



# Sound & Recording

MUSIKER-FACHMAGAZIN

## Media Rates 2017



**PLEASE NOTE:**

**Except for Print, you won't find any prices in these media data.**

**Why?**

One size *doesn't* fit all. And neither does every form of advertising serve every purpose. Only after talking with you can we find the most appropriate advertising strategy for you.

**How can you make your decision?**

Simply contact us! Tell us your company's current objectives, your budget, which channels you've used in the past, and which ones you'd like to expand. Based on your answers, we'll create an offer expressly for you.

**Then why are we publishing these media data?**

To give you an impression of what's theoretically possible and to provide interesting suggestions.

## About Us

Whether it's hardware, software, the studio scene, or useful "how to" tips: Sound & Recording is the number-one practical magazine for musicians who record their own music. With a practical orientation and an accurate focus, this brand is equally popular among home recorders and professionals. We offer our advertising clients a highly innovative and authentic environment. With us, you reach the people in your target group where it's relevant to reach them: on a smartphone in the recording studio, in the print magazine during a break at a recording session, or on a laptop while they're mixing.

Sound & Recording thus provides you with a unique advertising portfolio that covers all areas of modern marketing. At all times. Print. Online. Mobile.

Media	Reach
Print copies per month	7.158
Readers per month	17.824
Page impressions per month	90.324
Newsletter subscribers	15.528
Social-media fans	11.776



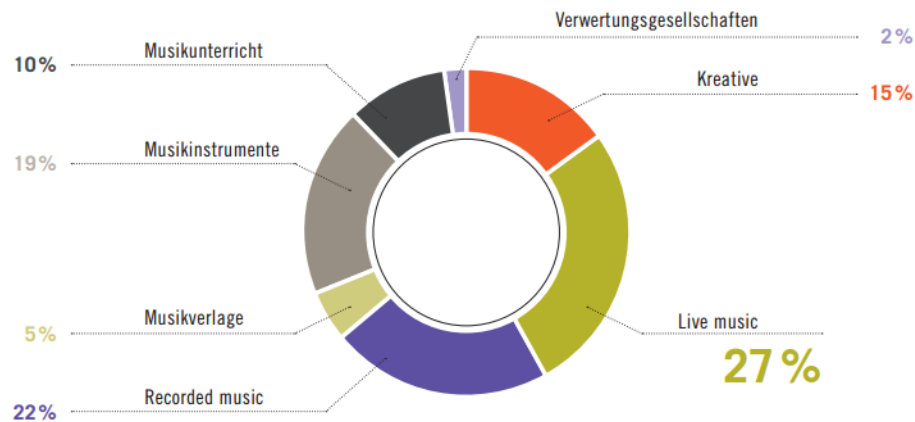
**Key facts about Germany's economy:**

- The world's fourth-strongest market
- With more than 81 million citizens, Germany is the largest market in the EU
- Germany has the lowest unemployment in the EU (7.7%, compared to the EU's average rate of 22.2%) and the joblessness rate is declining in Germany
- Best infrastructure in the EU
- The German market dominates Switzerland and Austria, which rank among the world's wealthiest countries
- German standards lead the way for EU standards
- Germany has the best internet in the EU, so multimedia has high potential here
- Germans are especially responsive to high quality and innovation

**Key facts about the German market for musical instruments:**

- 2 million musicians
- 1,216 manufacturers of musical instruments
- 1,858 musical-instrument dealers
- 931 state-run music schools (VdM association)
- 579 independent music schools (some are members of the bdfm association)
- Sales of musical instruments generate 1.5 billion euros of revenue in Germany (79 million euros in Austria; 120 million euros in Switzerland)
- String instruments account for 16.2% of these revenues
- Domestic sales experienced explosive growth (19.9%)
- 35.5% of all musical instruments exported from Germany are imported into the euro zone
- German exports have grown by 7.8% to a total 562 million US dollars
- Music production has increased by 2.9%

**ANTEILE DER TEILSEKTOREN AN DER BRUTTOWERTSCHÖPFUNG<sup>1</sup>  
DER MUSIKWIRTSCHAFT** BASIS 2014: 3,92 MRD EURO



<sup>1</sup>Erlöse (Produktionswert) des Teilsektors abzüglich bezogener Vorleistungen  
QUELLE: Musikwirtschaftsstudie 2015; Berechnungen der FSU Jena

Sources: SOMM, IMIS, Deutscher Musikrat, Statista, NAMM 2016



## Lernen Sie unsere Leser doch direkt persönliche kennen!

### Uri User

**His motto: I learn something new every day!**

- Wants to gain confidence and to broaden his technical know-how
- A student or a newcomer in this profession, he plays in a band, and he'd like to learn from role models
- Interested in all areas, especially equipment and technology
- Gets information exclusively online, where he's very active

### Quentin Quality

**His motto: more background, less technology**

- Wants to be well informed about the scene and to share his know-how
- Has been in this business for more than ten years and has high standards of quality
- Has a large network and often teaches others
- Interested in anecdotes and inside tips, new projects and protagonists
- Not very interested in technology and test reports
- Gets his information from cross-media sources

### Matt Meta-level

**His motto: tell me the story of the sounds**

- Looking for inspiration and his own style
- Has been in this business for more than ten years and is active in diverse projects
- Owns lots of technology and uses it skillfully
- Interested in interviews, philosophies and attitudes of producers and DJs
- Not very interested in technical questions and workshops
- Primarily goes online to get his information

Erreichbarkeit	Alex Anwender	Quentin Qualität	Matt Metalevel
Print	(✓)	(✓)	(✓)
Google	✓		✓
YouTube/Foren	✓	✓	✓
Facebook	✓	✓	(✓)
Newsletter	✓		



# Appeal to your customers with a 360° strategy!

We prioritize advertising with long-lasting effects. And these can only be achieved via a holistic approach on all terminal devices. Studies show that cross-media campaigns can boost willingness to purchase by 32% and heighten interest in a product by 43%.

Source: BVDW: Mobile und Online – Crossmediale Erfolgsstrategien für digitale Werbekampagnen



## Your advertising channels

- Monthly printed magazine
- Website updated daily
- Daily and weekly newsletters
- Five social-media-channels (Facebook, YouTube, Instagram, Google+, Twitter)
- Diverse products in the online shop



### The NewEbner Touchpoints Matrix

Multiple use of content through **Write & Reuse** instead of **Print & Forget**

		Owned Touchpoints				Social Touchpoints								Third Party Touchpoints					
		Print	Website	Newsletter	Own events	Facebook	Twitter	Xing	LinkedIn	Pinterest	Instagram	YouTube	Soundcloud	Wikipedia	Amazon	Other Blogs	Company Websites	PR-Portale	Other events
<b>Format</b>	Text	x	x	x	x	x	x	x	x		x		x	x	x		x	x	x
	Picture	x	x	x	x	x	x	x	x	x	x		x		x	x	x	x	
	Infographic	x	x	x		x	x	x	x	x	x				x			x	
	Table	x	x	x		x	x	x	x	x					x			x	
	List	x	x	x		x	x	x	x	x					x			x	
	Video		x	x	x	x	x	x	x		x	x						x	
Audio		x	x		x	x	x	x			x	x			x				
<b>MIU</b>																			
<b>Plain Text</b>	Whole article	x	x	x		x	x	x	x						x		x	x	
	Text snippets		x	x		x	x				x		x	x			x		
	Info box	x	x	x	x	x	x	x	x	x	x							x	
	How Tos	x	x	x	x	x	x	x	x			x			x			x	
<b>Rich Text</b>	Tables	x	x	x		x	x	x	x									x	
	Listicles	x	x	x		x	x	x	x			x						x	
	Check lists	x	x	x	x	x	x	x	x		x	x			x			x	
	Quiz / Survey	x	x	x	x	x	x	x	x									x	
<b>Pictures</b>	Photos	x	x	x	x	x	x	x	x	x	x		x		x	x			
	(Info-)Graphics	x	x	x	x	x	x	x	x	x	x				x			x	
	Illustrationes	x	x	x	x	x	x	x	x	x	x				x				
<b>Multimedia</b>	Video		x	x	x	x	x	x	x		x	x						x	
	360° photo		x	x	x	x	x	x	x		x	x						x	
	Audio		x	x		x	x	x	x			x	x			x			
	Animated GIFs		x	x	x	x	x	x	x	x									



# Print is intensive, precise, long lasting – and simply 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 Seite	5%
3 Seiten	10%
6 Seiten	15%
12 Seiten	20%

Sales for multiple bookings	
3 Anzeigen	5%
6 Anzeigen	10%
12 Anzeigen	15%



Type area: 390x254  
Trim size: 426x280



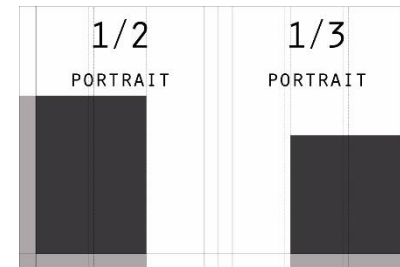
185x254      213x280



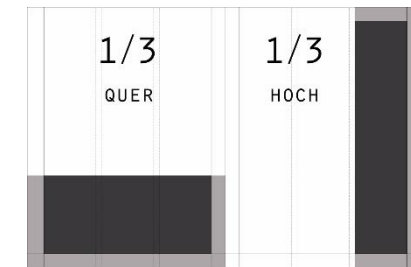
185x169      122x254  
213x184      137x280



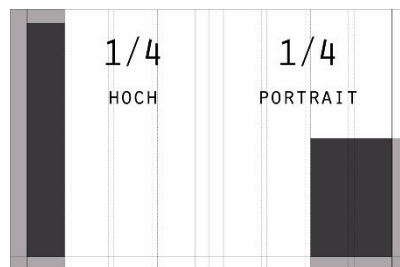
185x127      90x254  
213x142      105x280



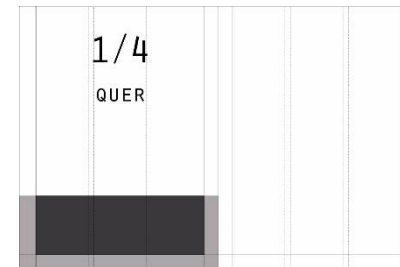
122x169      122x127  
137x154      137x139



185x84      59x254  
213x99      74x280



43x254      90x127  
58x280      105x139



185x63  
213x78

Format in mm (width x height)

Trim + 5mm all around

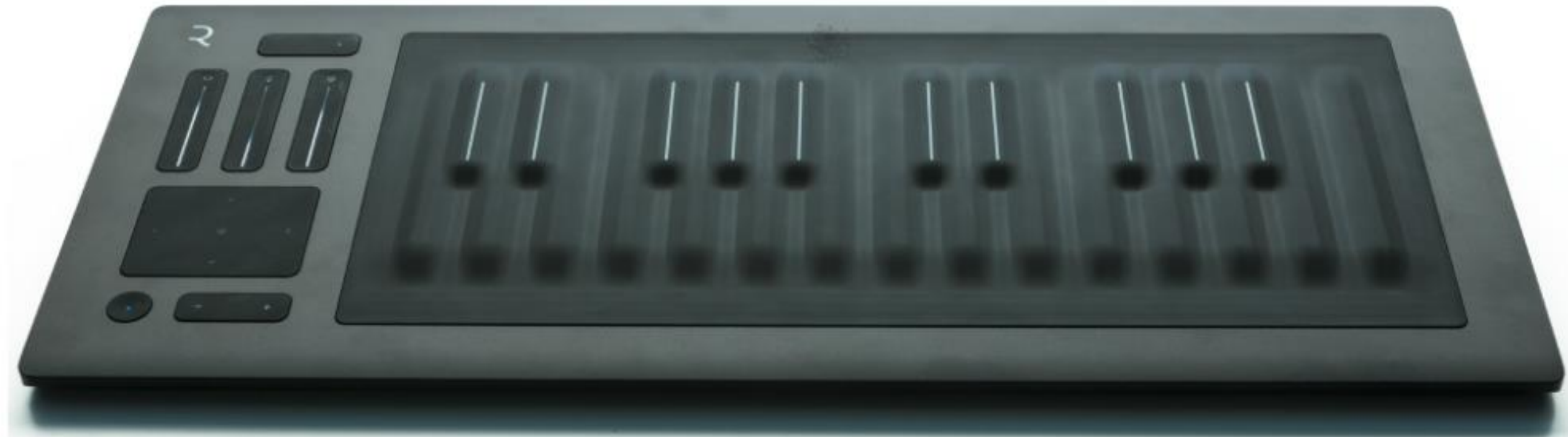
Sound & Recording rate card No. 12,  
valid from 2017. All prices subject to  
VAT at the applicable rate.



**Recording Guide**

Format	6 x s/w	6x 4c	12x s/w	12 x4c
1/8	325	490	296	443
1/16	190	295	170	267
1/32	127	195	109	178

**Specially inserted ads and printed products by request**

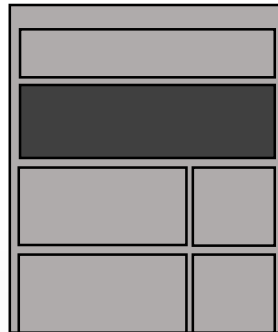


Issue	Deadline for advertising	Deadline for print data	Release	Events
01/17	05.12.2016	09.12.2016	06.01.2017	NAMM Show Winter Anaheim 19.-22.01.17
02/17	09.01.2017	13.01.2017	03.02.2017	
03/17	06.02.2017	10.02.2017	03.03.2017	
04/17	13.03.2017	17.03.2017	07.04.2017	
05/17	10.04.2017	13.04.2017	05.05.2017	Musikmesse Frankfurt Frankfurt 05.-08.04.17
06/17	08.05.2017	12.5.2017	02.06.2017	
07/08/17	12.06.2017	16.06.2017	07.07.2017	
09/17	07.08.2017	11.08.2017	01.09.2017	
10/17	11.09.2017	15.09.2017	06.10.2017	
11/17	02.10.2017	06.10.2017	03.11.2017	
12/17	06.11.2017	10.11.2017	01.12.2017	
01/18	04.12.2017	08.12.2017	05.01.2018	NAMM Show Winter Anaheim 19.-22.01.17



# 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, 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 pixels  
Mobile version 320 x 100 pixels



**Rectangle**

Desktop version 300 x 250 pixels  
Mobile version 300 x 250 pixels



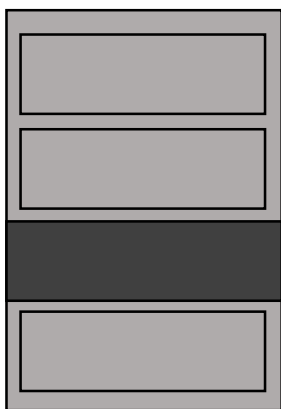
**Background**

Desktop version 1900 x 1028 pixels



# Reach your customers regularly and directly!

People who subscribe to the Sound & Recording 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 20,000 subscribers!



## **Banner**

Desktop version: 580 x 250 pixels  
Mobile version: 320 x 100 pixels



## **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)



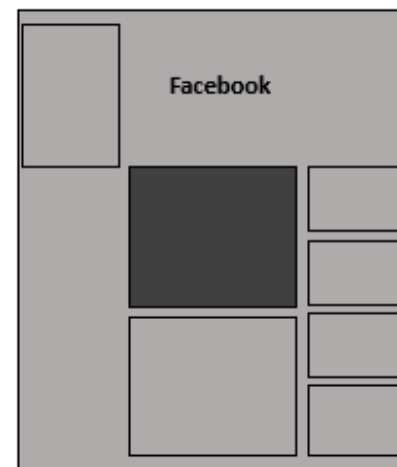
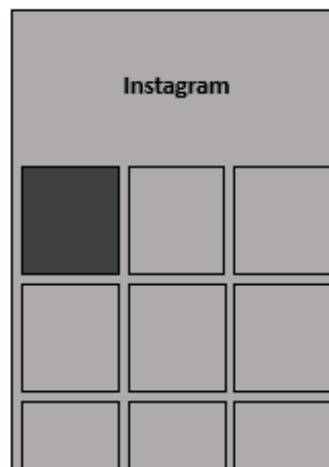
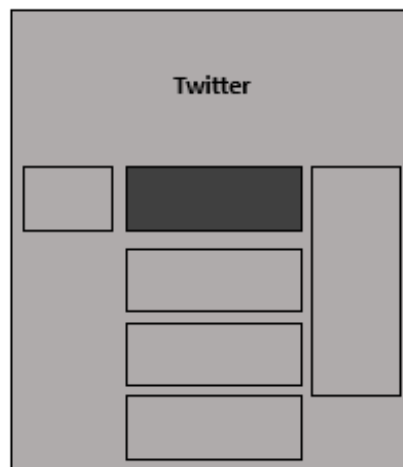
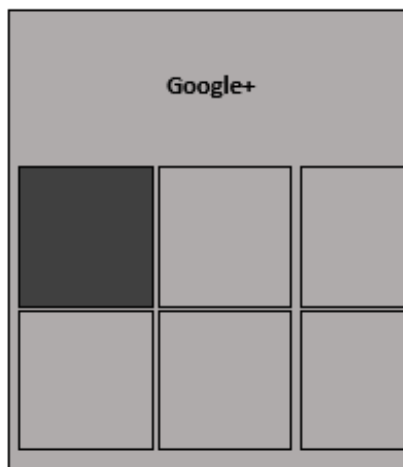
## **Stand-alone newsletter**

A stand-alone newsletter with the “look and feel” of the journalistic newsletter, exclusively with your contents, pictures, and links, sent to 20,000 recipients + the newsletter’s subscribers

# 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.



## Your advertisement with the “look & feel” of Sound & Recording

An advertorial combines your personal advertising message with the familiar appearance of Sound & Recording. 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.

	Basic	Plus	Rundum
Print			✓
Website	✓	✓ (with sticky post on homepage for one month)	✓ (with sticky post on homepage for one month)
Newsletter	✓	✓	✓
Social Media		✓	✓





# Reach your customers with a mix of journalistic content and a commercial or brand message: that's native advertising!

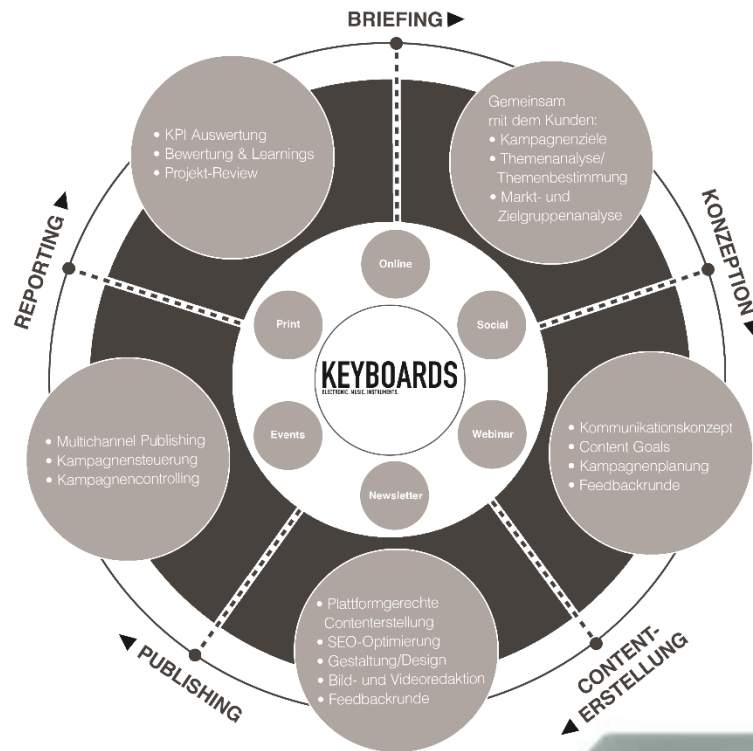
## How does native advertising work?

Native advertising is storytelling. Your commercial or brand message is published as an editorial narrative (i.e. a story) in the journalistic context of our platforms. Alternatively, your company or your offer is an integrated part of a journalistic theme, but without explicit advertising for your product. Native advertising lastingly helps you to establish and expand the prerogative of interpretation of your company and your offers in the target group that's most relevant for you.

## What does native advertising achieve in Sound & Recording?

- Your content sparks strong attention and interest in our community thanks to the high credibility and extensive coverage of our media brand(s).
- Your content is published in the look and feel of our editorial environment; we'll also be happy to create content for you.
- Long-term effects are achieved because readers spend more time with your brand and your message and become more deeply involved with them.
- This is the only way to reach your target group via all relevant channels of communication (print, online, social media) and to circumvent ad blockers.
- Helps to reach the entire target group for your company and your products by getting more people interested in your topic.
- Facilitates custom-tailored communication in the target group that's relevant for you via the clear persona definition and positioning of Sound & Recording.
- Supports your company to establish itself as a shaper of opinion about the themes that are relevant to your target group.
- Improves your brand's visibility in search engines and social-media channels through SEO-optimized multimedia storytelling (text, image, graphics, video).

## Our process leads to a successful native-advertising campaign



## Content is king and we are the thematic champions

We are content specialists for our target groups and we know exactly which themes interest our community. Simply let us handle the storytelling about your message. We'll make sure that your themes effectively reach our community.

On your behalf, we'll conceive the campaign, create the contents, handle the multichannel publishing, manage the campaign, and do the reporting. Full service from a single source – provided by the content specialists for your target group.

## Transformation at a specialist publisher - how Ebner is re-inventing itself

We are a subsidiary of Ebner Publishers, so we benefit from nearly 200 years of experience as a publishing company. At 18 locations around the globe, Ebner Publishers currently publishes 88 magazines, 40 online portals, and 19 newsletters. And Ebner continues to see its future in digital commerce. Rather than being solely a market magazine, we focus on the creation of valuable and value-adding contents that reach and enrich our readers in diverse ways. Under the title "Transformation at a specialist publisher – how Ebner is reinventing itself," kress' reporter Roland Karle takes a closer look at the New Ebner strategy. Click here for a free download of his German-language e-dossier: <http://shop.communicateandsell.de/downloads-6>





**We support you in your search for employment as well as in your cultural and educational tasks!**



**Classified-ad discount**

50% off all available print advertising formats

**Educational discount**

(for music schools, music teachers, universities, academies, etc.)

50% off all available advertising formats

**Cultural discount**

(for record labels, festivals, concert promoters, theaters, publishers, etc.)

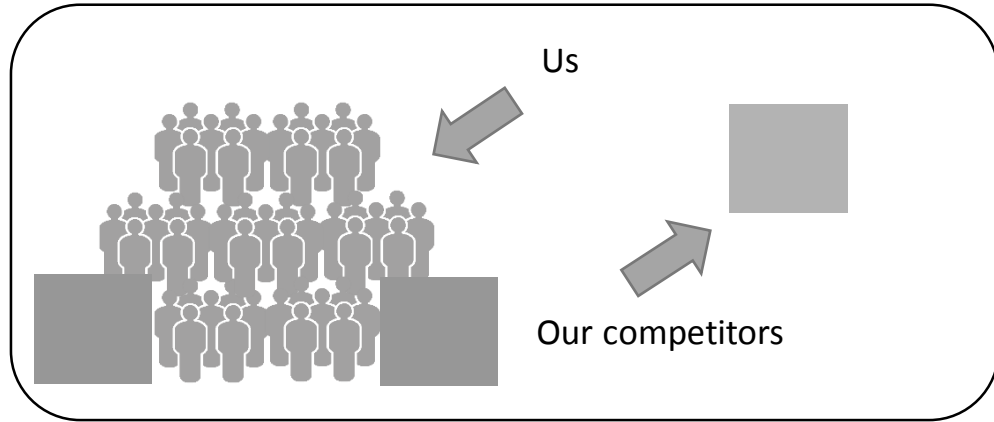
30% off all available advertising formats

**Nonprofit & charitable initiatives**

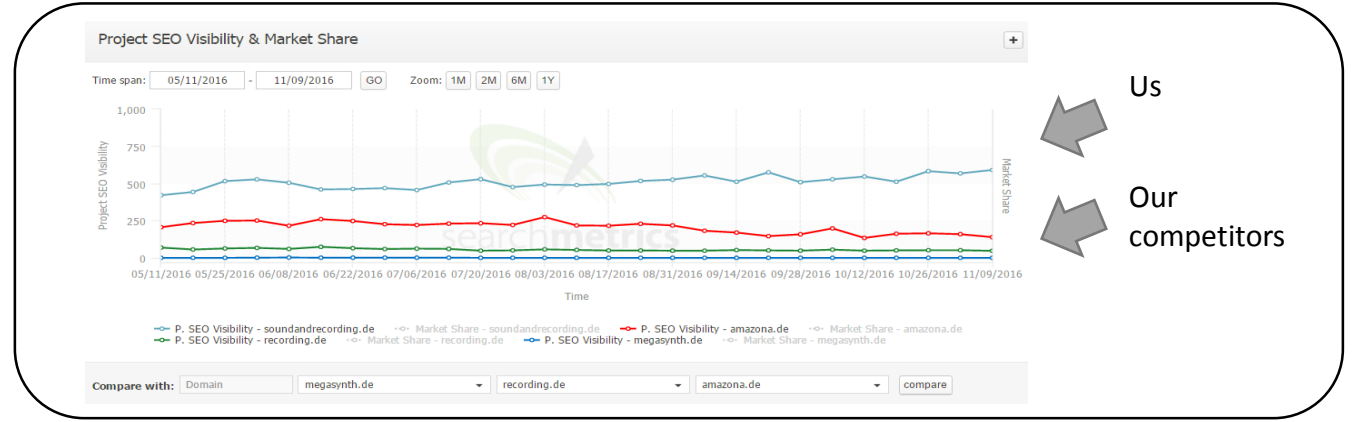
By request, we support these initiatives by offering special discount conditions.

**No agency discounts or rebates.**

PRINT:



ONLINE:



Therefore:



**A good value is what's worth its price.  
Because reach is what counts.  
Decide for yourself!**



## Raise a ruckus!

Alongside the Sound & Recording market, our sister brands Sticks, KEYBOARDS, Gitarre & Bass, and Musikmachen serve the worlds of drums & percussion, keyboards, modular systems, and software synthesizers, guitar & bass, as well as classical instruments such as transverse flutes, violins, and trombones.

## STICKS

The only German-language multichannel magazine about drummers and percussionists!

## Gitarre & Bass

DAS MUSIKER-FACHMAGAZIN

The No.1 magazine for guitarists and bassists in the german-speaking area.

## KEYBOARDS

Everything all about electronic instruments: from software synthesizers, through modular systems, to stage pianos, synthesizer workstations and home pianos.

## musikmachen.de

The new digital portal all about learning: for beginners, advanced musicians, and returnees who play classical or modern instruments.

**If you book ads in two or more of our brands, you'll be eligible to receive a combination discount of 10% to 20%.**





**Sales:**

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