

A black and white close-up photograph of a guitar pickup and strings, serving as the background for the page. The pickup is a humbucker type, with two coils visible. The strings are stretched across the pickup and the fretboard. The lighting creates strong highlights and shadows, emphasizing the metallic textures.

# ***Gitarre & Bass***

**DAS MUSIKER-FACHMAGAZIN**

## **Media Rates 2020**

Price list no. 31, 01.01.2020

## About Us

GITARRE & BASS has been the leading special-interest magazine for musicians in the German-speaking region for the past 30 years. The magazine publishes reliable reportage about tests, reviews, exciting play-alongs, practical workshops, and exclusive interviews with rock, blues, metal, jazz, and pop musicians.

As a monthly magazine with a diverse online portfolio, that ranges from website, through social media, to its own app, we offer you optimal advertising media to reach potential customers, spark their enthusiasm, and win them for your company.

Medium	Reach
Print copies / month	35,000+
Print subscribers / month	8,500+
Page Impressions / month	360,000+
Newsletter subscribers	33,000+
Social media fans	25,000+



**Dieter Roesberg**  
Publisher



**Lothar Trampert**  
Editor



**Christina Hoss**  
Sales Manager



**Florian Stolpe**  
Editor in Chief



**Lukas Bilz**  
Editor



**Vivien Hauser**  
Advertising Services



**Stefan Braunschmidt**  
Deputy Editor in Chief



**Christiane Weyres**  
Sales Manager

### Who are our readers?

- 97% of our readers (offline and online) are male
- 77% are between the ages of 35 and 64
- 56% are married
- 38% live in a big city with more than 100,000 residents
- Half are college educated (bachelor, master, diploma, PhD) and are employed fulltime
- One quarter earn a monthly salary above € 3,000.

### What other interests do our readers have?

- Top three interests, with subcategories
  - Sports (34%)
  - Films (30%)
  - Travel (30%)
- 63% of our readers do not yet use a music-streaming service
- 40% went to a concert during the past four weeks; 80% did so during the past 12 months

### What is their relationship to music?

- 90% of our readers make music themselves
- 56% actively play in a band and over 70% regard themselves as advanced or experienced musicians
- Which instruments do they play: electric guitar (91%), electric bass (50%), acoustic guitar (60%), semi-acoustic / steel string / nylon string guitar (30%)
- 80% update themselves about new musical instruments and read stories at least once per week
- 80% get their information from magazines, 50% from newsletters, and 48% from social media
- 33% subscribe to the magazine; another 39% buy it regularly
- 50% bought new equipment during the past month; 88% did so during the past year
- 84% say that test reports influence their purchasing decisions and 55% are inspired by demos on YouTube; 66% mention magazines as the most influential factor in this context,
- 70% spend up to €250 on music and musical instruments each month



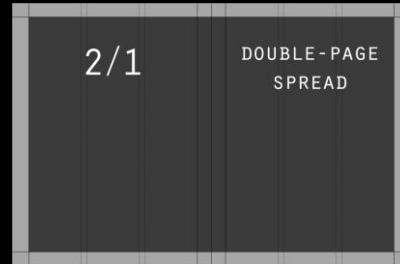
**Attention:**  
New ad  
formats

**Print is intensive, precise, long lasting and always “in”!**

Format	4-c (€)
2/1	10122
1/1	5215
2/3	4261
1/2	2984
1/3	2222
1/4	1777

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

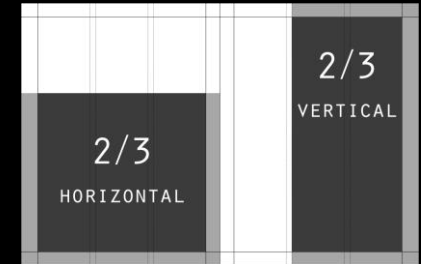
Scale for multiple bookings	
3 ads per year	5%
6 ads per year	10%
12 ads per year	15%



Type Area: 386x253  
Bleed Area: 426x280



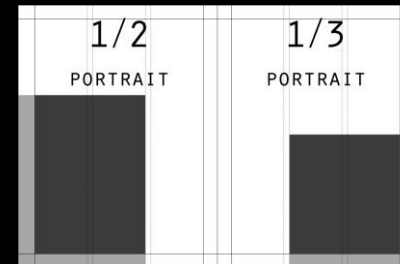
173x253 213x280



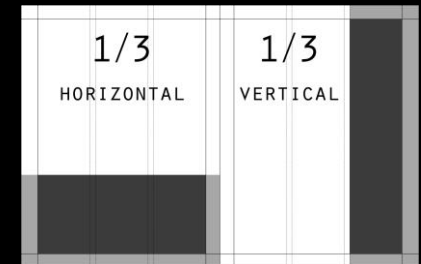
173x165 116x253  
213x184 136x280



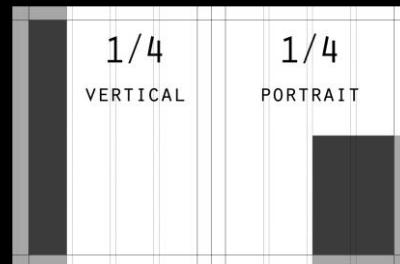
173x119 84x253  
213x138 104x280



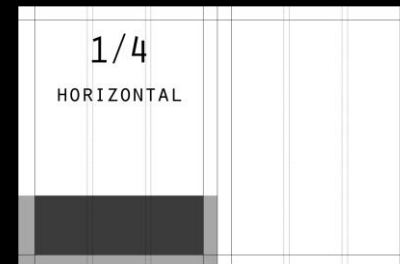
116x165 116x119  
136x184 136x138



173x80 54x253  
213x99 74x280



38x253 90x127  
58x280 104x138



173x59  
213x78

Format in mm  
(width x height)

Trim + 5mm  
all around

## Custom-Shop

Format	4-c 6x/year (€)	4-c 12x/year (€)
¼ (90x127mm)	300 per ad	250 per ad

## Continuous-text advertisements

Format	Price
Private classified ads	€ 2.50 per commenced line
Commercial classified ads	€ 5 per commenced line
Box-number fee	€ 5 including postage to forward offers (domestic)

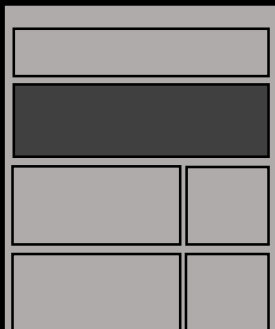
**Specially inserted ads and printed products by request.**

Issue	Deadline for advertising	Deadline for print data	Release
01/20	25.11.2019	29.11.2019	20.12.2019
02/20	16.12.2019	20.12.2019	24.01.2020
03/20	27.01.2020	31.01.2020	21.02.2020
04/20	24.02.2020	28.02.2020	20.03.2020
05/20	23.03.2020	27.03.2020	17.04.2020
06/20	27.04.2020	30.04.2020	22.05.2020
07/20	25.05.2020	29.05.2020	19.06.2020
08/20	29.06.2020	03.07.2020	24.07.2020
09/20	27.07.2020	31.07.2020	21.08.2020
10/20	24.08.2020	28.08.2020	18.09.2020
11/20	28.09.2020	02.10.2020	23.10.2020
12/20	26.10.2020	30.10.2020	20.11.2020
01/21	23.11.2020	27.11.2020	18.12.2020



## 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.

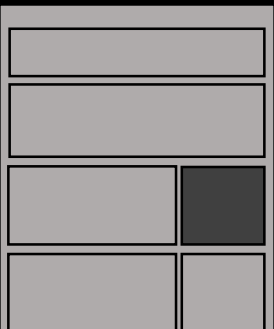


### Billboard

Desktop Version 980 x 250 Pixel

Mobile Version 320 x 100 Pixel

30 € CPM (minimum order quantity 10,000 PI)

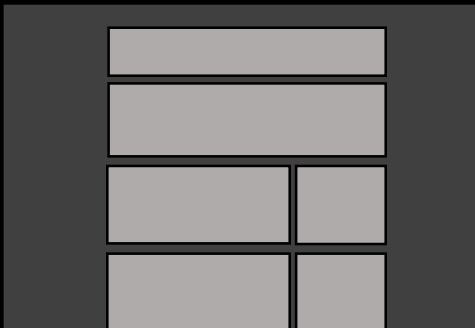


### Rectangle

Desktop Version 300 x 250 Pixel

Mobile Version 300 x 250 Pixel

24 € CPM (minimum order quantity 10,000 PI)



### Wallpaper

Desktop Version 1,900 x 1,028 Pixel

50 € CPM (minimum order quantity 10,000 PI)

## 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.

**Daily Newsletter** – Monday to Friday

**Weekly Newsletter** – Saturday



### Banner

580 x 250 Pixel

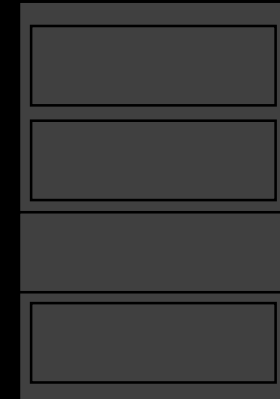
290 € per week



### Sponsored Post

An announcement with up to 180 keystrokes (including empty spaces), headline, link, and one picture (255 x 255 pixels, JPEG format, min. 72 dpi)

490 € per post



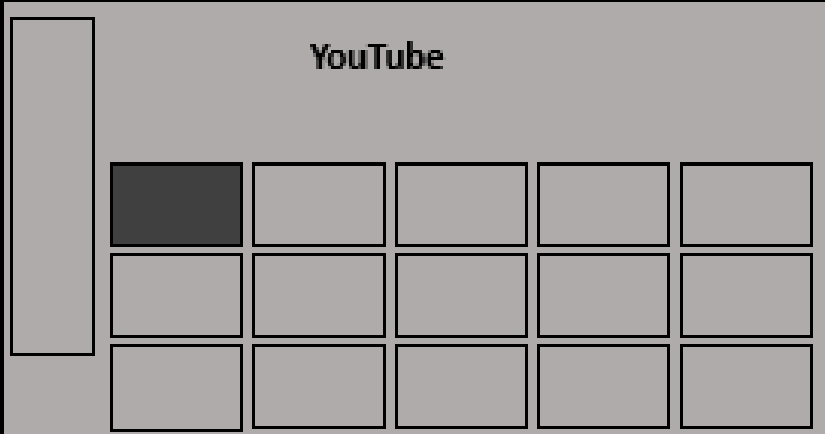
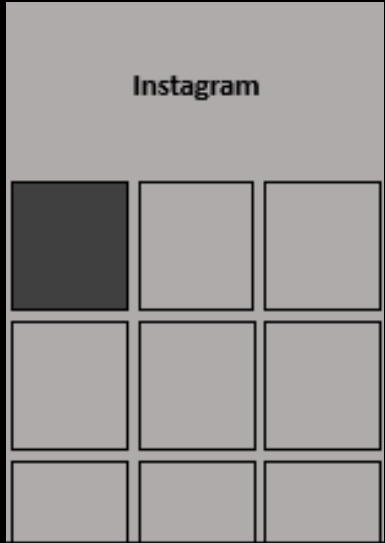
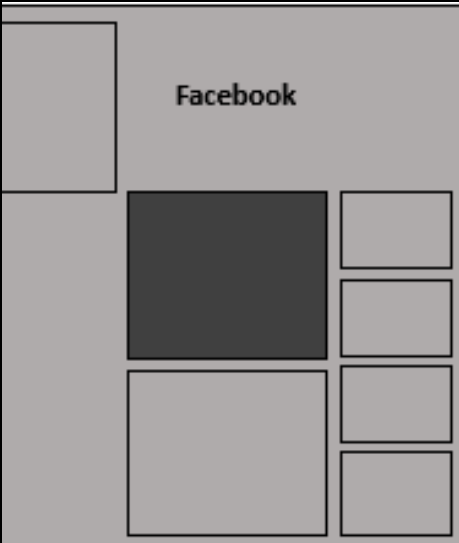
### Stand Alone Newsletter

Newsletter with the “look and feel” of the journalistic newsletter, exclusively with your contents, pictures, and links.  
Price on request.

## 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.

150 € per post





## 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.

Price on request.

	Basic	Plus	Premium
Print			✓
Website	✓	✓ (with sticky post on homepage for one month)	✓ (with sticky post on homepage for one month)
Newsletter	✓	✓	✓
Social Media		✓	✓

## We look forward to your inquiry!



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