

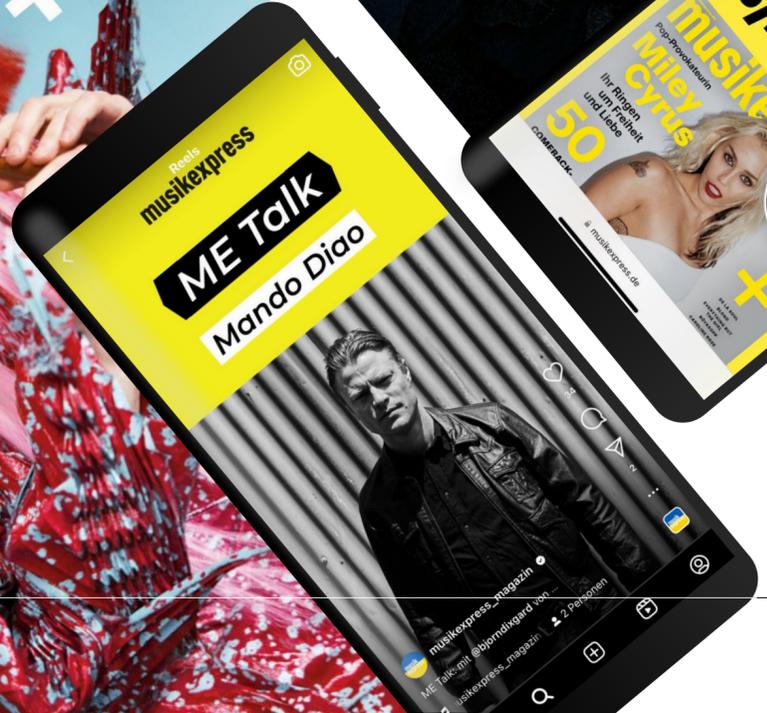
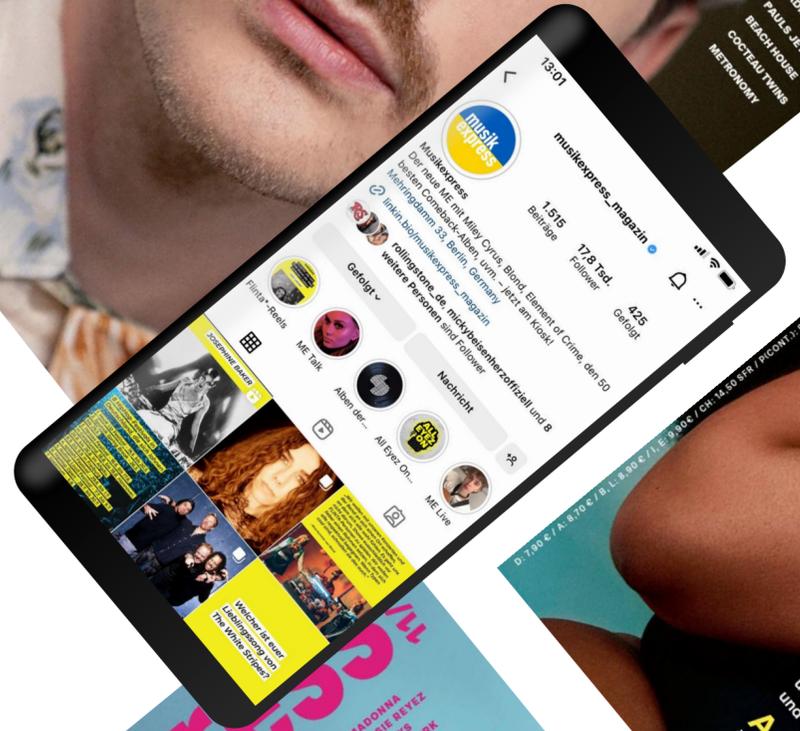
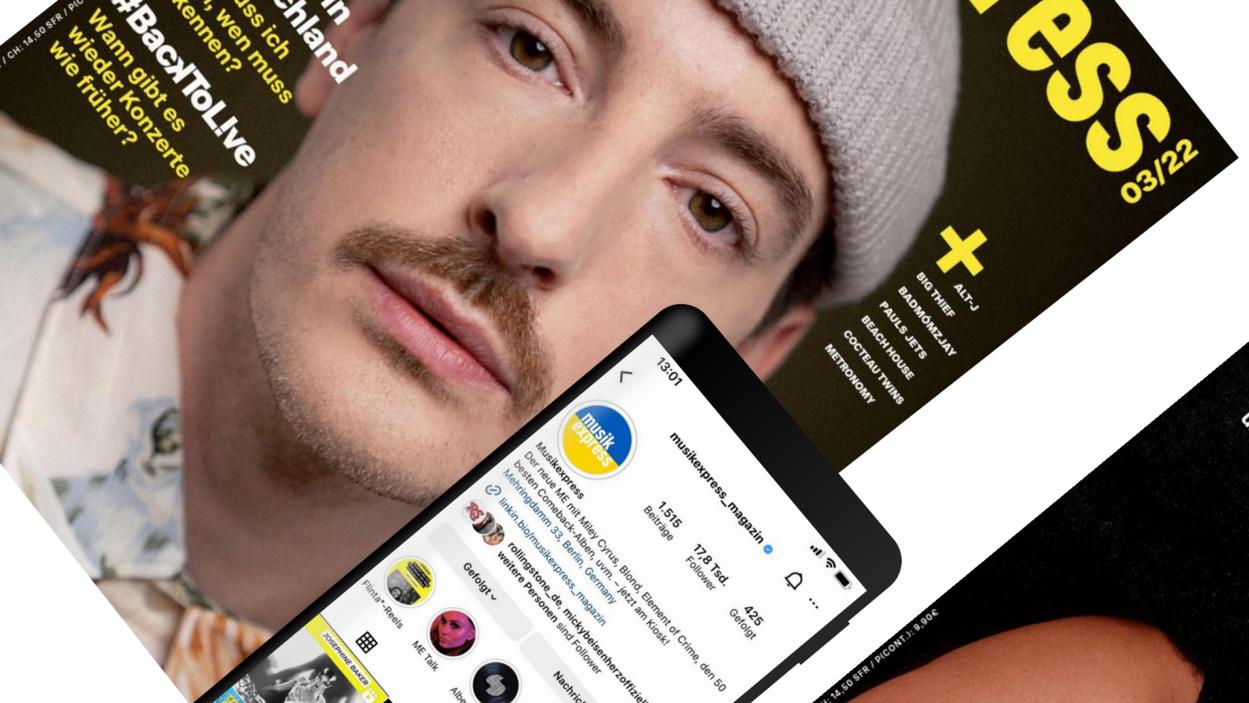
# musikeXpress

MEDIAKIT

PRICE LIST NR. 50, VALID FROM MARCH 1<sup>st</sup> 2025

OMHB.

2025



# THE BRAND

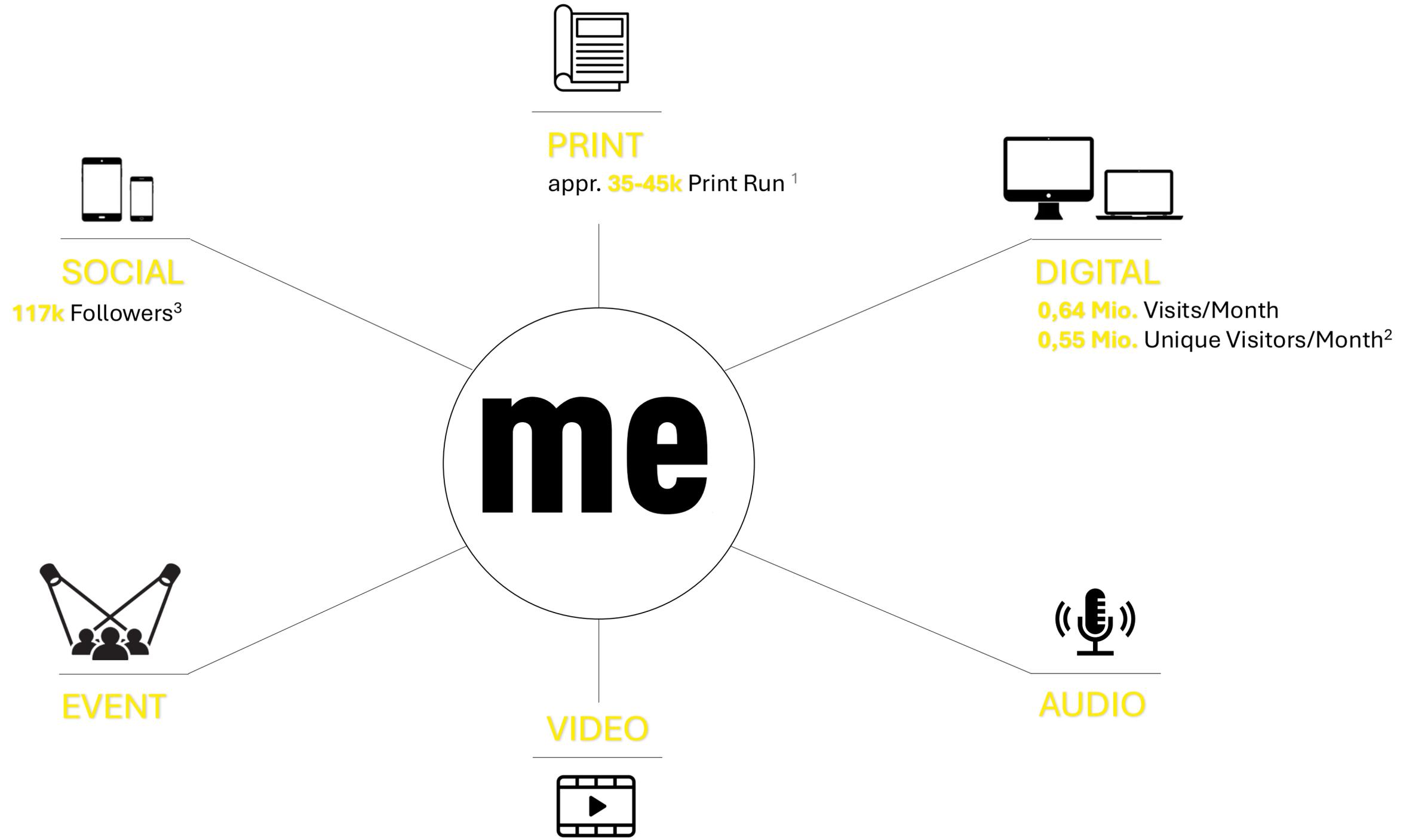
*„THE radar for newcomers and trends for over 50 years: MUSIKEXPRESS stands for living pop culture in all its diversity.“*

Hella Wittenberg, Head of Content

**MUSIKEXPRESS** has always been on the cutting edge of what's new and trendy. Whether it is electronic music, indie, rap or pop - **MUSIKEXPRESS** is the compass guiding you in current pop culture.

Ever since 1969, **MUSIKEXPRESS** stands for the identity-forming effect of pop. Exciting new acts, movies and tv shows, fashion and lifestyle, personalities and phenomena - with expertise, fun and a strong opinion, **MUSIKEXPRESS** reflects the spirit of the times. Always up-to-date, always close at hand.

# REACH



Source: <sup>1</sup>internal survey, Nov. 2024; <sup>2</sup>visits / unique visitors Adobe Analytics Ø 2024; <sup>3</sup>total reach: Facebook, Instagram, X, WhatsApp, YouTube, TikTok – April 25

# COMMUNITY DIGITAL

musikexpress

**55%**  
male



**44%**  
female

Household Net  
Income



Ø **3.550 €**

Profession



In education **18%**  
Employed **68%**  
Retired **6%**

Age



20 to 29 years **21%**  
30 to 39 years **21%**  
40 to 49 years **19%**  
50 to 59 years **18%**

Marital status



single **36%**  
married **52%**

Scope for  
consumption



250 to 300 € **11%**  
300 to 500 € **16%**  
750 € and more **17%**

# COMMUNITY INTERESTS

SMARTPHONES	0,36	0,27	HAIR CARE PRODUCTS
TRAVEL	0,32	0,26	FASHION
COMPUTER, NOTEBOOKS, TABLETS	0,31	0,26	FRAGRANCE, AFTERSHAVE
SHOES	0,29	0,23	CONSUMER ELECTRONICS
SMARTPHONE APPS	0,28	0,23	CARS
DENTAL AND ORAL CARE	0,28	0,23	STREAMING (MUSIC, TV, MOVIES, SERIES)

*Figures in million*

# PRINT

PRICE LIST NR. 50, VALID FROM MARCH 1<sup>ST</sup> 2025



OMHB.

2025

# FORMATS | PRICES

musikexpress



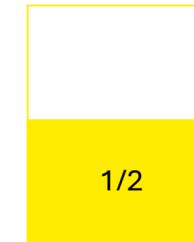
bleed<sup>1</sup>  
210 x 285  
price  
14,220,-



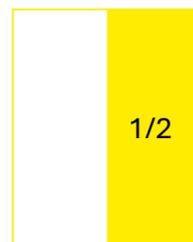
bleed<sup>1</sup>  
420 x 285  
type area  
400 x 249  
price  
23,700,-



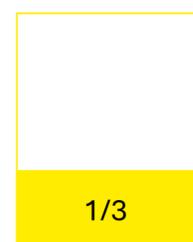
bleed<sup>1</sup>  
210 x 285  
type area  
180 x 249  
price  
11,850,-



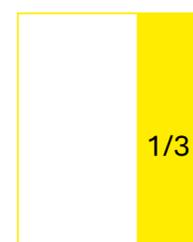
bleed<sup>1</sup>  
210 x 142  
type area  
180 x 123  
price  
7,110,-



bleed<sup>1</sup>  
97 x 285  
type area  
85 x 249  
price  
7,110,-



bleed<sup>1</sup>  
210 x 95  
type area  
180 x 76  
price  
4,740,-



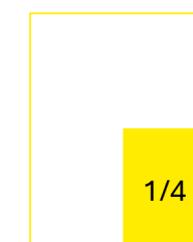
bleed<sup>1</sup>  
66 x 285  
type area  
56 x 249  
price  
4,740,-



bleed<sup>1</sup>  
210 x 71  
type area  
180 x 52  
price  
4,150,-



bleed<sup>1</sup>  
51 x 285  
type area  
41 x 249  
price  
4,150,-



type area only  
87 x 123  
price  
4,150,-

All prices in euros plus VAT. | No placement guarantees for partial-page advertisements. | Special formats, inserts & other ad specials on request. | Trim allowance on all sides: 3 mm.

<sup>2</sup> If advertisement(s) are booked in combination with Rolling Stone and/or Metal Hammer.

# PRINT ADVERTORIAL

musikexpress

Advertise in the **Look und Feel of MUSIKEXPRESS!**

- You supply your advertising material and we create your customised, native content.

2/1 pages 23,700 €

1/1 page 11,850 €

½ page 7,110 €

Prices are eligible for discounts and agency commission.  
Plus creation costs: from €1,500, not eligible for discounts or agency commission.



## Durch den Festivaltag mit **KING NUN** x **Marshall**

*King Nun spielten auf dem 2000Trees Festival nahe dem britischen Cheltenham ein beeindruckendes, hochenergetisches Konzert. Wir begleiteten die Band über den Festivaltag.*

**E**than Stockley-Young wirft seine Gitarre über seine Hüfte. Er rennt von seinem Marshall Verstärker zur Bühnentraverse, springt mit voller Power hoch und hängt sich von einer Querverstrebung des massiven Metallgerüsts zum anderen. Oben angekommen, steigt er sofort wieder in den Song ein. Theo Polyzoides leistet derweil ein paar Meter weiter unten großartige Frontmann-Arbeit. Er wirft sich abwechselnd in die Arme des Publikums und reckt sich auf den Monitorboxen. Stets mit voller Energie nutzt er die gesamte Fläche der Bühne. Es ist gerade mal Mittag, aber es fühlt sich so an, als wären wir auf einer Headliner-Show zur Prime Time.

„Wenn unser Set gut gelaufen ist, dann humpeln wir von der Bühne, während wir unsere Gliedmaßen gerade noch irgendwie zusammenhalten“, erzählt Frontmann Theo Polyzoides lachend. „Wir schleppen uns runter und können gerade noch stehen. Wenn das so ist, dann war es eine gute Show und das ist auch heute so gelaufen“.

Es ist zehn Uhr morgens, als wir die Musiker am Gelände des 2000Trees Festivals in Upcote Farm nahe dem britischen Cheltenham treffen. Die Band ist bestens gelaunt und zu Späßen aufgelegt. Theo hat seine Bluetooth-Lautsprecherbox, den Marshall Middleton dabei. Der robuste Speaker ist staubdicht und wasserresistent und dank seiner über 20 Spielstunden pro Akkuladung der ideale Begleiter auf Festivals – sogar auf schlammigen! Theo nutzt ihn an diesem Tag aber nicht nur, um im Backstagebereich Musik zu hören, sondern auch, um via Bluetooth-Handymikrofon alberne Ansagen aus dem Off in die Garderobe zu boosten, während sich seine Kollegen auf den Gig vorbereiten.

Wenige Momente, nachdem die Show aus ist, folgt der Energiecrash. Ethan liegt am Boden, die Arme über den Augen verschränkt, die Ellenbogen im Gras. Die Band ist plötzlich ganz still, muss regenerieren. Eine halbe Stunde später geht es bereits weiter: Interviews, Fototermine und spezielle Fan-Aktionen stehen auf dem Programm. Rock'n'Roll-Festivalalltag eben.

King Nun mögen entspannt sein, sie sind aber auch eines: verdammt zielstrebig. „Wir wussten von Anfang an ganz genau, wo wir hinwollen“, erzählt Theo. Mehr als ein Jahrzehnt gibt es sie

bereits – und je erfahrener die Gruppe wird, desto weniger hält sie von Kompromissen. Da macht es Sinn, dass mittlerweile Schlagzeuger Caius Stockley-Young die Albumproduktion übernimmt. „Es ist einfacher, wenn die Jungs mir sagen, wie sie die Sachen haben wollen – denn ich weiß gleich genau, was sie meinen“, erklärt er. 2023 erschien ihr Album Lamb. King Nun sind mittlerweile bei Marshall Records unter Vertrag. Ganz abgesehen davon, dass die Amps und Kopfhörer der legendären Marke in ihrem Touralltag sowieso unverzichtbar sind, zeigt sich die Band glücklich über ihr Label. „Sie unterstützen uns sehr und lassen uns unser Ding machen. Die Zusammenarbeit ist großartig“, meint Theo und ergänzt: „Außerdem tun sie eine Menge für die Rock'n'Roll-Welt!“.

Am Ende des Festivaltags spazieren wir nochmal gemeinsam an einem nahegelegenen Teich des Festivals. Die Jungs posieren für ein paar Bilder auf einem Marshall-Geländewagen, der schon die eine oder andere Schlammföhrze gesehen hat. Neue Musik ist bereits in Arbeit, verrät Theo. Wir verabschieden uns – dann setzt sich der Sänger und Gitarrist seine Kopfhörer, die Marshall Major V auf, nimmt seine Gitarre und marschiert Richtung Band-Van, wo seine Bandkollegen James Upton (Gitarre), Nathan Gane (Bass), Caius Stockley-Young (Schlagzeug) und Ethan Stockley-Young (Gitarre) bereits auf ihn warten.

Alle Produkte sind auch auf der Marshall Webseite erhältlich.

Den kompletten Text sowie weitere Fotos und ein Video des Festivaltags mit King Nun gibt es auf [Musikexpress.de](https://www.musikexpress.de).



Foto: Milan Koch

# SCHEDULE | SPECS

ISSUE	STREET DATE	CLOSING DATE	DELIVERY DATE
02/2025	10/01/25	02/12/24	04/12/24
03/2025	14/02/25	13/01/25	15/01/25
04/2025	14/03/25	10/02/25	12/02/25
05/2025	11/04/25	10/03/25	12/03/25
06/2025	16/05/25	09/04/25	11/04/25
07/2025	13/06/25	07/05/25	09/05/25
08/2025	11/07/25	09/06/25	11/06/25
09/2025	15/08/25	14/07/25	16/07/25
10/2025	12/09/25	11/08/25	13/08/25
11/2025	10/10/25	08/09/25	10/09/25
12/2025	07/11/25	06/10/25	08/10/25
01/2026	05/12/25	03/11/25	05/11/25



**MAGAZINE SPECS**  
210 mm x 285 mm (with bleed)

**BLEED**  
3 mm on all sides

**MOTIVES WITH BLEED**  
Minimum distance for trimming due to risk of truncation of design elements:  
8 mm from the outside.

**PAPER**  
Cover: PT 1 | Content: PT 3

**PRINTING PROCESS**  
Cover: Offset | Content: Web Offset

**COLOUR PROFILE**  
Cover: ISO coated\_v2 300% (ECI)  
Content: PSO LWC Improved (ECI)

**FILE FORMATS**  
Layout files: PDF  
Image files: Photoshop (Mac and PC)

**RESOLUTION**  
Figurative elements CT: 300 dpi = 120 L/ cm  
Linework LW: 1.200 dpi = 480 L/cm

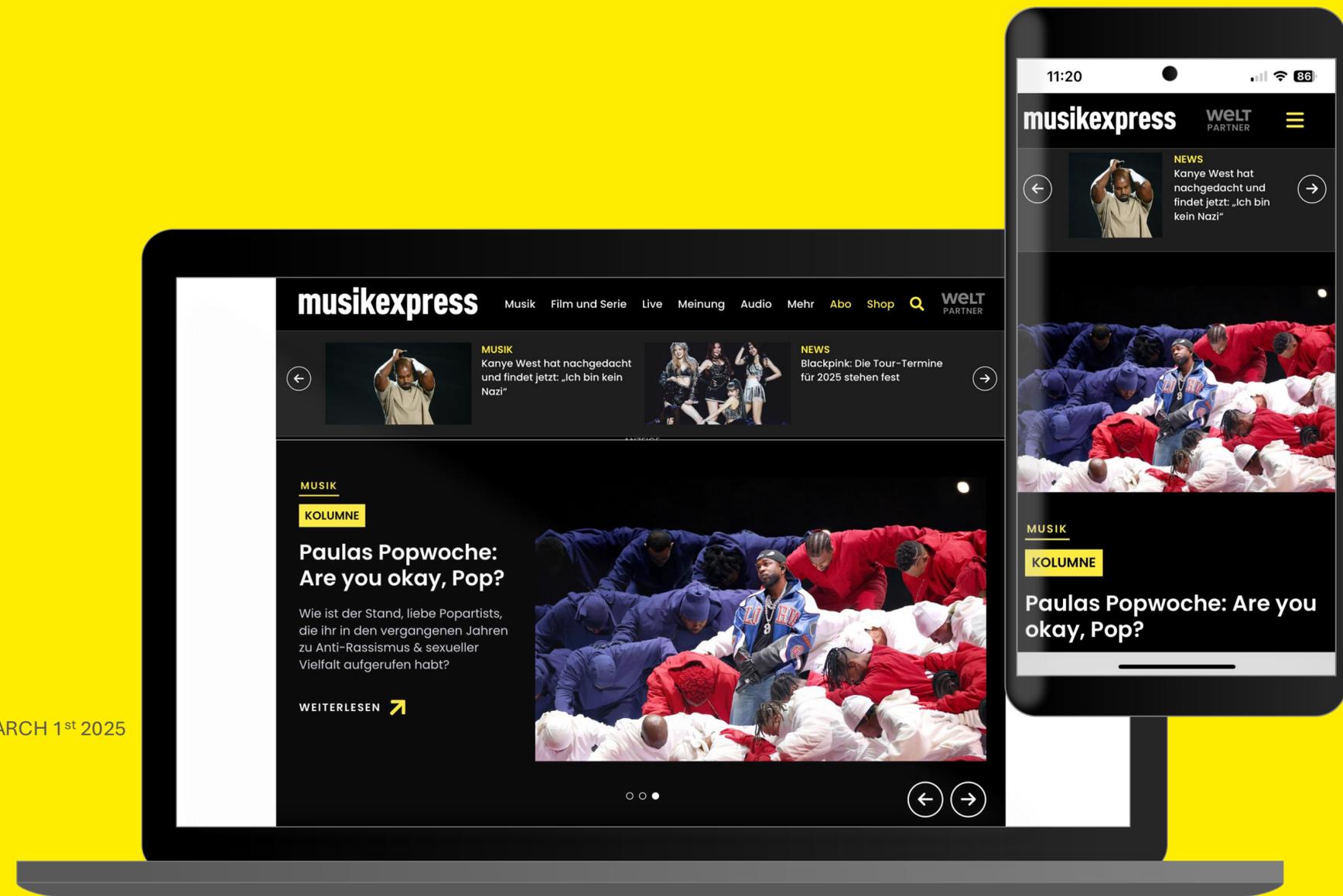
**PROCESSING**  
Adhesive binding

**CONTACT/TRANSFER TO:**  
[dispo@mediahouse-berlin.de](mailto:dispo@mediahouse-berlin.de)  
or  
[www.duon-portal.de](http://www.duon-portal.de)

# DIGITAL

PRICE LIST NR. 50, VALID FROM MARCH 1<sup>ST</sup> 2025

OMHB.



# 2025

# DISPLAY

## Advertising material



Content (Sliding) Ad 2:1 | 1:1, Content Ad 6:1 | 4:1 | 3:1, (Sliding) Medium Rectangle, (Sliding) Premium Rectangle, (Sliding) HalfpageAd, Carousel Ad, Mobile Horizontal Interscroller, AdBundle



Banner 1:1, 2:1 | 3:1 | 4:1, (Sliding) Medium Rectangle, (Sliding) Halfpage Ad, Billboard, Native Ad Click-out, AdBundle, Superbanner, SitebarAd, Content SitebarAd, Doppel-SitebarAd, Cinema Ad, Wallpaper, Page Skin, Sticky Skyscraper, (Dynamisches) Fireplace, Sliding Skin, Value Ad

## CPM

Category & Premium Targeting & Run of Homepage (Site)

**80 €**

Run of Site

**60 €**

Multiscreen - traffic distribution between desktop and mobile is subject to availability.

Other special advertising formats on request

Surcharges: 15% surcharge on the gross price for device and basic targeting

25% surcharge on the gross price for larger advertising media than specified in the tech. specs (by arrangement)

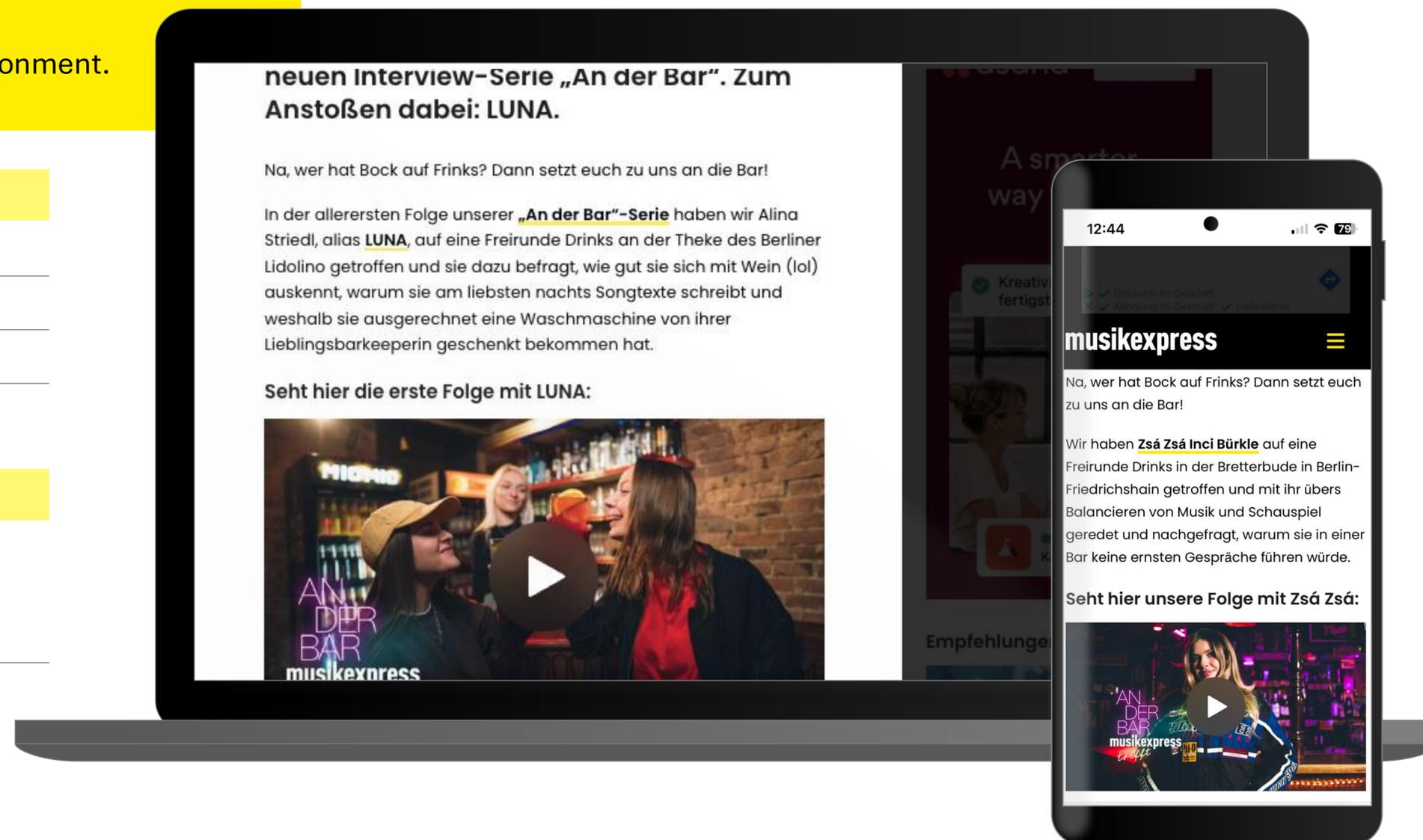
# VIDEO

- Instream advertising in our self-produced content.
- Versatile outstream video formats in our premium environment.

INSTREAM	CPM
Bumper Ad up to 6 sec.	60 €
Non Skippable up to 20 sec.	80 €
Non Skippable up to 30 sec.	105 €
Skippable Ad up to 120 sec.	105 €

OUTSTREAM	CPM
<b>Desktop:</b>	
InTxt Horizontal Video Ad	55 €
Horizontal Video Interscroller	
Vertical Video Sitebar Ad	
Video Branding Ad	
<b>Mobile:</b>	
Movie Ad	55 €
InTxt Horizontal Video Ad	
InTxt Vertical Video Ad	
Horizontal Video Interscroller	
Mobile Vertical Video Interscroller	



Multiscreen – Traffic distribution between desktop and mobile depends on availability. Surcharges: 15% surcharge on the gross price for device and basic targeting. 25% surcharge on the gross price for larger ad formats than specified in the technical specs (by arrangement)

# HOME BUNDLE »M«

musikexpress

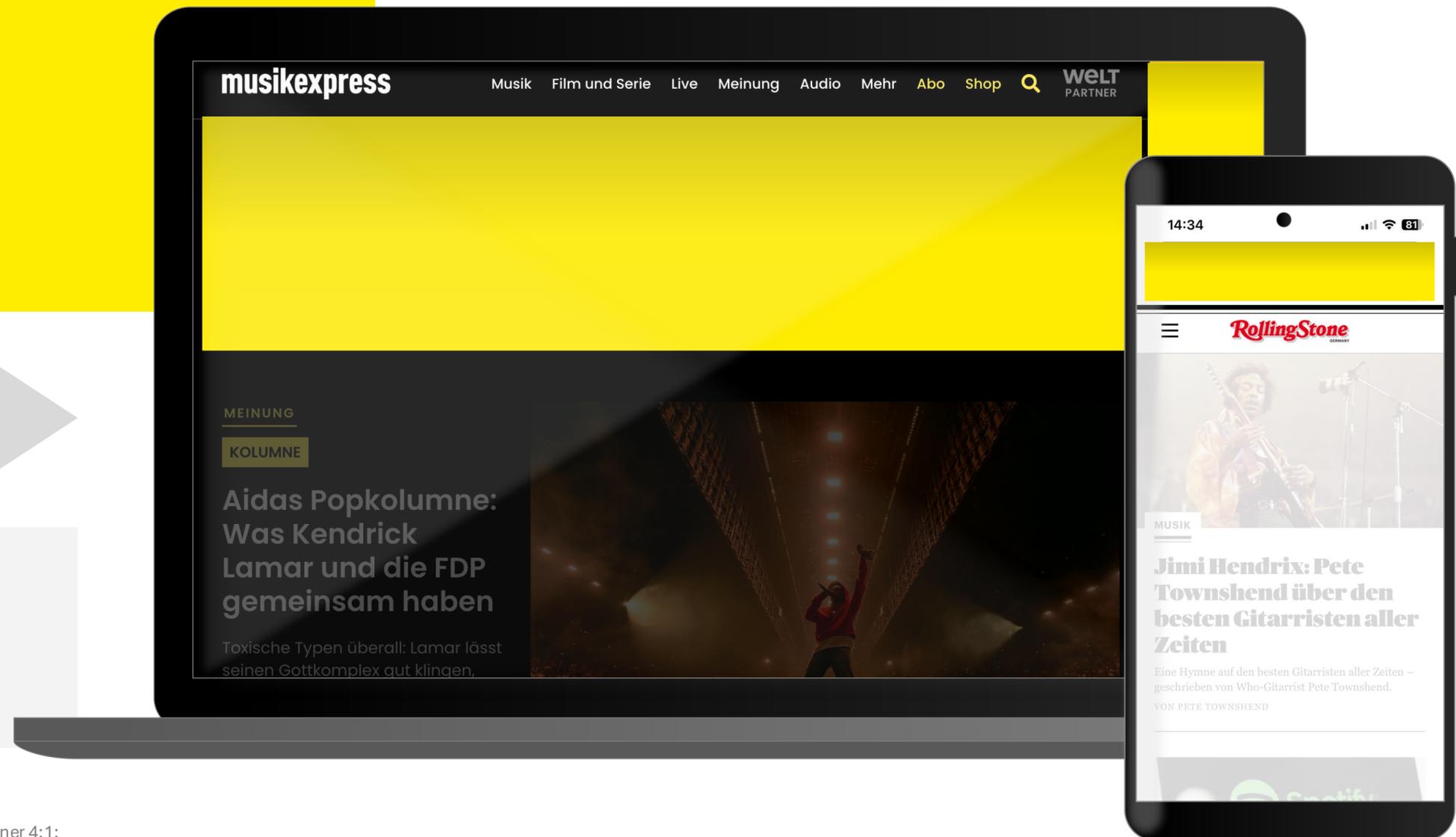
## WEEK

- Best possible visibility with our branding product
- Duration: 7 days
- Desktop & Mobile

**RollingStone** musikexpress

BASIC 1,800 € / guaranteed 30.000 AI

DELUXE 2,400 € / guaranteed 30.000 AI



Prices are eligible for discounts and agency commission. Advertising media selection:

Basic: Desktop: Banner 3:1, Billboard, (Content) Sitebar Ad, Vertical Video Sitebar Ad, Banner 4:1;

Mobile: (Sliding) Content Ad 1:1 / 2:1, Content Ad 3:1, Carousel Ad, (Sliding) Medium Rectangle, (Sliding) Premium Rectangle, Mobile Movie Ad

Deluxe: Desktop: Wallpaper, Cinema Ad, Doppel-Sitebar, (Dynamisches) Fireplace, Rollover Event, Homepage Takeover, Video Branding Ad, Page Skin, Sliding Skin, Value Ad,

Mobile: Premium Rectangle Takeover, Rollover Event Takeover, Mobile Content Ad 1:1 Takeover, Mobile Movie Ad Takeover (Outstream)

# HOMEBUNDLE »L«

musikexpress

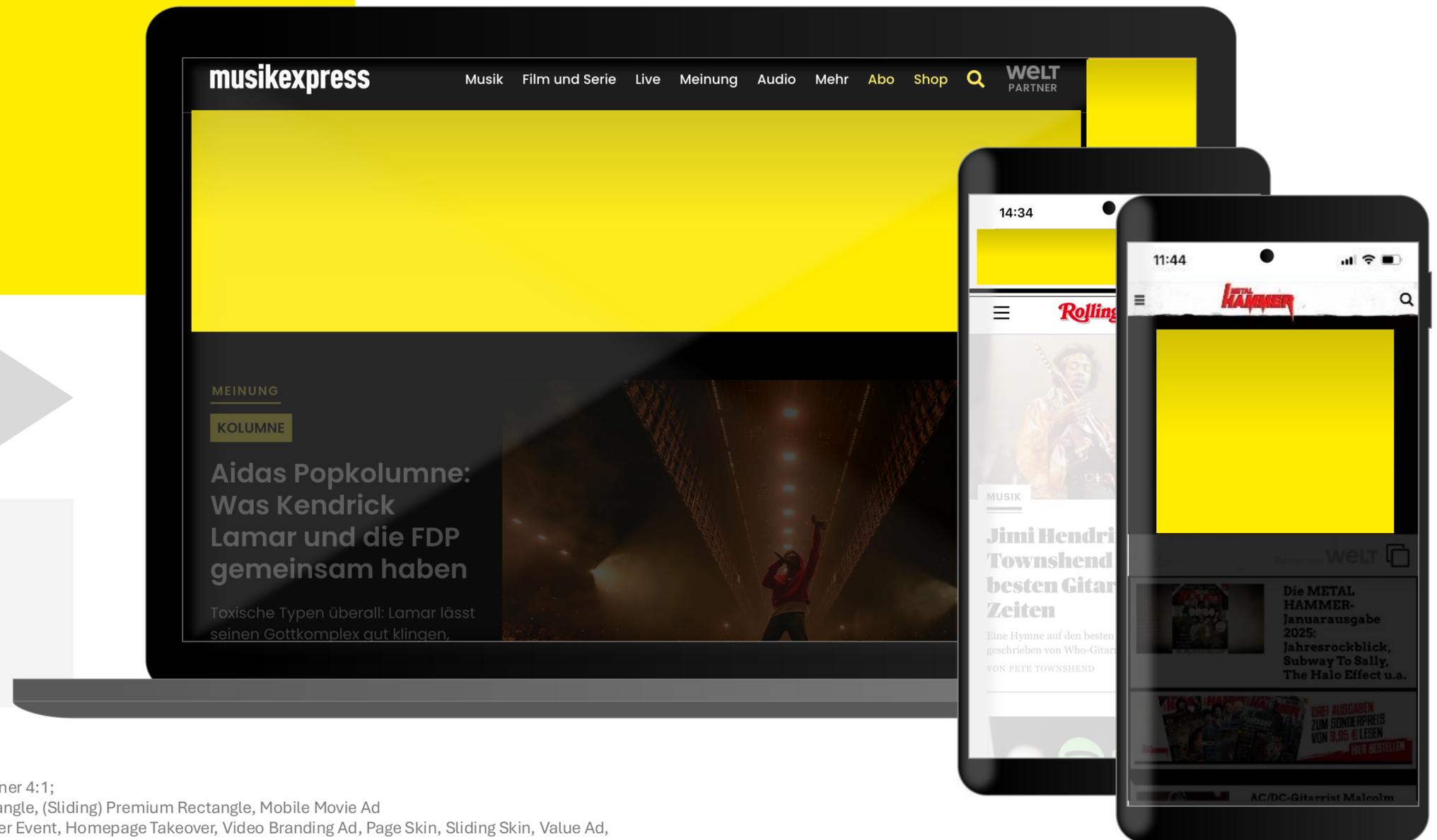
## WEEK

- Best possible visibility with our branding product.
- Duration: 7 days
- Home Desktop & Mobile



BASIC 2,400 € / guaranteed 40.000 AI

DELUXE 3,200 € / guaranteed 40.000 AI



Prices are eligible for discounts and agency commission. Advertising media selection:

Basic: Desktop: Banner 3:1, Billboard, (Content) Sitebar Ad, Vertical Video Sitebar Ad, Banner 4:1;

Mobile: (Sliding) Content Ad 1:1 / 2:1, Content Ad 3:1, Carousel Ad, (Sliding) Medium Rectangle, (Sliding) Premium Rectangle, Mobile Movie Ad

Deluxe: Desktop: Wallpaper, Cinema Ad, Doppel-Sitebar, (Dynamisches) Fireplace, Rollover Event, Homepage Takeover, Video Branding Ad, Page Skin, Sliding Skin, Value Ad,

Mobile: Premium Rectangle Takeover, Rollover Event Takeover, Mobile Content Ad 1:1 Takeover, Mobile Movie Ad Takeover (Outstream)

# NATIVE BANNER

musikexpress

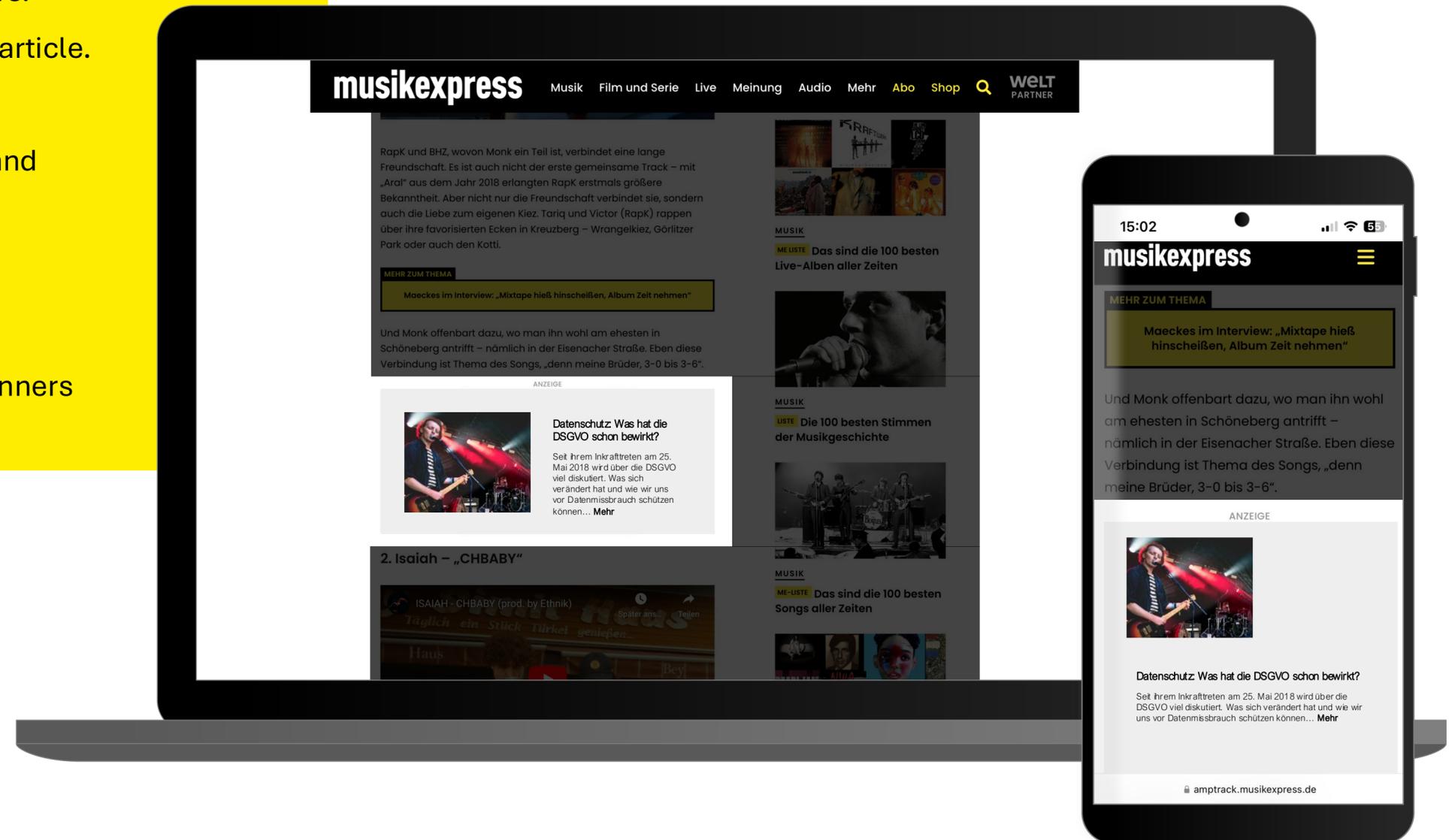
Native banner in the look & feel of editorial article teasers.

- Components: Thumbnail, headline, first lines of the article.
- No design flexibility.
- For the native promotion of paid formats such as brand stories or native articles.

Advantage: More affordable than traditional banners.

Disadvantage: Less branding impact than traditional banners

Bookable as part of native content campaigns.



# NATIVE STAGE

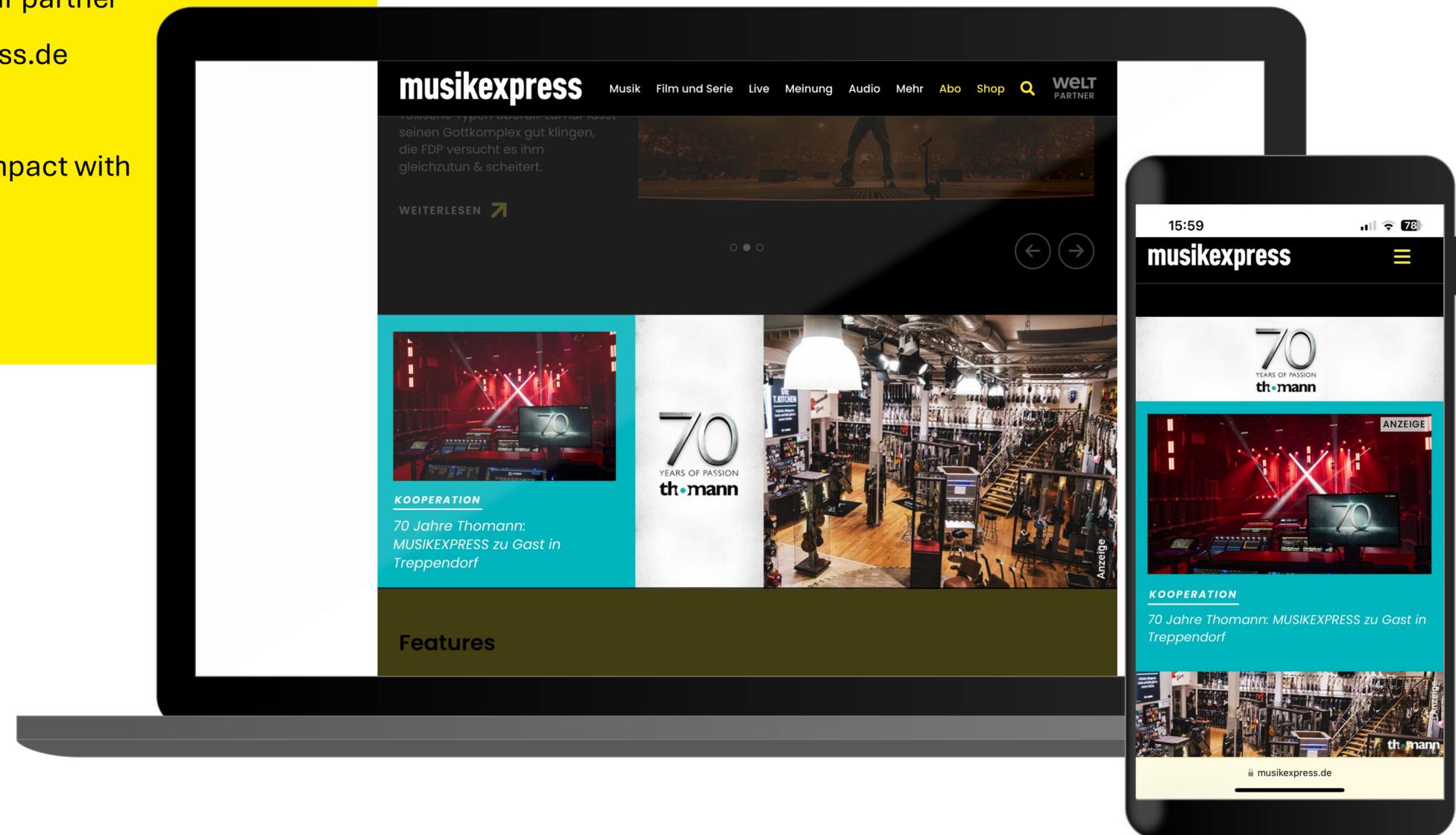
musikexpress

The most attention-grabbing native teaser for all your partner content with a fixed Native Stage on the musikexpress.de homepage!

- You determine the look and can make a visual impact with colors or a background image of your choice.
- Available as an add-on to Native products.

## NATIVE STAGE

1,000 € / duration: 1 week



Prices are not subject to discounts or AE eligibility.  
Plus creation costs: from €250, not subject to discounts or AE eligibility.  
CMS area – no display of ad impressions or views

# NATIVE ARTICLE

musikexpress

Advertise in the look and feel of MUSIKEXPRESS!

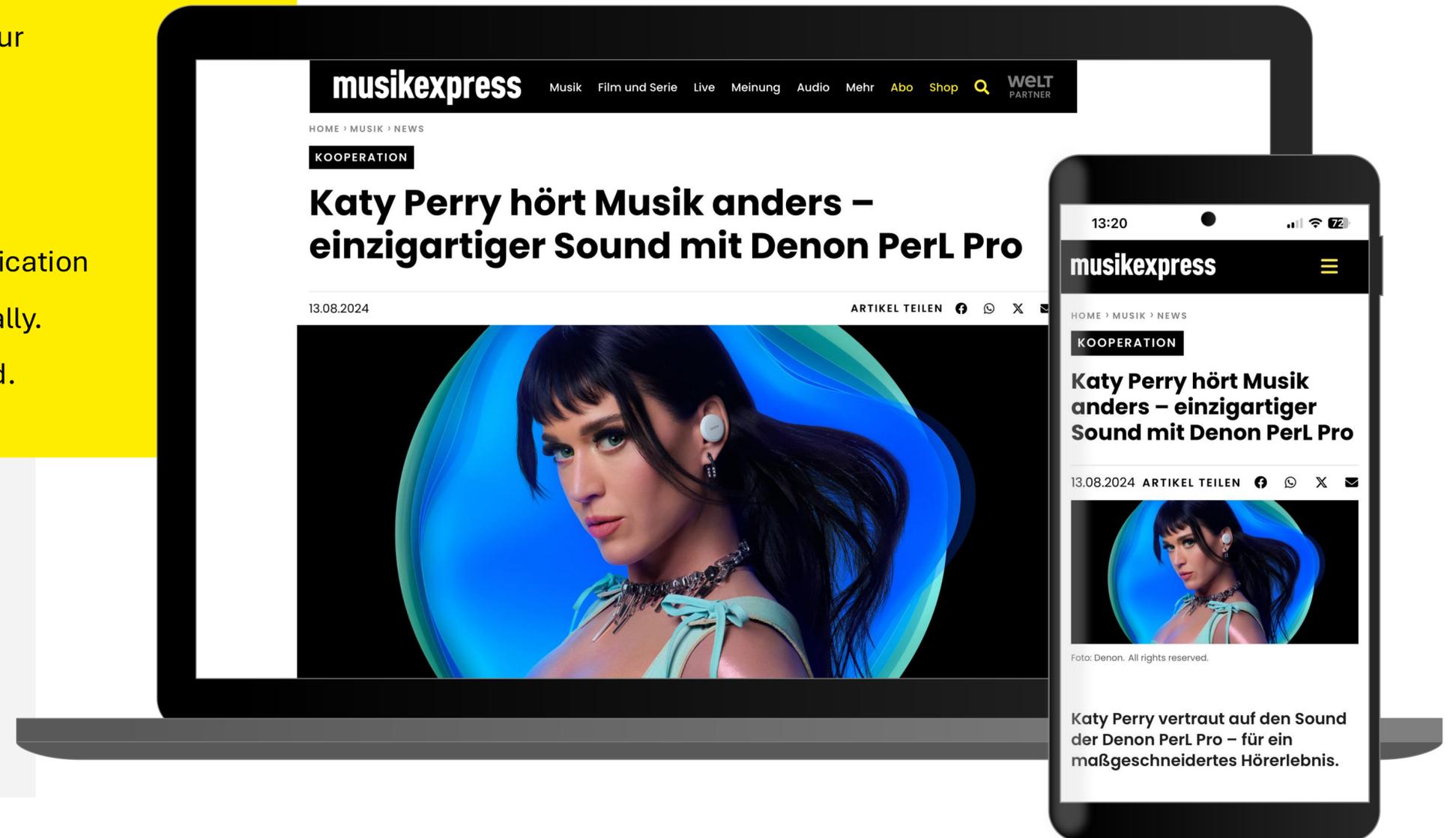
- You provide your advertising material, and we create your individual native advertorial.
- Gain traffic through the trusted environment of musikexpress.de.
- Focus on the informative presentation of your communication goal through text. Image material can be used additionally.
- Goal: Position yourself as an expert in your specific field.

S 14,500 € / 3 week; banner: 200.000 AI, native: 100.000 AI

M 30,250 € / 4 week; banner: 400.000 AI, native: 250.000 AI

L 43,500 € / 8 week; banner: 600.000 AI, native: 300.000 AI

Example packages (custom offers available upon request)



Prices are subject to discounts and AE eligibility.

Plus creation costs: from €1,500, not subject to discounts or AE eligibility (creation costs include technical setup, text production, image editing, and banner creation).

Minimum booking volume €5,000 MN2.

# BRAND GALLERY

musikexpress

Emotional, immersive & approachable brand presentation thanks to a focus on your images and video material.

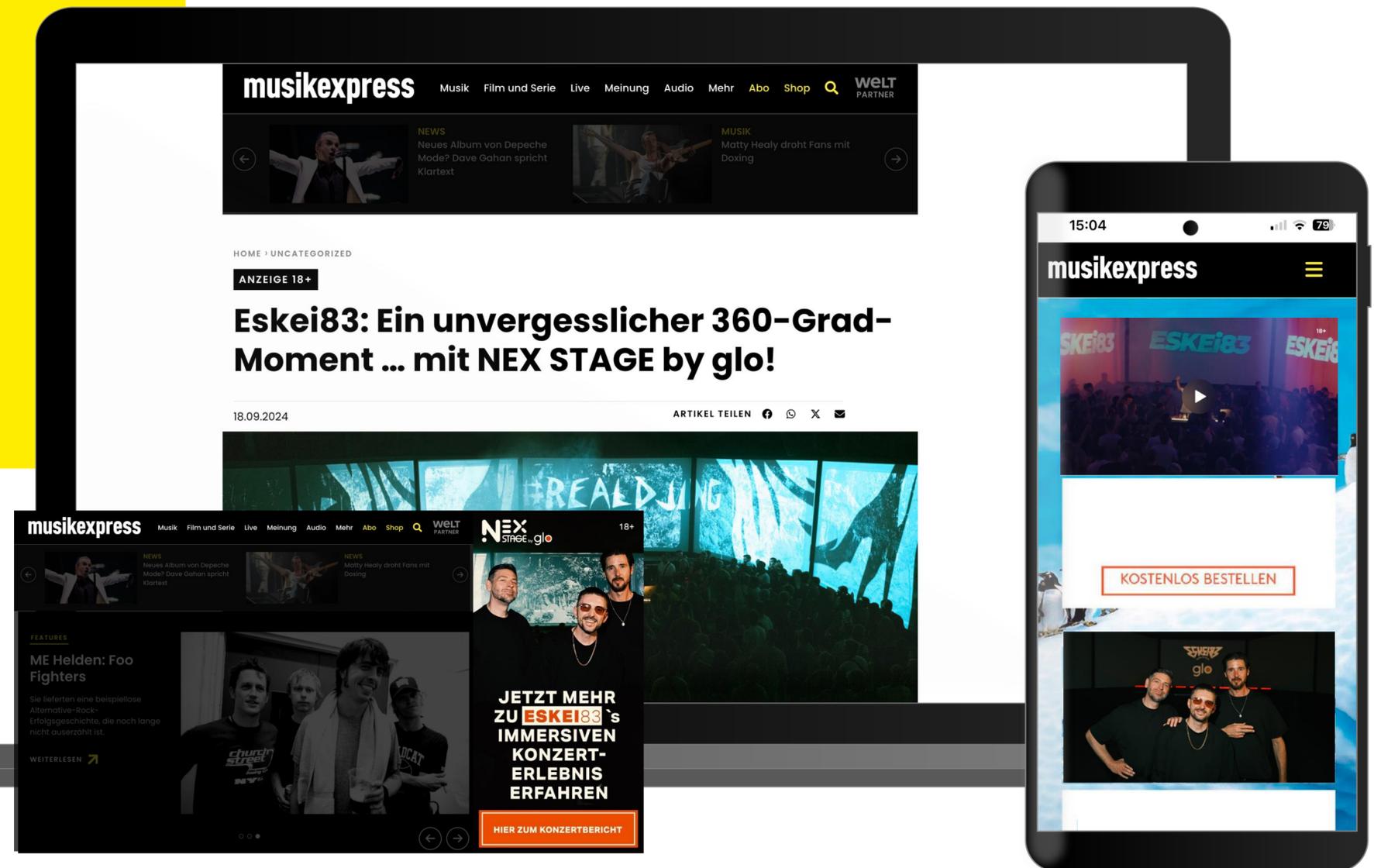
- You provide your advertising material, and we create your individual Brand Gallery in a high-quality environment.
- In the look and feel of MUSIKEXPRESS.
- Gain traffic through the trusted environment of musikexpress.de for your advertising message.
- Let striking images and videos speak for themselves. Short, concise texts highlight the essentials.

S 14,500 € / 3 weeks; banner: 200.000 AI, native: 100.000 AI

M 30,250 € / 4 weeks; banner: 400.000 AI, native: 250.000 AI

L 43,500 € / 8 weeks; banner: 600.000 AI, native: 300.000 AI

Example packages (custom offers available upon request)



Prices are subject to discounts and AE eligibility.

Plus creation costs from €1,500, not subject to discounts or AE eligibility (creation costs include technical setup, text production, image editing, and banner creation). Minimum booking volume €10,000 MN2.

# BRAND STORY

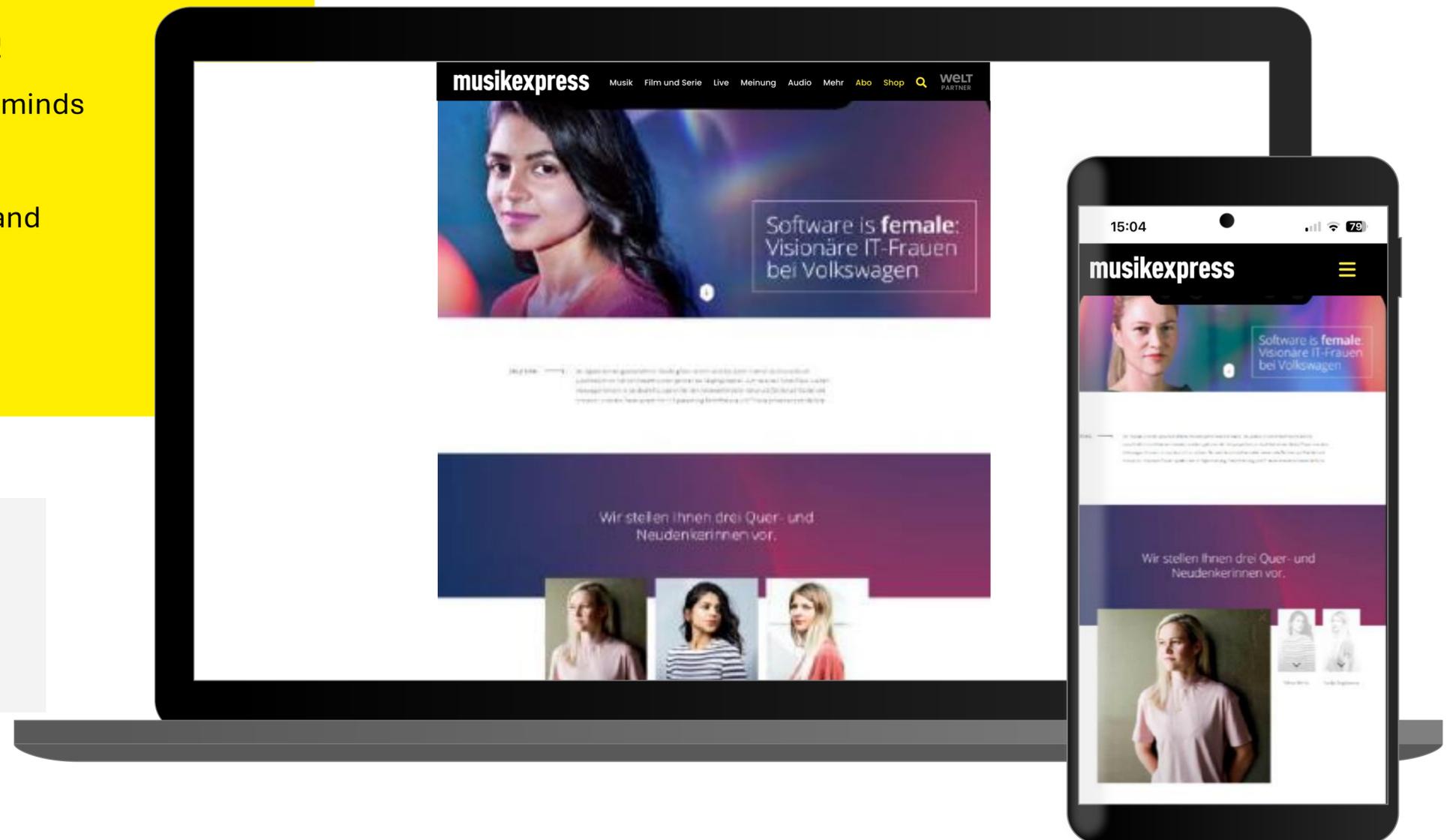
musikexpress

STORYTELLING with journalistic narrative competence – advertising that is credible, entertaining, and informative!

- Create real emotions and leave a lasting impact in the minds of users with your very own story.
- Your message in a unique design, individually crafted and embedded in a microsite tailored to your needs.
- Perfect for an impressive brand appearance.

BRANDSTORY – Example package

76,500 € / 12 weeks - banner: 900.000 AI, 900.000 AI native banner



Prices are subject to discounts and AE eligibility.

Plus minimum creation costs of €12,500, not subject to discounts or AE eligibility (creation costs include technical setup, programming, as well as text production, image editing, and banner creation). Minimum booking volume €28,000 MN2.

# NATIVE HUB

musikexpress

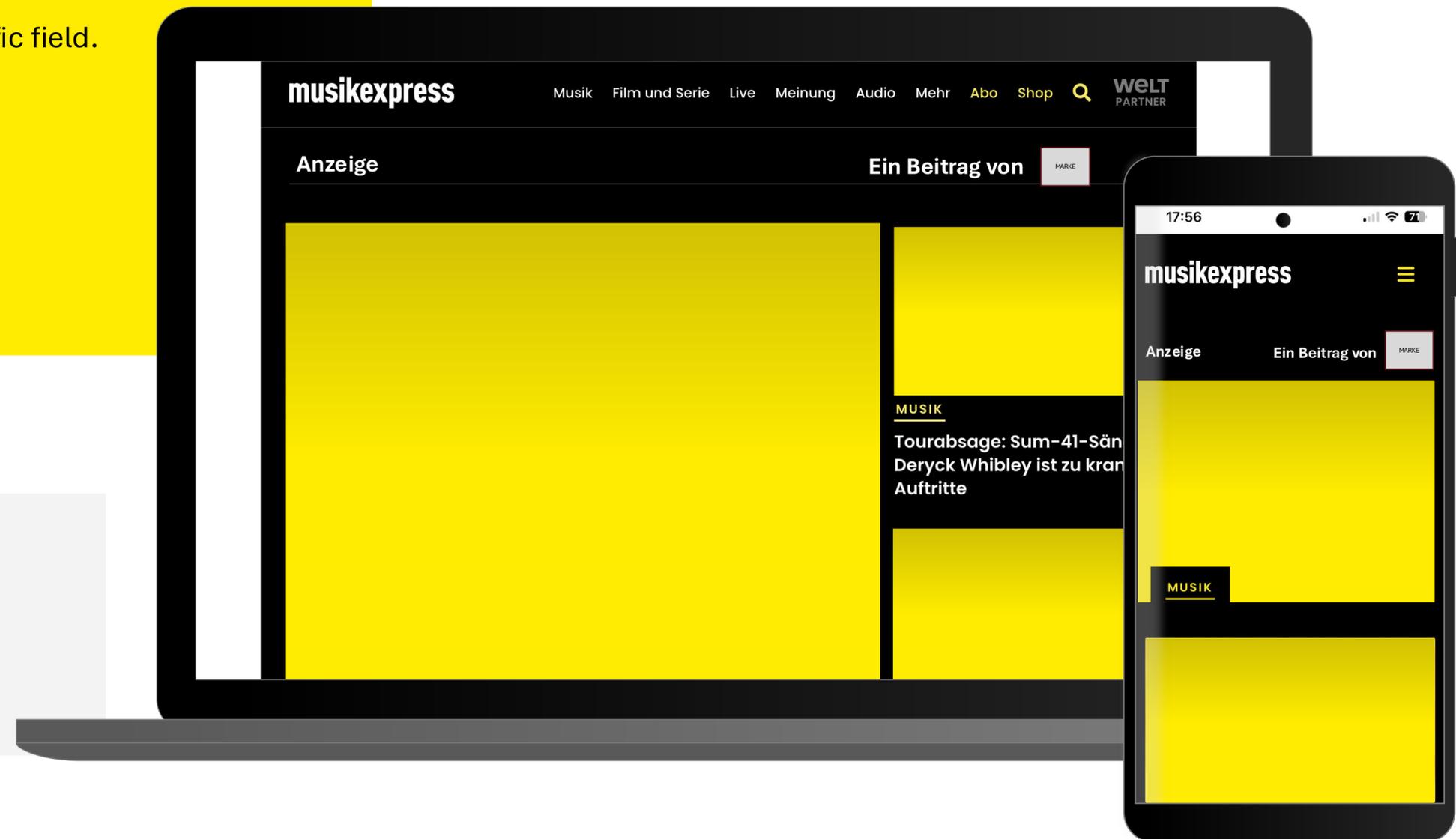
Native Hub as a digital home for monothemed content.

- Position yourself as a leading expert in your specific field.
- Gain traffic through the trusted environment of musikexpress.de.
- Up to five native articles possible.
- Optionally with a custom-programmed hub page.

NATIVE HUB – Example package

3 article 76,500 €

12 weeks - banner: 900.000 AI, 900.000 AI native banner



Prices are subject to discounts and AE eligibility; Plus creation costs: €8,000 for 2 articles + €1,500 per additional article; not subject to discounts or AE eligibility (creation costs include technical setup, text production, image editing, and banner creation). Programming not included. Duration is flexible. Minimum booking volume €27,000 MN2.

Only available for entertainment clients!

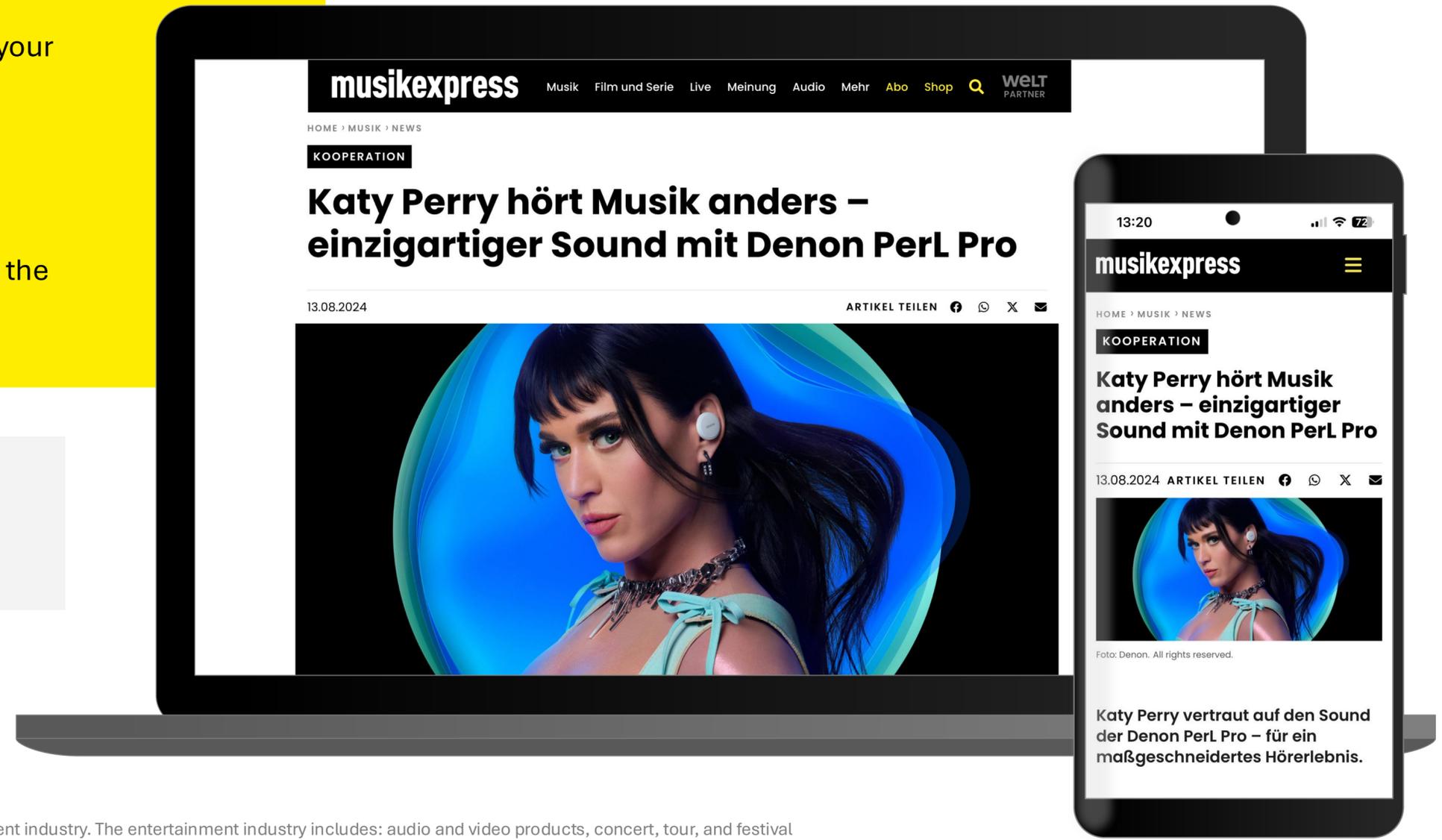
# ADVERTORIAL

musikexpress

Advertise in the look and feel of MUSIKEXPRESS!

- You provide your advertising material, and we create your individual native content.
- Gain traffic through the trusted environment of musikexpress.de
- Even with a small budget, you can present yourself in the renowned environment of MUSTIKEXPRESS.

4,700 € / 2 weeks, guaranteed banner: 120.000 AI  
+ promo impressions (teaser CMS areas on the homepage)



Prices are subject to discounts and AE eligibility. Only available for companies in the entertainment industry. The entertainment industry includes: audio and video products, concert, tour, and festival organizers, instrument manufacturers & music electronics manufacturers, cultural institutions, gaming, labels, and merchandise.  
No fixed number of promo impressions is guaranteed. Impressions through a minimum of seven days fixed placement of teasers on the homepage within the news block.  
Plus creation costs: €600, not subject to discounts or AE eligibility (creation costs include technical setup, text production, image editing, and banner creation).

# SOCIAL BRANDING POST

musikexpress

- Use MUSIKEXPRESS as the sender for social media posts/stories with a 'Handshake' tag or link.
- Creation and targeted management of sponsored posts/stories tailored to your wishes as a client.
- Linking through a CTA button to digital offerings, brand stories, or advertorials.
- Focus: Optimization for branding / maximizing impressions for your potential target audience.

## SPONSORED POST

4,000 € / duration: minimum 1 week; guaranteed 500.000 AI

Preferential price for the entertainment industry<sup>1</sup>:

800 € / Incl. guaranteed 100.000 AI 



<sup>1</sup>The entertainment industry includes: audio and video products, concert, tour, and festival organizers, instrument manufacturers & music electronics manufacturers, cultural institutions, gaming, labels & merchandise, booking agencies, and book publishers. The preferential price is only available in combination with other booking components as part of a media package (minimum gross media value of €2,500). Prices are subject to discounts and AE eligibility.

# SOCIAL PERFORMANCE POST

musikexpress

- Use MUSIKEXPRESS as the sender for social media posts/stories with a 'Handshake' tag or link.
- Creation and targeted management of sponsored posts/stories tailored to your needs as a client.
- Thanks to link-click optimization, we not only increase the reach of your message but also drive traffic to your website, digital offering, advertorial, or brand story.
- Focus: Optimization for link clicks / your landing page.

## SPONSORED POST

4,000 € / duration: minimum 1 week; guaranteed 100.000 AI & minimum 300 link-clicks



Prices are subject to discounts and AE eligibility.

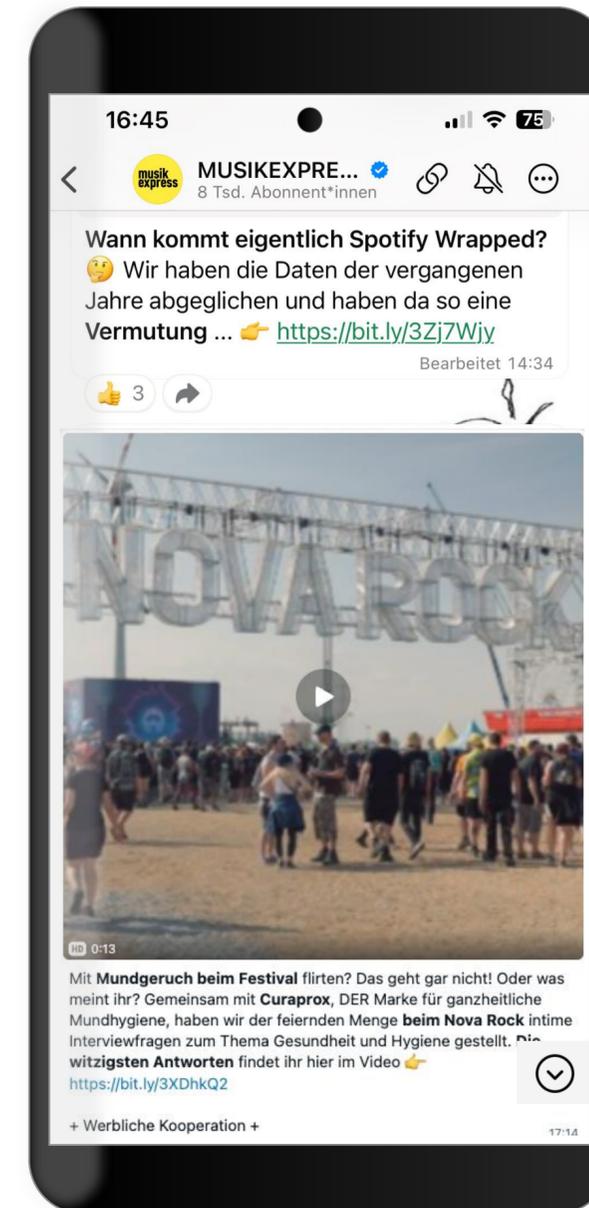
# WHATSAPP CHANNEL POST

musikexpress

- The channel directly targets all MUSIKEXPRESS brand fans.
- More than half of Germans<sup>1</sup> use the messaging service – place your advertising message in a direct environment!
- Content is placed in the feed between editorial posts – enabling instant user interaction!
- Posts with interactive elements (e.g., voting) for increased engagement are also possible.

## WHATSAPP CHANNEL POST

650€ / 8.200 subscribers<sup>1</sup>



Prices are subject to discounts and AE eligibility.

Posts are subject to editorial approval. A specific reach for posts is not guaranteed.

<sup>1</sup>As of December 2024.

# NEWSLETTER

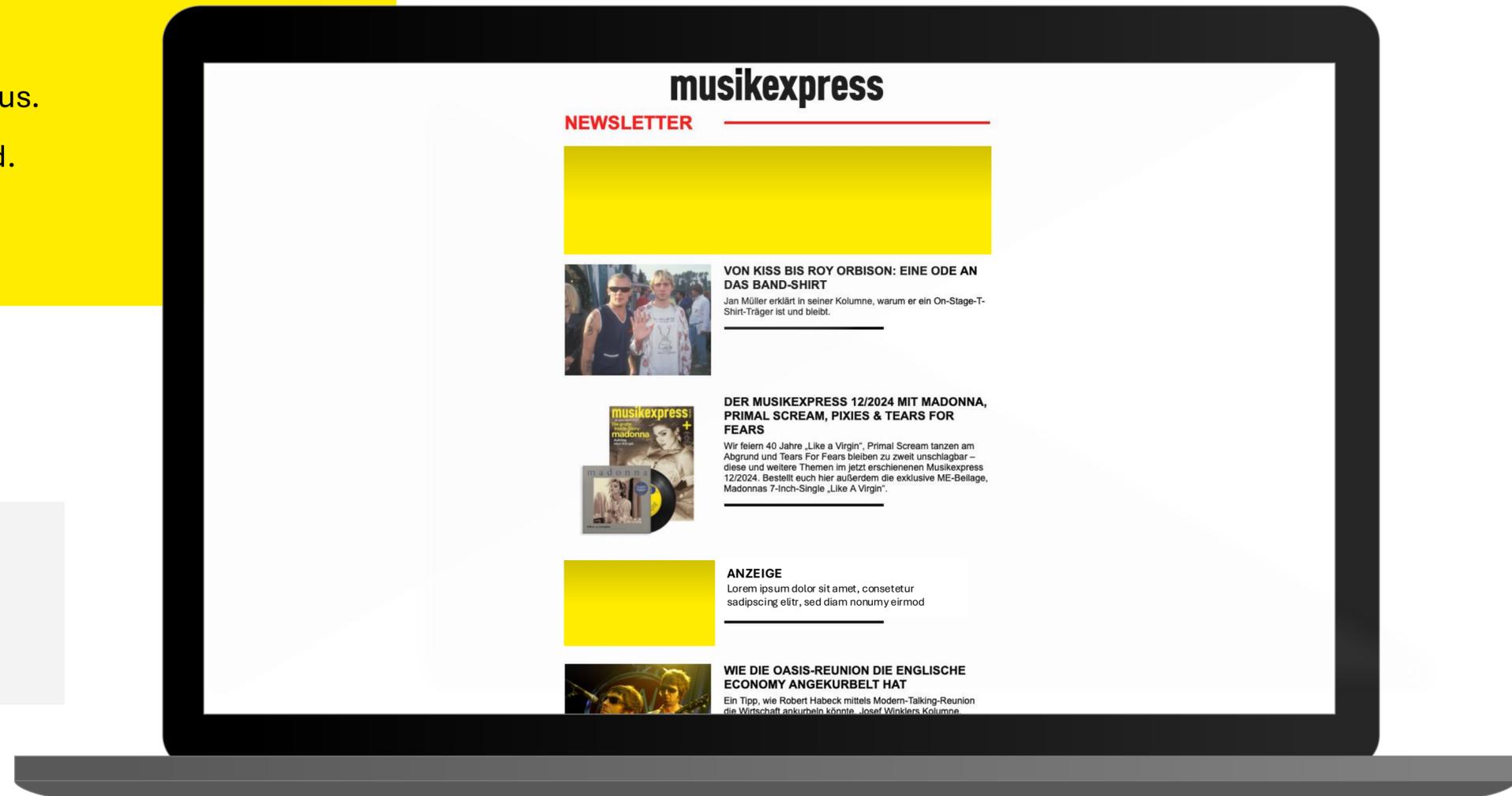
musikexpress

Advertise where all music lovers get their information!

- Benefit from high engagement.
- With exclusive placement, your ad remains in focus.
- Be present where there is strong trust in the brand.
- Publication: every Thursday.

MUSIKEXPRESS - NEWSLETTER

200 € / 3.300 subscribers<sup>1</sup>



Prices are subject to discounts and AE eligibility.  
Subscribers as of January 2025.

# NEWSLETTER POP CULTURE COMBO

musikexpress

## NEWSLETTERS – 2 WEEKS – 1 PRICE

- **MUSIKEXPRESS** – Newsletter (every Thursday)
- **METAL HAMMER** – Newsletter (every Friday)
- **ROLLING STONE** – Newsletter (every Friday)
- **RS - Wohnzimmer** (every two weeks)

## POP CULTURE COMBO

1,300€ / 21.300 subscribers



Prices are subject to discounts and AE eligibility.  
Subscribers as of January 2025. Only a reference value.

# VIDEO STAGE

musikexpress

Integrate your video or livestream on the MUSIKEXPRESS homepage!

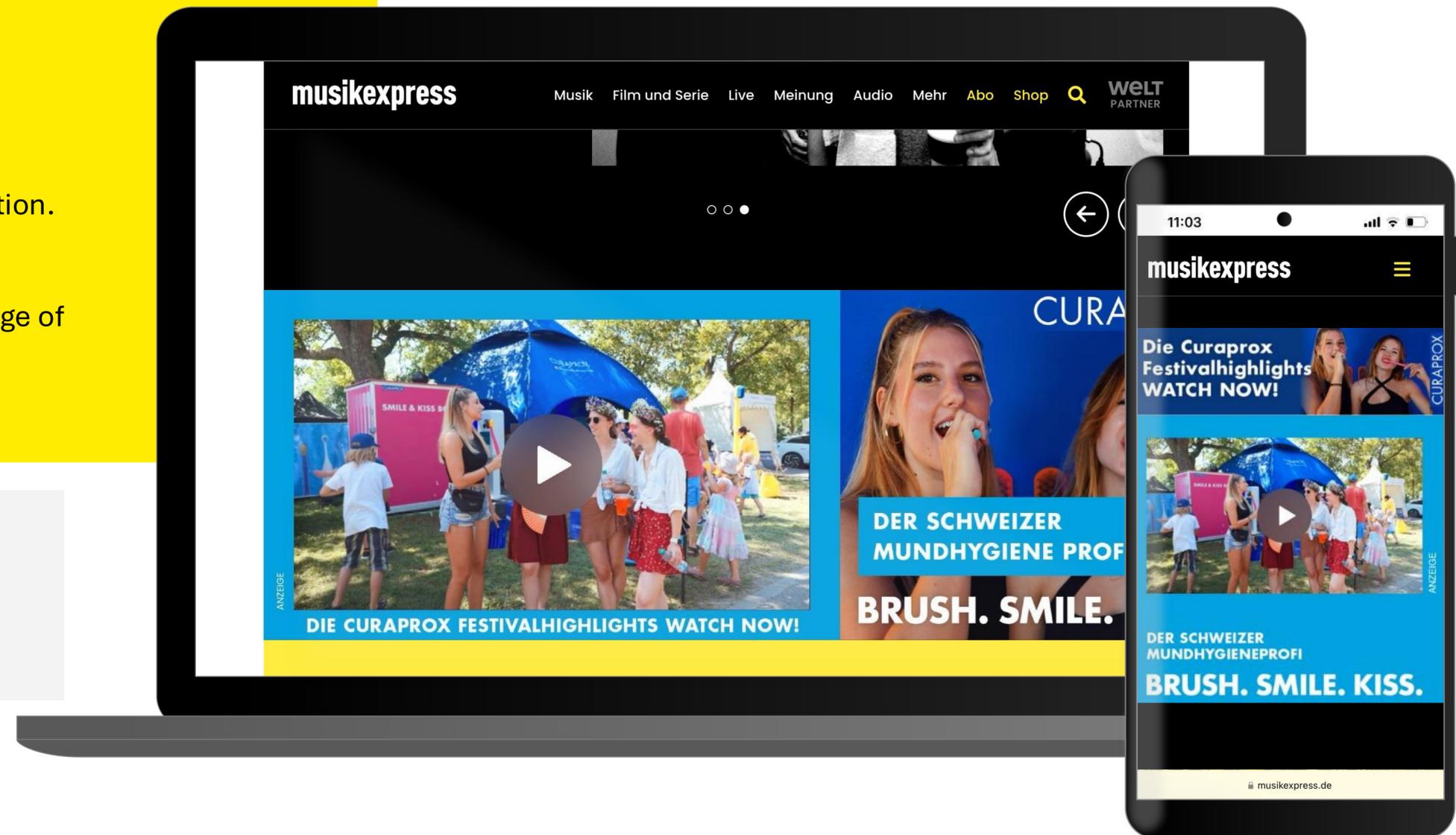
- Multiscreen display
- Linked to a specific event.
- Placement on the homepage in a prominent position.

Custom design:

- Customization through colors or background image of your choice.

VIDEO STAGE

1,250 € / duration: 1 weeks; guaranteed 5.000 AI



<sup>1</sup>Subject to editorial approval.

Prices are subject to discounts and AE eligibility.

Plus creation costs: €1,000; not subject to discounts or AE eligibility.

# PODCAST „NEVER FORGET“

The 90's podcast from MUSIKEXPRESS is dedicated to various phenomena and observations of the 90's every two weeks. With topics such as comebacks, festivals, soundtracks, the “Simpsons” and music television, Stephan Rehm and Fabian Soethof shed light on the cultural highlights of this iconic decade.

- SPOT: Length up to 30 seconds<sup>1</sup> with advertising disclosure.
- HOST READ AD: Length of 30 – 90 seconds<sup>2</sup> with advertising disclosure

m/f	Age 18-34	Age 35-59	Age 60+	Ø monthly reach	Ø duration
55%/39%	8%	90%	2%	4,298	100 min.

HOST READ AD 300 € / duration: 2 weeks

SPOT 240 € / duration: 2 weeks



<sup>1</sup>Your own spot can be provided, or alternatively produced through Mediahouse Berlin (20-30 seconds, €200 creation costs).  
<sup>2</sup>produced through Mediahouse Berlin (20-30 seconds, €200 creation costs).  
 Prices are not further subject to discounts, but AE eligible.



# PODCAST POPKULTUR BUNDLE

musikexpress

4 PODCASTS – 2 WEEKS – 1 PRICE

- MUSIKEXPRESS - NEVER FORGET 90ER PODCAST
- METAL HAMMER PODCAST
- ROLLING STONE WEEKLY
- ROLLING STONE - FREIWILLIGE FILMKONTROLLE

SPOT: Length up to 30 seconds<sup>1</sup> with advertising disclosure.

HOST READ AD: Length of 30 – 90 seconds<sup>2</sup> with advertising disclosure

HOST READ AD 2,500 € / duration: 2 weeks

SPOT 2,000 € / duration: 2 weeks



<sup>1</sup>Your own spot can be provided, or alternatively produced through Mediahouse Berlin (20-30 seconds, €200 creation costs).

<sup>2</sup>produced through Mediahouse Berlin (20-30 seconds, €200 creation costs).

Prices are not further subject to discounts, but AE eligible.



# BRYGHT – IDEAS FOR BRANDS

WHEN IT CAN BE MORE THAN JUST MEDIA - THE AGENCY FOR POP CULTURE.

Cultural Marketing, Content, Creative Direction, Strategy, Concept & Consulting, Music Management, Artist Relations, Booking, Rights, Contracts, Events, Live Experiences, Production Services, Content Services, Podcasts, Mediahouse Berlin-Media Channels - and a growing network:

Music Industry, Live Promoter, Artists, Content Producer, Cultural Council.

We look forward to your enquiry.



Storytelling is in our DNA.

# Bryght.

# CONTACT



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