

# 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

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.

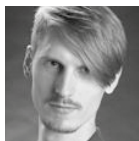
We are where the guitar community is - whether in print, online, or at our live event, the **GUITAR SUMMIT**, Europe's biggest guitar show.



**DIETER  
ROESBERG**  
Publisher



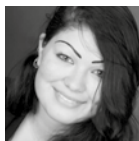
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**LARS  
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## > DEMOGRAPHICS

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	315.000+
Newsletter subscribers*	50.000+
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%).

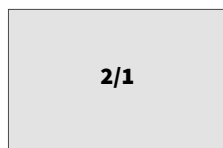
### Source:

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



Type Area: 386x253  
Bleed Area: 426x280



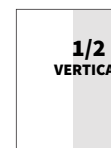
173x253  
213x280



173x165  
213x184



173x119  
213x138

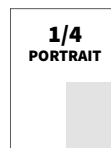


84x253  
104x280

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

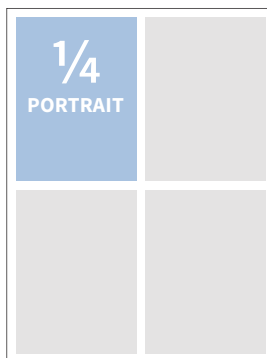
## CUSTOM-SHOP

### Custom-Shop-Ad

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

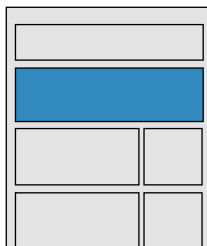
Issue	Release	Deadline for advertising	Deadline for print data
02/24	19.01.2024	13.12.2023	21.12.2023
03/24	16.02.2024	17.01.2024	24.01.2024
04/24	22.03.2024	21.02.2024	28.02.2024
05/24	19.04.2024	20.03.2024	27.03.2024
06/24	24.05.2024	24.04.2024	01.05.2024
07/24	21.06.2024	22.05.2024	29.05.2024
08/24	19.07.2024	19.06.2024	26.06.2024
09/24	23.08.2024	24.07.2024	31.07.2024
10/24	20.09.2024	21.08.2024	28.08.2024
11/24	18.10.2024	18.09.2024	25.09.2024
12/24	22.11.2024	23.10.2024	30.10.2024
01/25	20.12.2024	20.11.2024	27.11.2024
02/25	24.01.2025	16.12.2024	18.12.2024

## ➤ 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.

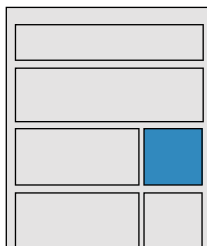


#### BILLBOARD

Desktop Version 980 x 250 Pixel

Mobile Version 320 x 100 Pixel

36 € CPM (minimum order quantity 10,000 Pl)

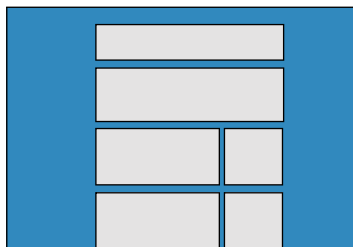


#### RECTANGLE

Desktop Version 300 x 250 Pixel

Mobile Version 300 x 250 Pixel

28 € CPM (minimum order quantity 10,000 Pl)



#### WALLPAPER

Equals a paired banner (left + right) copy to be delivered as one file:

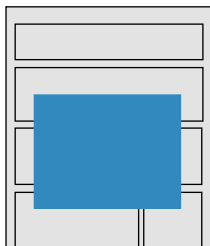
Desktop Version 1.900 x 1028 px with 980 px white space in the middle

Mobile Version 300 x 600 px

60 € CPM (minimum order quantity 10,000 Pl)



## ➤ ONLINE ADS



### LAYER AD

Only on desktop and never on starting page

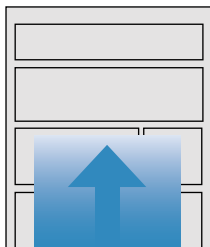
Ad-Format: Layer Ad

Format in pixels: 800 x 600

File type: JPG/PNG/(animated)GIF

File size: max. 200 kB

55 € TKP (Mindestabnahme 10.000 Pl)



### 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

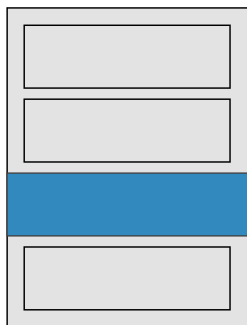
40 € TKP (Mindestabnahme 10.000 Pl)

## ➤ NEWSLETTER

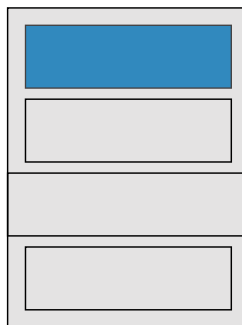
### Reach your customers regularly and directly!

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.

#### Weekly Newsletter – Saturday



**BANNER**  
580 x 250 Pixel  
**366 €** per week



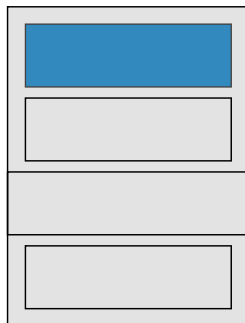
#### **SPONSORED POST**

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

**610 €** per week

## ➤ NEWSLETTER

### Special Topic Newsletter 1x per month on a Sunday



#### SPONSORED POST

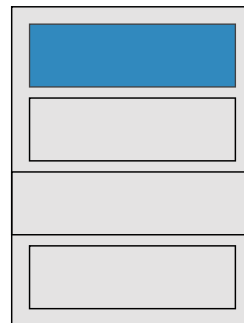
Newsletter addressed to a selected target group with three exclusive sponsored slots.

Announcement with up to 150 words, headline, link and an image in landscape format.

Topics on request

**672 €** per post

### Newsletter Special Gitarre Newsletter Special Acoustic Newsletter Special Bass



#### SPONSORED POST

Newsletter addressed to a selected target group with three exclusive sponsored slots.

Announcement with up to 150 words, headline, link and an image in landscape format.

Topics on request

**672 €** per post

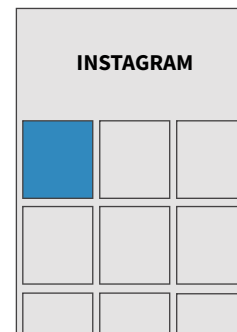
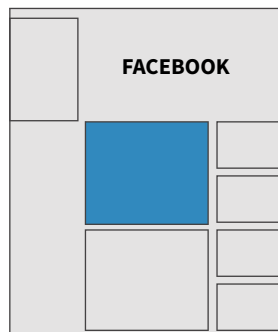
## ➤ SOCIAL MEDIA

### 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)



## ➤ 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.

**978 €** per advertorial  
(Package of website, newsletter & social media posts)



# GUITAR SUMMIT

MANnheim • ROSENGARTEN

GET INSPIRED BY EUROPE'S  
BIGGEST GUITAR-SHOW

2024

27 - 29 SEPT

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 **500 BRANDS** from the world of guitars and basses everything from large and legendary manufacturers to small & exclusive custom shops



## **10.000+ VISITORS**

from beginners to professionals, 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](https://guitarsummit.com)  
f GUITARSUMMIT.DE  
@GUITARSUMMIT

Instagram GUITARSUMMIT  
LinkedIn GUITARSUMMIT





## ➤ CONTACT

**We look forward to your inquiry!**



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