

Gitarre & Bass

DAS MUSIKER-FACHMAGAZIN

Price list no.33 01.01.2022

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➤ ABOUT US

For more than 35 years, we have been producing **GITARRE & BASS**, the leading trade magazine by musicians for musicians, and we always have our finger on the pulse. 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.

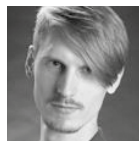
We are where the guitar community is - whether in print, online, or at our live event, the **GUITAR SUMMIT**, Europe's biggest guitar show.



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Editor

> DEMOGRAPHICS

With print, **GITARRE & BASS** reaches people of all ages, with the affluent age group of 40-70 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*	44.000+
Print subscribers / month	8.500+
Page Impressions / month	360.000+
Newsletter subscribers	33.000+
Social media fans	34.000+

* incl. Readly

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%).

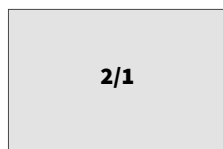
Source:

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	10122
1/1	5215
2/3	4261
1/2	2984
1/3	2222
1/4	1777



Type Area: 386x253
Bleed Area: 426x280



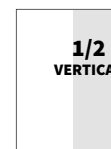
173x253
213x280



173x165
213x184

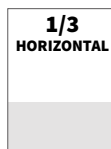


173x119
213x138

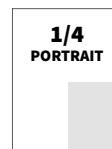


84x253
104x280

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



173x80
213x99



90x127
104x138



173x59
213x78

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

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

Format in mm Trim
(width x height) + 5mm all around

Special insertions and offprints on request

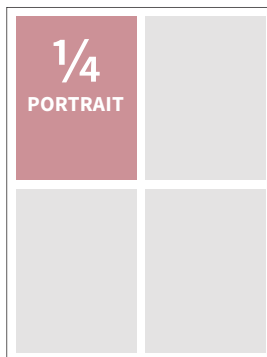
➤ CUSTOM-SHOP

Custom-Shop-Ad

Format	4-c 6x / year (€)	4-c 12x / year (€)
1/4 (90x127mm)	300 per Ad	250 per Ad

The **custom shop** is a pure advertising section, prominently placed in the middle of the magazine, with four 1/4 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 1/4 portrait ads are possible. The ad motif can be exchanged for each placement.



90x127

Specifications:

To be delivered

- Print PDFs
- 300 dpi
- CMYK
- Coated-Fogra 39
- Fonts and logos converted to paths

➤ DATES

Every month there's a new chance for successful advertising

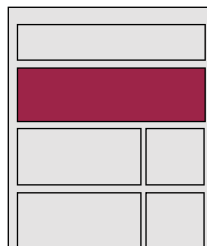
Issue	Release	Deadline for print data	Deadline for advertising
01/22	23.12.2021	02.12.2021	28.11.2021
02/22	21.01.2022	23.12.2021	16.12.2021
03/22	18.02.2022	28.01.2022	20.01.2022
04/22	18.03.2022	25.02.2022	17.02.2022
05/22	22.04.2022	28.03.2022	18.03.2022
06/22	20.05.2022	29.04.2022	22.04.2022
07/22	17.06.2022	23.05.2022	16.05.2022
08/22	22.07.2022	01.07.2022	23.06.2022
09/22	19.08.2022	25.07.2022	20.07.2022
10/22	23.09.2022	02.09.2022	23.08.2022
11/22	21.10.2022	30.09.2022	22.09.2022
12/22	18.11.2022	28.10.2022	20.10.2022
01/23	23.12.2022	02.12.2022	24.11.2022

➤ 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.

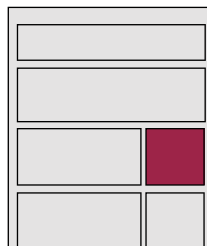


BILLBOARD

Desktop Version 980 x 250 Pixel

Mobile Version 320 x 100 Pixel

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

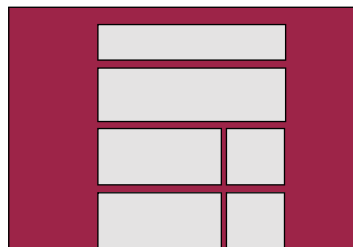


RECTANGLE

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)

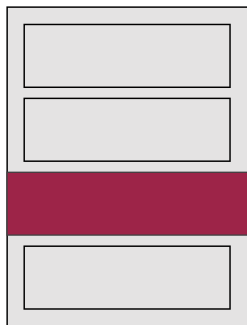
➤ NEWSLETTER

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

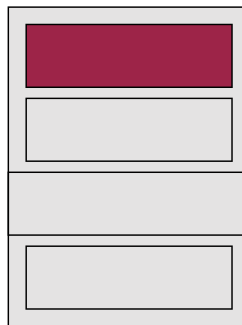
Weekly Newsletter – Saturday



BANNER

580 x 250 Pixel

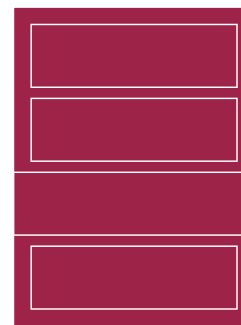
300 € per week



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)

500 € per post



STANDALONE NEWSLETTER

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

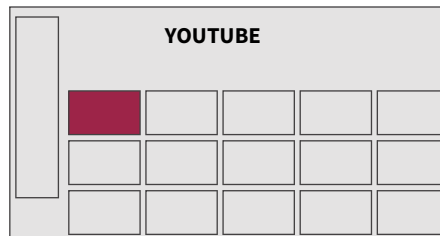
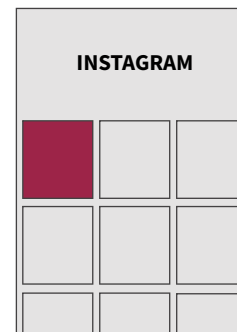
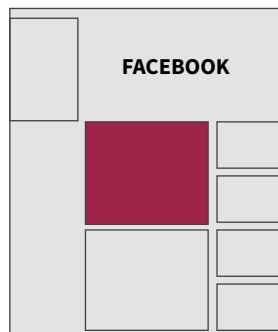
➤ SOCIAL MEDIA

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 (incl. Boost)



➤ 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.

800 € per advertorial
(Package of website, newsletter & social media posts)

GUITAR SUMMIT

9.-11. September 2022
Mannheim, Rosengarten

> GUITAR SUMMIT



Europe's biggest guitar show

In 2017 the **GITARRE & BASS** team realized that it was time for a guitar show that's centered around the musicians experience. The **GUITAR SUMMIT** in Mannheim (Germany) was born, an unforgettable weekend for guitar fans and music enthusiasts!

The event has taken the guitar world by storm!

For three days in September, our passionate team realizes an event that is unparalleled:

- 100+ workshops & masterclasses on 7+ stages with top artists and industry personalities
- Concert nights with live performances by top-class artists from all over the world
- 500+ instrument and accessories brands on 4 floors
- 10.000+ visitors from beginners to professionals, plus trade visitors from all over Europe

Reasons to be there as an exhibitor:

100% target group, consumer-oriented, international, quiet, modern, interactive

Learn more: www.guitarsummit.de



Aftermovie 2019

(click to play!)

➤ CONTACT

We look forward to your inquiry!



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