers! The Guitar Summit has taken the guitar world by storm!

For three days in September, our passionate team creates an event unlike any other:

- Friday & Saturday Night in **CONCERT**
  with thrilling live performances by outstanding musicians worldwide
- Over **100 WORKSHOPS** on 7 stages and exclusive **MASTERCLASSES**
  with the leading players of the guitar and bass scene
- Large **EXHIBITION** on 4 floors with more than **600 BRANDS** from the world of guitars and basses
  everything from large and legendary manufacturers to small & exclusive custom shops
- 17.000+ **VISITORS**
  from beginners to pros, plus industry/trade visitors from all over the world

REASONS WHY YOU SHOULD BE THERE AS AN EXHIBITOR:
100% target group, consumer-orientated, international, quiet, modern, interactive

FIND OUT MORE **guitarsummit.com**

GUITARSUMMIT.DE · GUITARSUMMIT · @GUITARSUMMIT · GUITARSUMMIT

CONTACT

We look forward to your inquiry!



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