

A black and white close-up photograph of a guitar pickup, showing the metal cover with screws and the strings passing over it. The image is used as a background for the magazine cover.

Gitarre & Bass

DAS MUSIKER-FACHMAGAZIN

Media Rates 2018

Price list No. 29, 01.01.2018

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 per month	41.706
Readers per month	120.947
Page Impressions per month	226.841
Visits per month	137.718
Newsletter subscribers	37.739
Social media fans	23.128



DIETER ROESBERG

Editor in chief



FLORIAN STOLPE

Editor
Reviews



STEFAN BRAUNSCHMIDT

Editor
Workshops



LOTHAR TRAMPERT

Editor
Stories



EUGEN LYUBAVSKYY

Editor
Trainee



LUKAS BILZ

Editor
Trainee



CHRISTIANE WEYRES

Media Sales Manager



CHRISTINA HOSS

Media Sales Manager



VIVIEN HAUSER

Advertising services

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

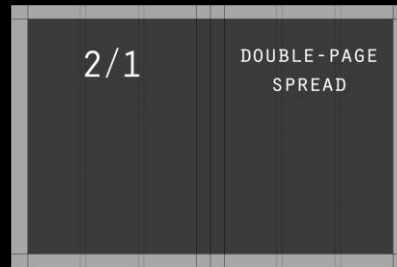


Print is intensive, precise, long lasting – and simply always “in”!

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%

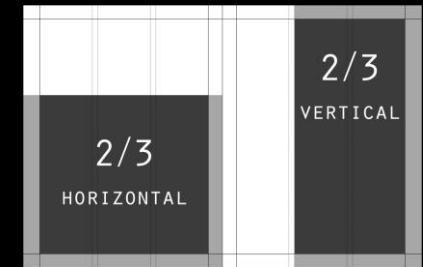
Scale for multiple bookings	
3 ads per year	5%
6 ads per year	10%
12 ads per year	15%



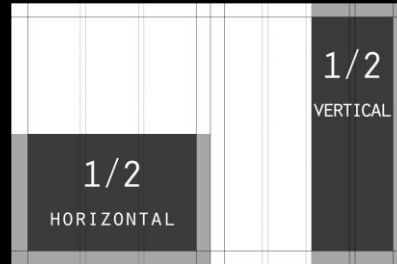
Satzspiegel: 390x254
Anschnitt: 426x280



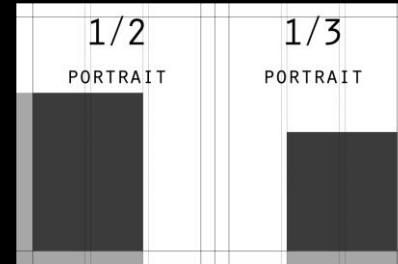
185x254 213x280



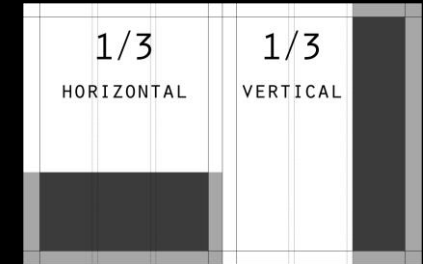
185x169 122x254
213x184 137x280



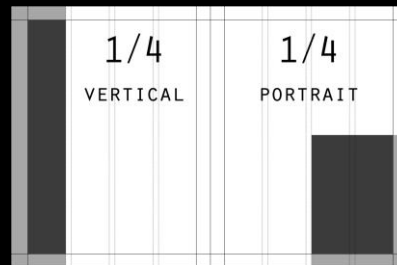
185x127 90x254
213x142 105x280



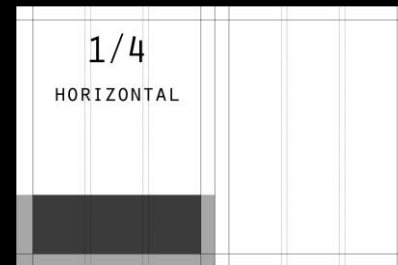
122x169 122x127
137x184 137x139



185x84 59x254
213x99 74x280



43x254 90x127
58x280 105x139



185x63
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

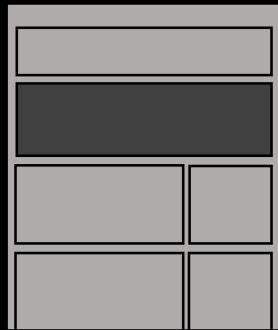
Format	Price
Private classified ads	€2.50 per commenced line
Commercial classified ads	€5 per commenced line
Box-number fee	€5 including postage to forward offers (domestic)

Specially inserted ads and printed products by request.

Issue	Deadline for advertising	Deadline for print data	Release	Events
01/18	27.11.2017	01.12.2017	22.12.2017	NAMM Show Winter Anaheim 25.-28.01.18
02/18	18.12.2017	22.12.2017	19.01.2018	
03/18	22.01.2018	26.01.2018	16.02.2018	
04/18	26.02.2018	02.03.2018	23.03.2018	
05/18	26.03.2018	29.03.2018	20.04.2018	Musikmesse Frankfurt Frankfurt 11.-14.04.18
06/18	23.04.2018	27.04.2018	18.05.2018	
07/18	28.05.2018	01.06.2018	22.06.2018	
08/18	25.06.2018	29.06.2018	20.07.2018	
09/18	30.07.2018	03.08.2018	24.08.2018	
10/18	27.08.2018	31.08.2018	21.09.2018	
11/18	24.09.2018	28.09.2018	19.10.2018	
12/18	29.10.2018	02.11.2018	23.11.2018	
01/19	26.11.2018	30.11.2018	21.12.2018	

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)

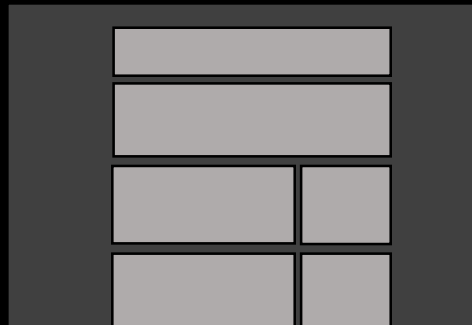


Rectangle

Desktop Version 300 x 250 Pixel

Mobile Version 300 x 250 Pixel

24€ CPM (minimum order quantity 10.000 PI)



Wallpaper

Desktop Version 1900 x 1028 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 through a guaranteed mailing to 38,000+ subscribers!

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



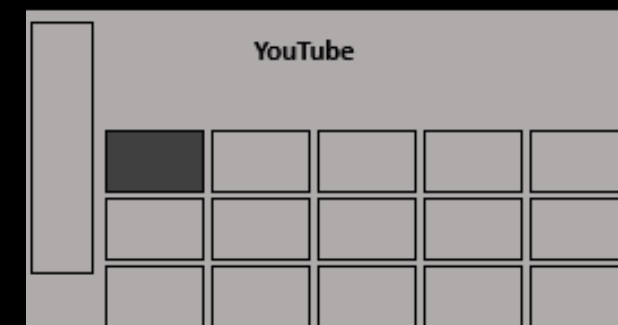
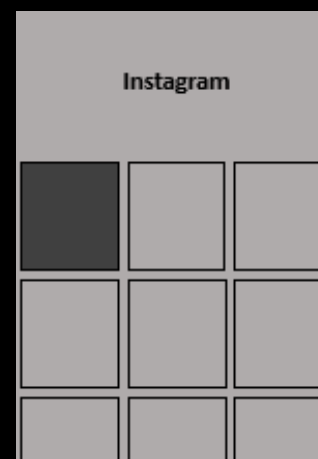
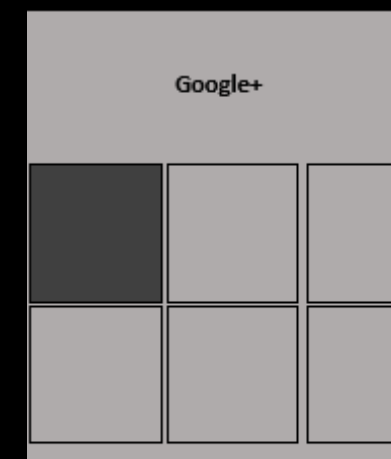
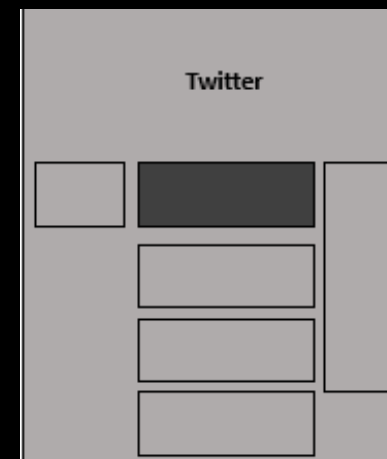
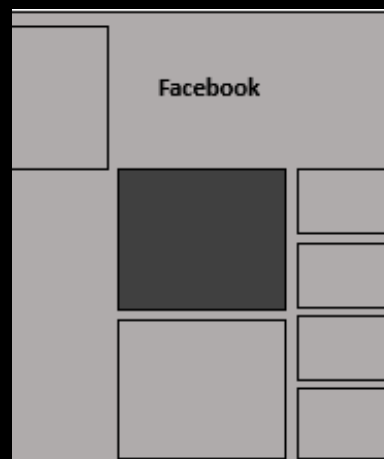
Stand Alone Newsletter

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 five 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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