

Gitarre & Bass

DAS MUSIKER-FACHMAGAZIN

Price list no. 01.01.2021

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> 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.

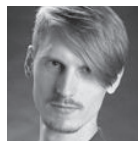
Medium	Reach
Print copies / month	35,000+
Print subscribers / month	8,500+
Page Impressions / month	360,000+
Newsletter subscribers	33,000+
Social media fans	25,000+



**DIETER
ROESBERG**
Publisher



**FLORIAN
STOLPE**
Editor in Chief



**STEFAN
BRAUNSCHMIDT**
Deputy Editor in Chief



**LARS
HORSTMANN**
Editor



LUKAS BLIZ
Editor



**CHRISTIANE
WEYRES**
Sales Manager



**CHRISTINA
HOSS**
Sales Manager



**VIVIEN
HAUSER**
Advertising Services

➤ TARGET GROUP

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?

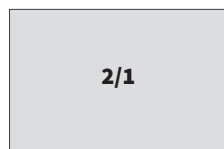
- Top three interests, with subcategories
 - Sports (34%)
 - Films (30%)
 - Travel (30%)
- 63% of our readers do not yet use a music-streaming service
- 40% went to a concert during the past four weeks; 80% did so during the past 12 months

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

➤ 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



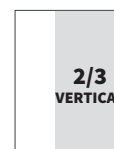
Type Area: 386x253
Bleed Area: 426x280



173x253
213x280



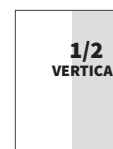
173x165
213x184



116x253
136x280



173x119
213x138

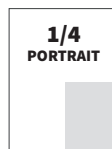


84x253
104x280

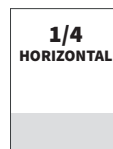
Quantity scale	
1 page	5%
3 pages	10%
6 pages	15%
12 pages	20%



173x80
213x99



90x127
104x138



173x59
213x78

Format in mm
(width x height)

Trim + 5mm
all around

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

Specifications:

To be delivered

- Print PDFs
- 300 dpi
- CMYK
- Coated-Fogra 39
- Fonts and logos converted to paths
- Bleed ads with 5 mm bleed and register crosses

Processing of other formats
without guarantee

► DATES

Custom-Shop

Format	4-c 6x/year (€)	4-c 12x/year (€)
1/4 (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)

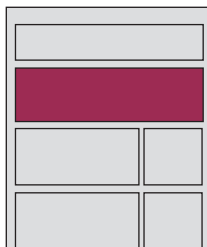
Specially inserted ads and printed products

Issue	Release	Deadline for print data	Deadline for advertising
01/21	18.12.2020	27.11.2020	23.11.2020
02/21	22.01.2020	23.12.2020	21.12.2020
03/21	19.02.2021	29.01.2021	25.01.2021
04/21	19.03.2021	26.02.2021	22.02.2021
05/21	23.04.2021	02.04.2021	29.03.2021
06/21	21.05.2021	30.04.2021	26.04.2021
07/21	18.06.2021	28.05.2021	24.05.2021
08/21	23.07.2021	02.07.2021	28.06.2021
09/21	20.08.2021	30.07.2021	26.07.2021
10/21	17.09.2021	27.08.2021	23.08.2021
11/21	22.10.2021	01.10.2021	27.09.2021
12/21	19.11.2021	29.10.2021	25.10.2021
01/22	23.12.2021	02.12.2021	28.11.2021

➤ 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.

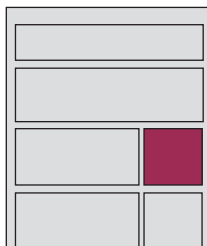


BILLBOARD

Desktop Version 980 x 250 Pixel

Mobile Version 320 x 100 Pixel

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

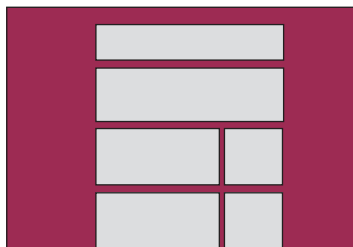


RECTANGLE

Desktop Version 300 x 250 Pixel

Mobile Version 300 x 250 Pixel

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



WALLPAPER

Desktop Version 1,900 x 1,028 Pixel

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

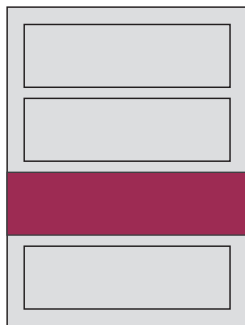
➤ NEWSLETTER

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.

Daily Newsletter – Monday to Friday

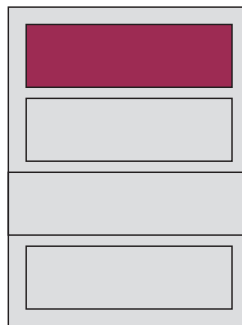
Weekly Newsletter – Saturday



BANNER

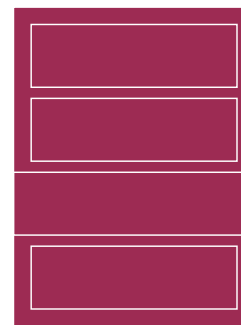
580 x 250 Pixel

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

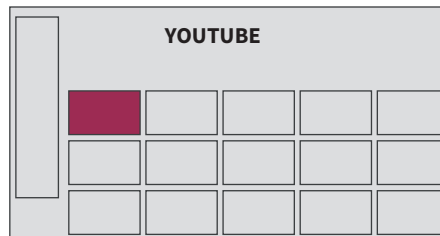
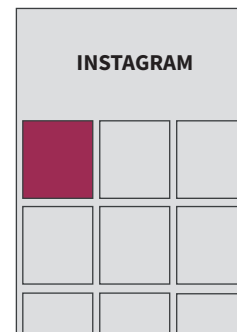
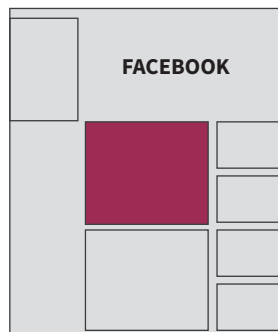
Newsletter with the “look and feel” of the journalistic newsletter, exclusively with your contents, pictures, and links.
Price on request.

➤ SOCIAL MEDIA

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.

200 € per post



➤ ADVERTORIALS



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.

➤ CONTACT

We look forward to your inquiry!



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