



SOUND & RECORDING

RECORDING.
PRODUCING.
MUSIC.

**MEDIA
RATES**

2024

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
Chefredakteur



MARTINA WOHLFARTH
Senior Sales Managerin

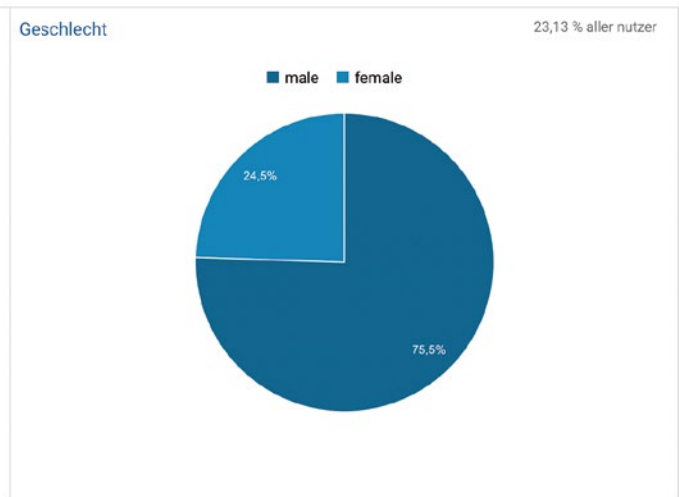
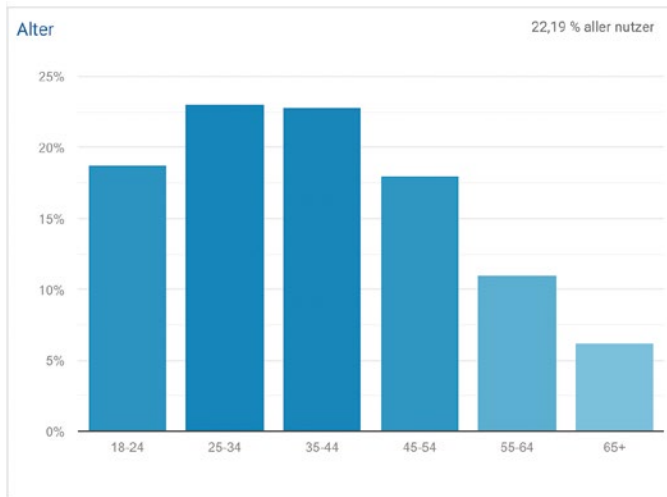


FRAUKE MEILINGER-DRESSEN
Sales Managerin

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+

Tonstudio-Guide

DEMOGRAFIE ONLINE



➔ 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"!

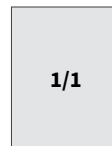
FORMAT	4-C (€)
2/1	10.470
1/1	5.395
2/3	4.440
1/2	2.900
1/3	2.230
1/4	1.755

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%



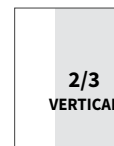
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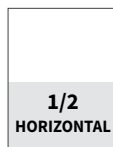
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213x280



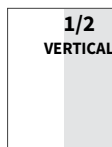
185x169
213x184



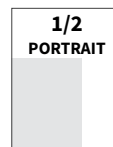
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137x280



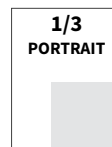
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213x142



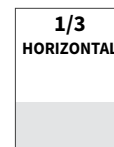
90x254
105x280



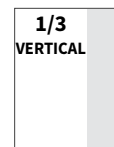
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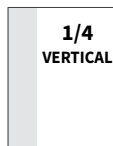
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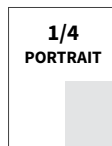
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213x99



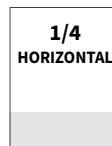
59x254
74x280



43x254
58x280



90x127
105x139



185x63
213x78

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

TERMINE DER PRINTAUSGABEN.

ISSUE	DEADLINE FOR ADVERTISING	DEADLINE FOR PRINT DATA	RELEASE
01/24	12.02.2024	19.02.2024	22.03.2024
02/24	07.05.2024	14.05.2024	07.06.2024
03/24	06.08.2024	13.08.2024	06.09.2024
04/24	05.11.2024	12.11.2024	06.12.2024



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

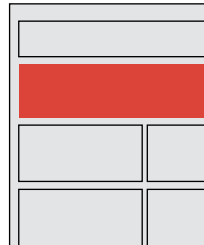
➔ With Content Marketing you can inform, advise and entertain your target group and convince them of your product with different approaches. Our topic experts are at your side to advise you regarding creation and implementation.

- 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 BAN- NERS!

➔ 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.

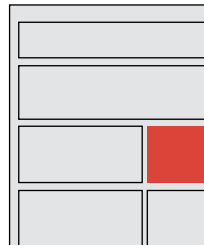


BILLBOARD

Desktop Version 980 x 250 Pixel

Mobile Version 320 x 100 Pixel

30 € TKP (minimum order quantity 10.000 Pl)

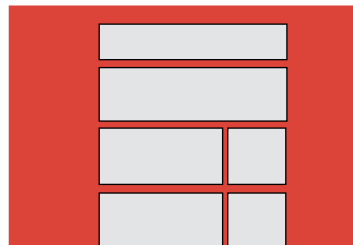


RECTANGLE

Desktop Version 300 x 250 Pixel

Mobile Version 300 x 250 Pixel

24 € TKP (minimum order quantity 10.000 Pl)



WALLPAPER

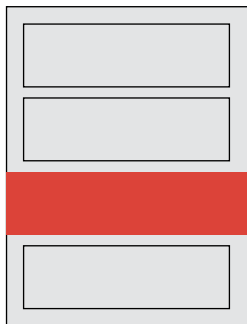
Equals a paired banner (left + right) copy to be delivered as one file:
Desktop Version 1.900 x 1028 px with 980 px white space in the middle
Mobile Version 300 x 600 px
55 € CPM (minimum order quantity 10,000 Pl)

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

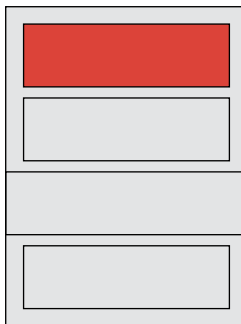
Weekly Newsletter – Saturday



BANNER

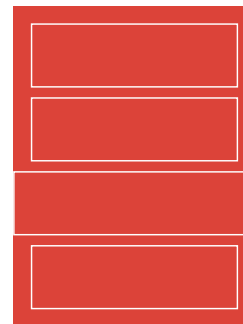
580 x 250 Pixel

350 € 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)
550 € per post



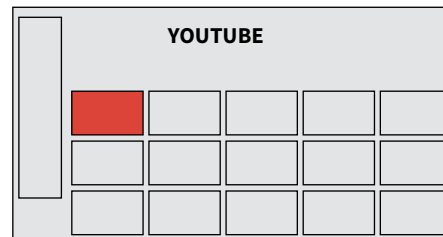
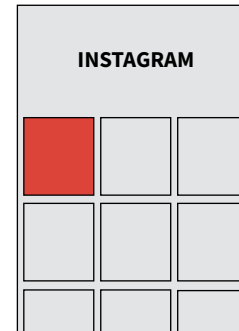
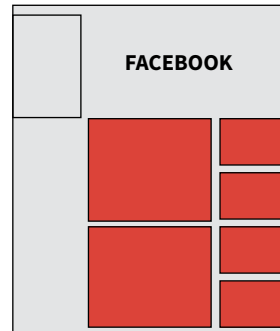
STAND ALONE NEWSLETTER

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-andpull” 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

PreRoll: 550,- €

- MidRoll: Product review in the middlepart, Average listening of 70 %

MidRoll 1: 450,- €

MidRoll 2: 400,- €

- Text PostRoll: 300,- €

Tonstudio-Guide



DAS LIVE-EVENT

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

Studioszene | October 22. – 24. 2024 | 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 **our Sales-Team** or visit: **www.studioszene.de**



SOUND & RECORDING

CONTACT

**WE LOOK FORWARD
TO YOUR INQUIRY!**

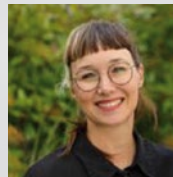


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