



SOUND & RECORDING

RECORDING.
PRODUCING.
MUSIC.

**MEDIA
RATES**

2023

ABOUT US

➔ With over 35 years of know-how, Sound & Recording and KEYBOARDS are the No. 1 platforms in the areas of recording, electronic music production and keyboard instruments and the mouthpiece of the Studioszene!

With our high standards for quality content, authenticity, feel and design, Sound & Recording feat. KEYBOARDS provides our customers and readers with one of the highest quality magazines on the market today. Our appearance is supported by first-class multimedia content on the web, on social media and our podcast. With us, you can reach your target group wherever it is relevant – on the smartphone in the studio, in the magazine during a session break, on the laptop while mixing, live on stage or on the road via the earpods.



MARC BOHN
Chief Editor

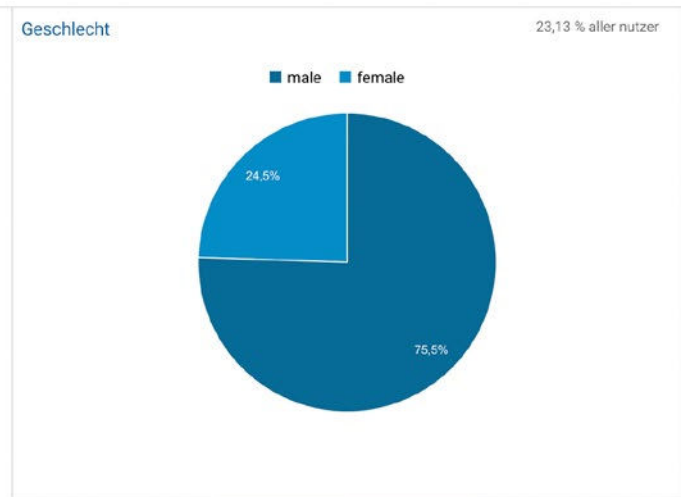
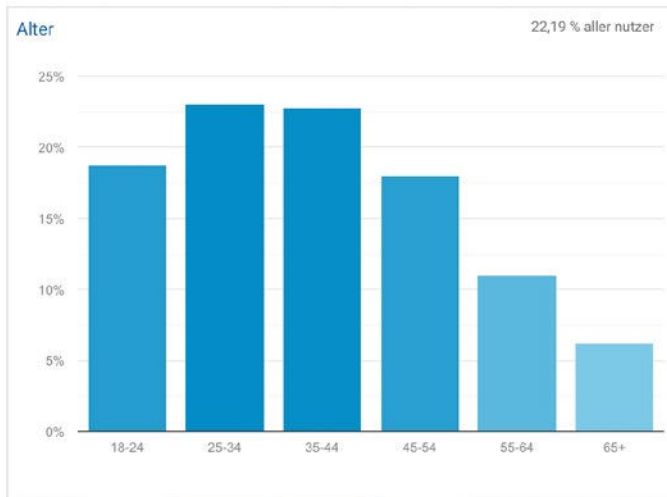


DIRK HEILMANN
Editor



CHRISTIANE WEYRES
Sales Manager

MEDIUM	SOUND & RECORDING	KEYBOARDS
Print Run	8.000+	
Print Subscribers	6.500+	
Page Impression/Month	100.000+	77.000+
Newsletter Subscribers	14.000+	17.000+
Social Media Fans	30.000+	5.000+



➔ With our online presence, we reach both the younger target group between 18 and 24, as well as the affluent cohorts aged between 40 and 65. The number of female users is also rising steadily.

PRINT IS INTENSIVE, PRECISE, LONG LASTING AND ALWAYS "IN"!

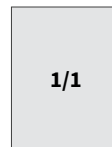
FORMAT	4-C (€)
2/1	10.470
1/1	5.395
2/3	4.440
1/2	2.900
1/3	2.230
1/4	1.755

QUANTITY SCALE	
1 page	5%
3 pages	10%
6 pages	15%
12 pages	20%

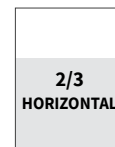
SCALE FOR MULTIPLE BOOKINGS	
3 ads per year	5%
6 ads per year	10%
12 ads per year	15%



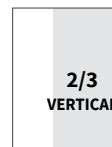
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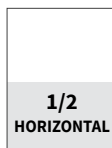
185x254
213x280



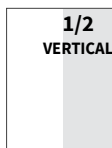
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213x184



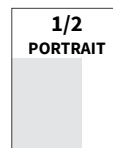
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137x280



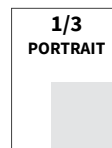
185x127
213x142



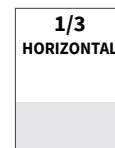
90x254
105x280



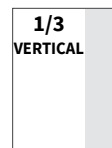
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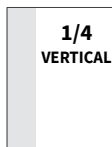
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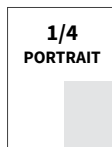
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213x99



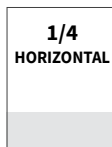
59x254
74x280



43x254
58x280



90x127
105x139



185x63
213x78

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

RECORDING GUIDE

FORMAT	6X 4C (€)	12X 4C (€)
1/8	490	443
1/16	295	267
1/32	195	178

ISSUE	DEADLINE FOR ADVERTISING	DEADLINE FOR PRINT DATA	RELEASE
01/23	16.01.2023	20.01.2023	10.02.2023
02/23 (digital)	27.03.2023	31.03.2023	14.04.2023
03/23	22.05.2023	26.05.2023	16.06.2023
04/23	24.07.2023	28.07.2023	18.08.2023
05/23	18.09.2023	22.09.2023	13.10.2023
06/23 (digital)	13.11.2023	17.11.2023	08.12.2023

SCALE FOR MULTIPLE BOOKINGS	
3 ads per year	5%
6 ads per year	10%
12 ads per year	15%



Nur für kurze Zeit!

3 Ausgaben geschenkt: Sicher dir jetzt ein Ticket für die Studioszene 2020!

Sei dabei, wenn sich die Recording – und Mixing-Community am 30. und 31. Oktober trifft! In diesem Jahr natürlich mit gebührendem Abstand und allen Hygieneregeln einhaltend... Wenn du dir jetzt ein Ticket für die Studioszene holst, bekommst du die nächsten drei Ausgaben Sound & Recording als praktische Downloads gratis dazu! Auf der Studioszene im Mannheimer...

[> Weiterlesen](#)

CONTENT MARKETING

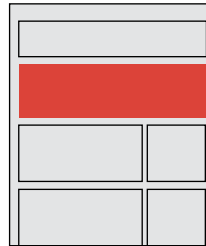
➔ With Content Marketing you can inform, advise and entertain your target group and convince them of your product with different approaches. Our topic experts are at your side to advise you regarding creation and implementation.

- Text with up to 2000 characters
- Headline
- Up to 2 pictures
- Link
- With Sticky Post for one month fixed on the first page of www.soundandrecording.de
- On request with teaser in newsletter and social media

Package price: 750,- €

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 soundandrecording.de and keyboards.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.

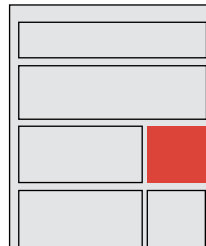


BILLBOARD

Desktop Version 980 x 250 Pixel

Mobile Version 320 x 100 Pixel

30 € TKP (minimum order quantity 10.000 Pl)

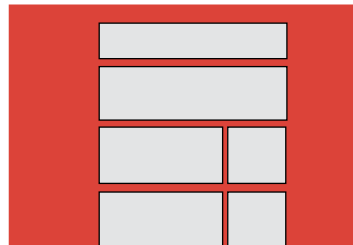


RECTANGLE

Desktop Version 300 x 250 Pixel

Mobile Version 300 x 250 Pixel

24 € TKP (minimum order quantity 10.000 Pl)



WALLPAPER

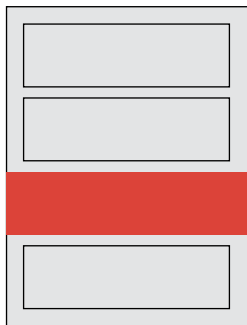
Equals a paired banner (left + right) copy to be delivered as one file:
Desktop Version 1.900 x 1028 px with 980 px white space in the middle
Mobile Version 300 x 600 px
55 € CPM (minimum order quantity 10,000 Pl)

REACH YOUR CUSTOMERS REGULARLY AND DIRECTLY!

➔ People who subscribe to the SOUND & RECORDING and KEYBOARDS 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.

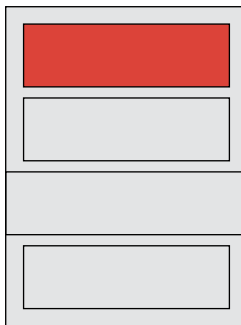
Daily Newsletter – Monday to Friday

Weekly Newsletter – Saturday



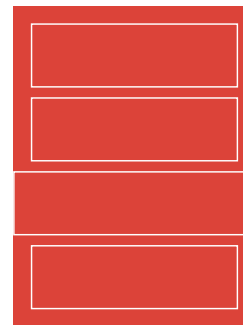
BANNER

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



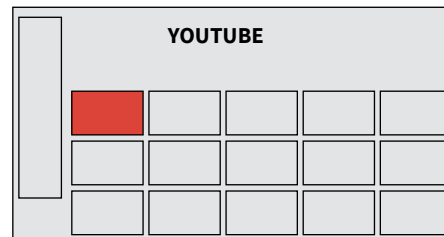
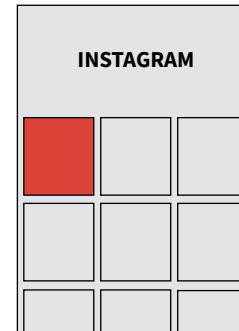
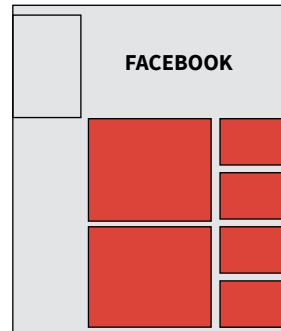
STAND ALONE NEWSLETTER

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.

220 € per post



DER SOUND&RECORDING PODCAST



- Interviews with producers and recording studiooperators
- Appears weekly every Thursday
- As Video-Podcast (live stream) on YouTube and Facebook
- Video as a e-live available
- Audio Podcast (Spotify, Apple Podcast, Deezer, RSS Feeds a.s.o)
- Focus on a technical topic
- Learning for users

REACH:

- Up to 25.000 plays per month
- 16.000 subscribers
- Steadily growing
- Average listening time: 74 %
- Rating: 4,8 of 5 Stars

Demographics:

Age	
18 - 22:	6%
23 - 27:	16%
28 - 34:	29%
35 - 44:	30%
45 - 59:	16%

ADVERTISING OPPORTUNITIES:

- PreRoll: Spoken introduction at the beginning of an episode "This episode is presented by..."
- Advantage: Everyone, starting the podcast, will hear this advertising
- Long Tail: 25.000 plays per month, even older episodes are still being heard
500,- €
- MidRoll: Product review in the middlepart, Average listening of 70 %
400,- €

Tonstudio-Guide

by  **SOUND &
RECORDING**

➔ Sound & Recording/Studio Scene is planning the platform for you to perfectly stage and present you and your recording studio. Take your chance and register today.

- **Basic: free of charge**

(address and logo)

- **Smart / 99,- EUR annual subscription (min. of 6 month)**

(taxonomy, logo, 500 characters, 1 picture, social media, business hours)

- **Advanced / 199,- in annual subscription (min. of 6 month)**

(Taxonomy, logo, characters not limited, social media, business hours, Podcast on request, online presence, large portrait with 5 pictures, video embedding)

Tonstudio-Guide

STUDIO**SZENE**

DAS LIVE-EVENT

**NETWORKING.
GEAR.
KNOW-HOW.**

Studioszene | October 17. – 19. 2023 | Hamburg Messe

→ The Studioszene will offer high-caliber master classes, workshops and panel discussions on the topic of music and audio production, this time again with a stronger international focus. In addition, we are looking forward to an extensive exhibition area with the most important players from the audio industry. Experience networking in a relaxed atmosphere and exchange ideas with like-minded people!

Reasons to be an exhibitor:

100% target group, consumer-oriented, quiet, modern, interactive, short distances, low effort, high efficiency!

For more information, please contact hoss@guitarsummit.de or visit: www.studioszene.de



SOUND & RECORDING

CONTACT

**WE LOOK FORWARD
TO YOUR INQUIRY!**



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Sales Manager

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