

musikexpress.

MEDIAKIT

PRICE LIST NO. 49 VALID FROM JANUARY, 1ST 2024

2024

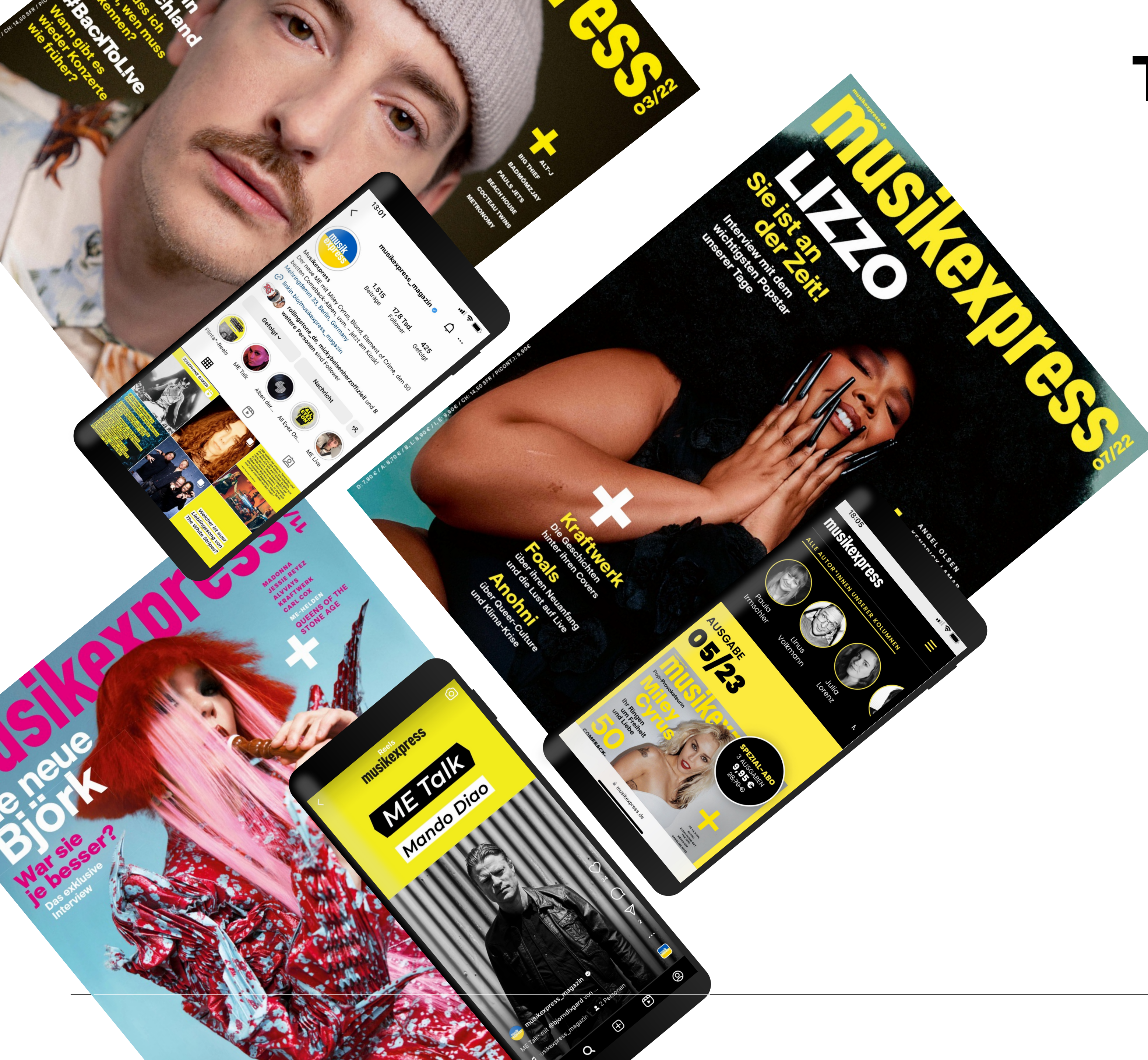
THE BRAND

"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

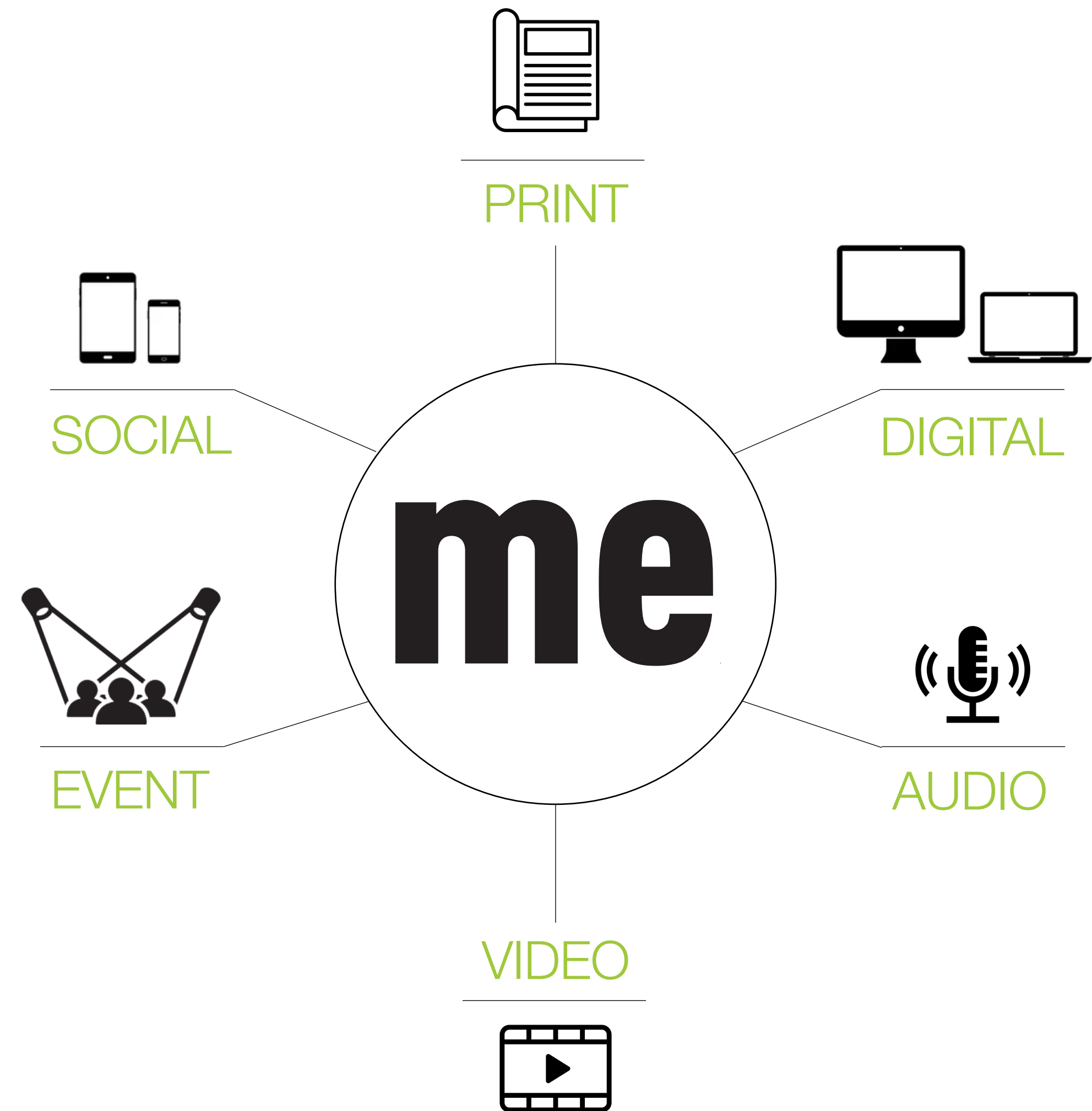
MUSIKEXPRESS has always been on the cutting edge of what's new and trendy. Whether it is electronic music, indie, rap or pop - MUSIKEXPRESS is the compass guiding you in current pop culture.

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.

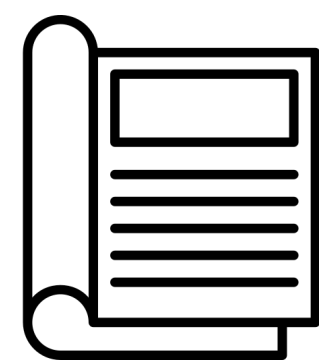




BRAND CHANNELS



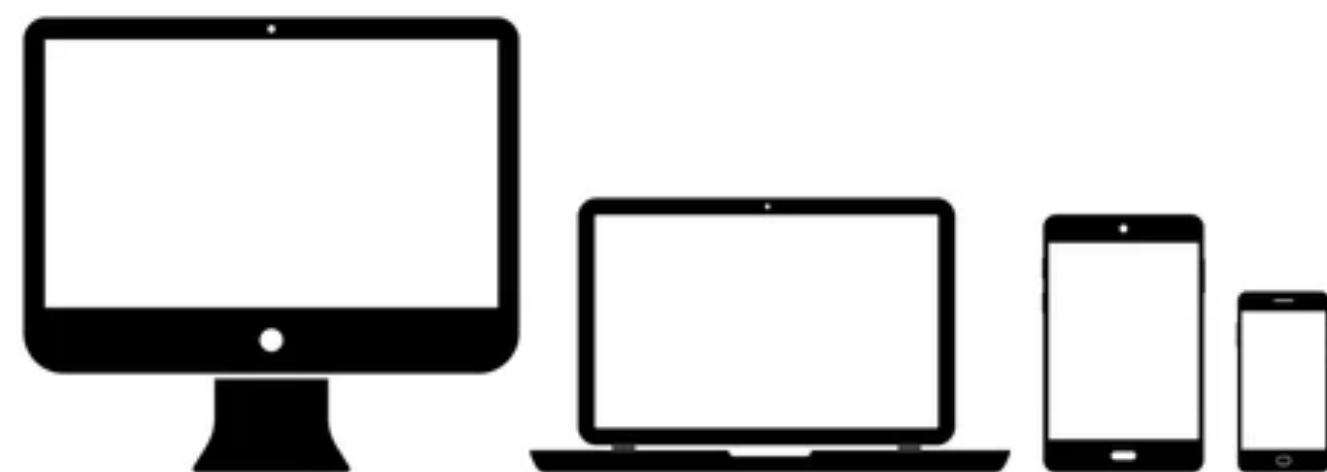
COVERAGE



PRINT¹

appr. **35-45k**

Print run



DIGITAL²

0,8 Mio.

Visits/Month

0,6 Mio.

Unique Visitors/Month

SOCIAL³

106k

Follower



Source: ¹internal survey, Nov. 2023; ²visits / unique visitors Adobe Analytics Ø Jan.-Aug. 23; ³cumulated coverage, Facebook, Instagram, X, WhatsApp, YouTube – Oct. 23

© Mark Peaced

COMMUNITY DIGITAL

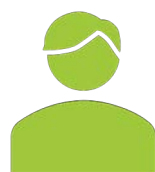
55%

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%**

Family
Status



Single **36%**

Married **52%**

Consumption
Margin



250 to 300 € **11%**

300 to 500 € **16%**

750 € and more **17%**



INTERESTS

SMARTPHONES / MOBILE PHONES	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
APPS FOR MOBILE PHONES	0,28	0,23	CARS
DENTAL AND ORAL CARE	0,28	0,23	STREAMING SERVICES FOR MUSIC AND TV

Figures in million

Source: b4p 2022 I with Sinus-Milieus – Structural analysis

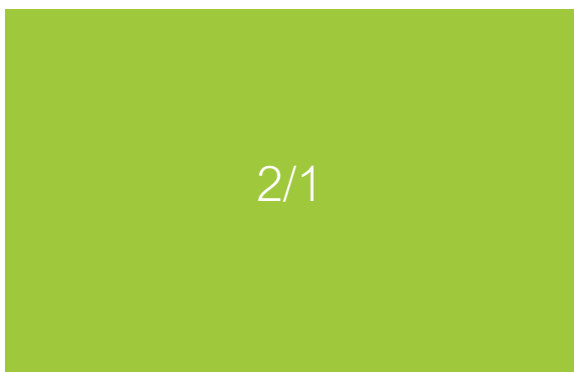


© Jill Furmanovsky

FORMATS | PRICES



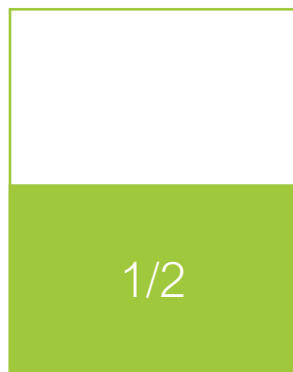
w/bleed¹
210 x 285
Price
14.220,-



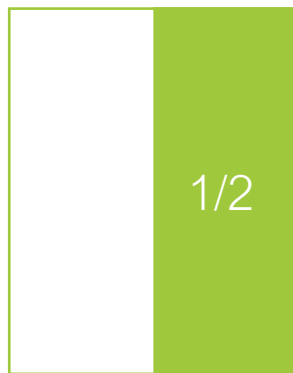
w/bleed¹
420 x 285
no bleed
400 x 249
Price
23.700,-



w/bleed¹
210 x 285
no bleed
180 x 249
Price
11.850,-



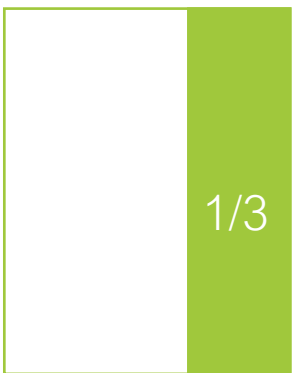
w/bleed¹
210 x 142
no bleed
180 x 123
Price
7.110,-



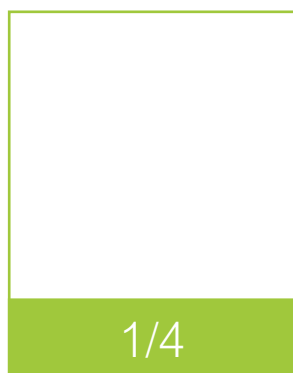
w/bleed¹
97 x 285
no bleed
85 x 249
Price
7.110,-



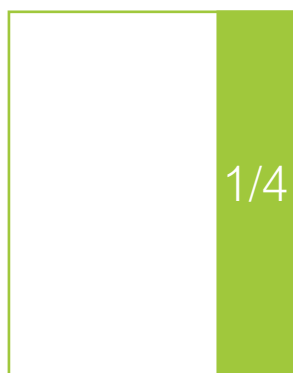
w/bleed¹
210 x 95
no bleed
180 x 76
Price
4.740,-



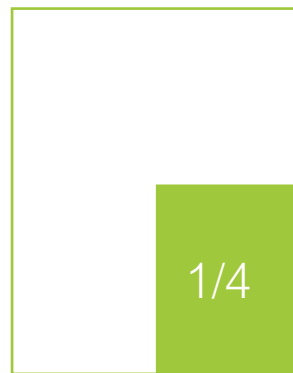
w/bleed¹
66 x 285
no bleed
56 x 249
Price
4.740,-



w/bleed¹
210 x 71
no bleed
180 x 52
Price
4.150,-



w/bleed¹
51 x 285
no bleed
41 x 249
Price
4.150,-



no bleed
87 x 123
Price
4.150,-

All prices in Euro plus VAT | No placement commitments for page-based ads. Tailormade formats, supplements & other ad specials to be requested. ¹3mm bleed on all sides



© Jörg Steinmetz

COMBINATIONS

Music Power Combination

RollingStone musikexpress METAL HAMMER

Format	Price
2/1	50.780 €
1/1	25.390 €
1/2	15.230 €
1/3	10.160 €
1/4	8.890 €

Music Combination II

RollingStone musikexpress

Format	Price
2/1	39.730 €
1/1	19.860€
1/2	11.920 €
1/3	7.950 €
1/4	6.950 €

Music Combination

musikexpress METAL HAMMER

Format	Price
2/1	34.370 €
1/1	17.190 €
1/2	10.310 €
1/3	6.880 €
1/4	6.020 €

Music Combination III

RollingStone METAL HAMMER

Format	Price
2/1	33.810 €
1/1	16.910 €
1/2	10.140 €
1/3	6.770 €
1/4	5.920 €



All prices in Euro plus VAT | No placement commitments for page-based ads.
Tailormade formats, supplements & other ad specials to be requested.

© Sony

SCHEDULE | SPECS

ISSUE	STREET DATE	CLOSING DATE	DELIVERY DATE	
02/2024	12.01.24	04.12.23	06.12.23	MAGAZINE SPECS 210 mm x 285 mm (with bleed)
03/2024	09.02.24	08.01.24	10.01.24	BLEED 3 mm on all sides
04/2024	15.03.24	12.02.24	14.02.24	MOTIVES WITH BLEED Minimum distance for trimming due to risk of truncation of design elements: 8 mm from the outside.
05/2024	12.04.24	07.03.24	11.03.24	PAPER Cover: PT 1 Content: PT 3
06/2024	17.05.24	10.04.24	12.04.24	PRINTING PROCESS Cover: Offset Content: Web Offset
07/2024	14.06.24	09.05.24	13.05.24	COLOUR PROFILE Cover: ISO coated_v2 300% (ECI) Content: PSO LWC Improved (ECI)
08/2024	12.07.24	10.06.24	12.06.24	FILE FORMATS Layout files: PDF Image files: Photoshop (Mac and PC)
09/2024	16.08.24	15.07.24	17.07.24	RESOLUTION Figurative elements CT: 300 dpi = 120 L/ cm Linework LW: 1.200 dpi = 480 L/cm
10/2024	13.09.24	12.08.24	14.08.24	PROCESSING Adhesive binding
11/2024	11.10.24	04.09.24	06.09.24	CONTACT/TRANSFER TO: ninja.hansen@mediahouse.de or www.duon-portal.de
12/2024	08.11.24	02.10.24	04.10.24	
01/2025	06.12.24	04.11.24	06.11.24	



DIGITAL ADVERTISING



Multiscreen Display

Mobile, Desktop, Tablet



Mobile Content Ad
6:1 + 4:1

Mobile Content Ad
2:1, Mobile Medium
Rectangle

Mobile Content Ad
1:1, Understitial,
Interscroller

AdBundle, Skyscraper,
Superbanner,
Medium Rectangle

Wallpaper,
Halfpage Ad

Fireplace, Sitebar,
Billboard

RoS & Custom

50 €

RoS & Custom

60 €

RoS & Custom

70 €

RoS & Custom

60 €

RoS & Custom

70 €

RoS & Custom

80 €

RoS & Custom

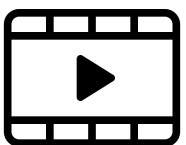
72 €

RoS & Custom

82 €

RoS & Custom

92 €



Video

Mobile, Desktop,
Tablet

InText Outstream Ad¹

*On Start,
Up to 20 sec.*

RoS & Custom

60 €

Video Wall

Desktop only

RoS & Custom

90 €

¹Overlength (21-30 sec.) plus 20 € CPM / Short spots (7-15 sec.) minus 10 € CPM
Multiscreen - traffic distribution between desktop and mobile is subject to availability.
Additional options: Double Dynamic Sitebar - CPM Sitebar plus € 5 surcharge in combination with a mobile format.
Other special advertising formats on request | Targeting possible for a surcharge, see Media Impact Targeting price list 2024:
https://www.mediaimpact.de/data/uploads/2023/12/tkpdata_preisliste_mi_2024_de.pdf



HOMERUN

With our branding product "Homerun" your ads will have extraordinary visibility on the home page of [rollingstone.de](#) desktop and mobile for 24 hours (from 10 a.m. to 10 a.m.) with the full attention of all users!

The multiscreen placement runs with first contact, which means that your ads also appear on the first page view of the user on the website away from the homepage (e.g. article page).

HOMERUN FIRST CONTACT – DAY & WEEK

musikexpress

	BASIC	DELUXE	SUPREME
DAY	guaranteed	guaranteed	guaranteed
Daily fixed placement	15.000 AI	15.000 AI	15.000 AI
	1.050 €	1.500 €	2.100 €
WEEK	guaranteed	guaranteed	guaranteed
Fixed weekly placement	150.000 AI	150.000 AI	150.000 AI
with a booster in reach	7.500 €	10.500 €	15.000 €

Prices are eligible for discount and AE. Ad selection:
BASIC: Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Double Dynamic Sitebar / Fireplace (+ optional sticky or expandable); Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle
DELUXE: Desktop: Video Wall / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad (multiscreen) / Billboard (100/1) / Curtain Dropper; Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Understitial
SUPREME: Desktop: Big Stage (Automatic Pre Expanding Video Wall); Mobile (MEW): Video Lead Ad 2:1 + Video Interscroller



HOMEBUNDLE

With our branding product "Homebundle" your ads will have extraordinary visibility on the home page of all three music brands desktop and mobile for 24 hours (from 10 a.m. to 10 a.m.) with the full attention of all users!

The multiscreen placement runs with first contact, which means that your ads also appear on the first page view of the user on the website away from the home page (e.g. article page)

HOMEBUNDLE FIRST CONTACT – DAY & WEEK



	BASIC	DELUXE	SUPREME
DAY			
Daily fixed placement	guaranteed 80.000 AI 5.600 €	guaranteed 80.000 AI 8.000 €	guaranteed 80.000 AI 11.200 €
WEEK			
Fixed weekly placement with a booster in reach	guaranteed 600.000 AI 30.000 €	guaranteed 600.000 AI 42.000 €	guaranteed 600.000 AI 60.000 €

Prices are eligible for discount and AE. Ad selection:
BASIC: Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Double Dynamic Sitebar / Fireplace (+ optional sticky or expandable); Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle
DELUXE: Desktop: Video Wall / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad (multiscreen) / Billboard (100/1) / Curtain Dropper; Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Understitial
SUPREME: Desktop: Big Stage (Automatic Pre Expanding Video Wall); Mobile (MEW): Video Lead Ad 2:1 + Video Interscroller

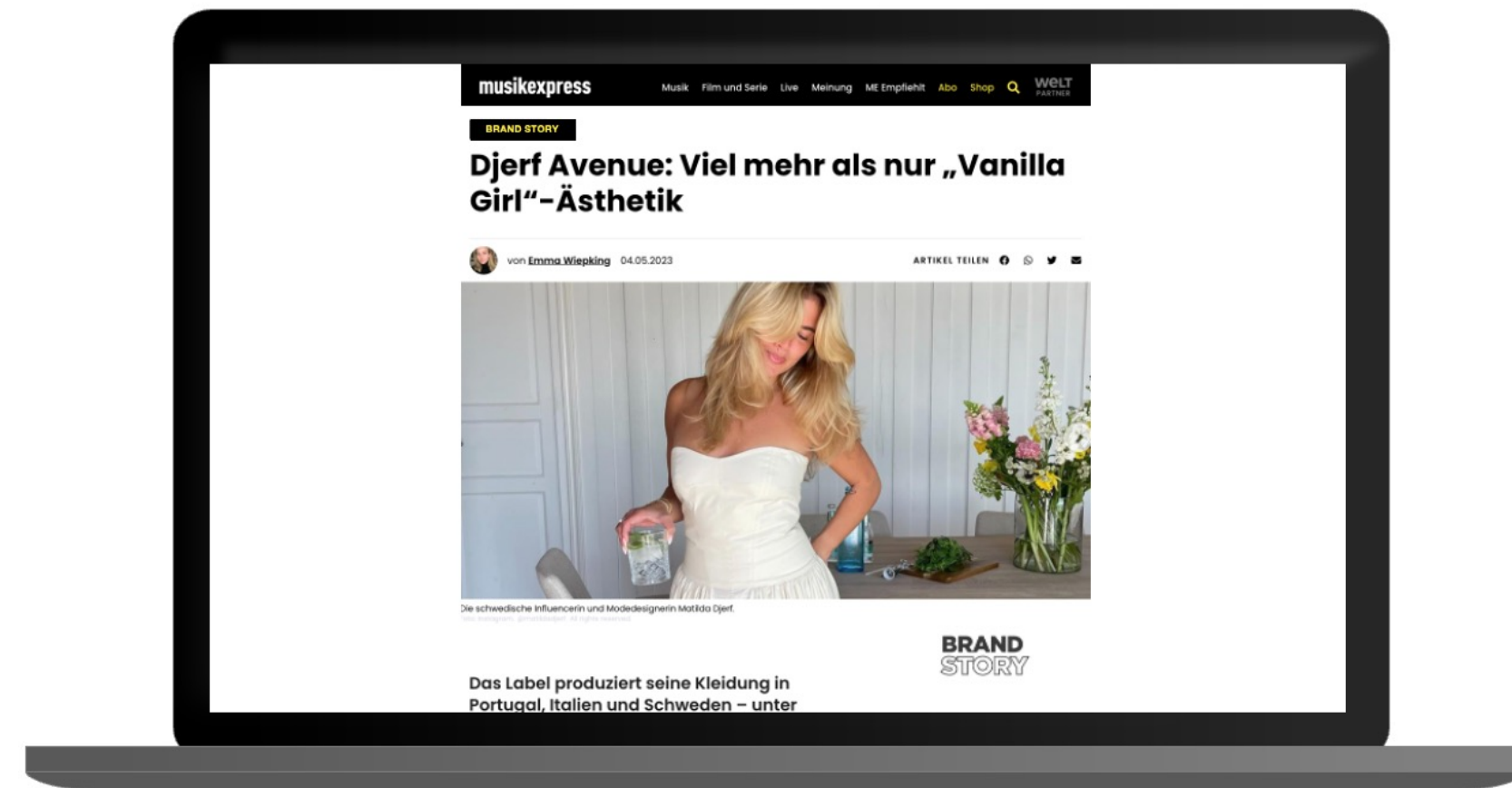


BRAND STORY

Our premium native product "Brand Story" offers the opportunity to position yourself as an expert on a specific topic in our media brands!

We will stage your topic individually in an exciting and informative narrative that will generate emotions and will remain in the minds of users.

From the idea to the implementation - everything will be coordinated with you step by step.



BRAND STORY BASIC PACKAGE

6 weeks

5.000 views guaranteed on the brand story

17.500 €

CPV: 3,50 €

Prices are eligible for discount and AE.

Additional costs for creation: 3.500 €, no discount or AE.

Including traffic feed via native CMS teasers as well as ad server space in ROS on the multiscreen website and a Facebook sponsored post.

Exemplary illustration of a brand story.



© Sub Pop

ADVERTORIAL

You have a specific product, new features or special offers and would now like to attract attention and interest? Then our advertorial is the perfect solution!

The content you provide will be presented in the look and feel of the media brand and, in addition to traffic, will be given the trustworthy environment of musikexpress.de. The integration of surveys or raffles is also possible at no extra charge.

ADVERTORIAL PACKAGES

XS	S	M	L
2 weeks	2 weeks	4 weeks	6 weeks
guaranteed 100.000 AI	guaranteed 250.000 AI	guaranteed 500.000 AI	guaranteed 750.000 AI
4.500 €	7.500 €	12.500 €	15.500 €

All advertorial packages contain additional promo impressions¹ for four days with a fixed teaser on the home page within the news block and the site bar at article level of musikexpress.de.

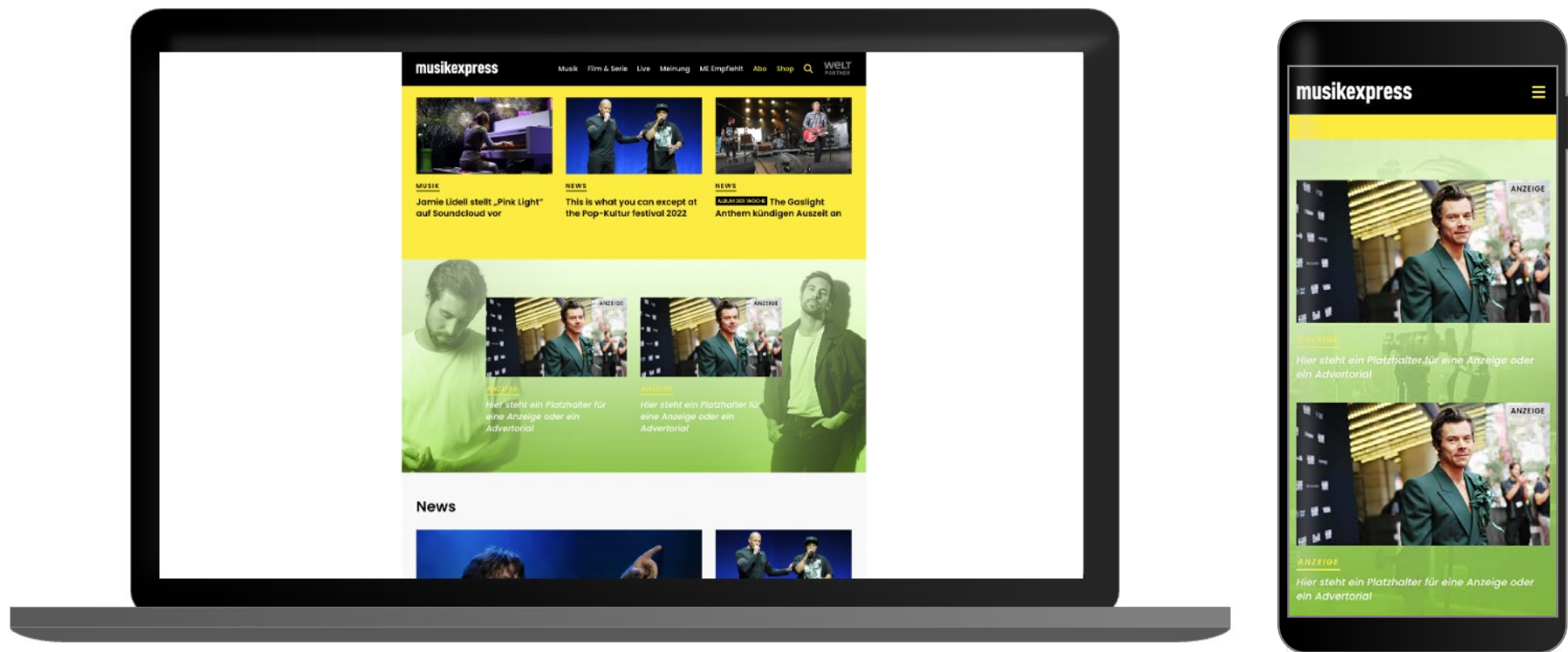
Prices are eligible for discount and AE.
Plus creation costs: XS/600 €; S/ 800 €; M & L/1.250 €, not eligible for discount and AE.



© Tiny Tyrell

ADVERTORIAL STAGE

Get the most attention-grabbing, native appearance for all your partner content - with a fixed advertorial stage on musikexpress.de home page! You can place up to three advertorials, depending on the package you choose. You determine the visual appearance and can make a graphic statement with color or a background image of your choice.¹



ADVERTORIAL STAGE

S

(1x Advertorial S &
1x Sponsored Post)

3 weeks

550.000 AI guaranteed + 3 weeks
fixed placement on home

11.500 €

M

(2x Advertorial S &
1x Sponsored Post)

4 weeks

700.000 AI guaranteed + 4 weeks
fixed placement on home

19.000 €

L

(3x Advertorial S &
1x Sponsored Post)

5 weeks

950.000 AI guaranteed + 5 weeks
fixed placement on home

26.500 €

¹Subject to editorial approval.
Prices are eligible for discount and AE.
Plus creation costs: S /1.600 €, M /2.400 €, L/3.200 €; not eligible for discount and AE. Exemplary illustration of an advertorial stage.



SOCIAL SPONSORED POST

We combine your product with our strong journalistic offerings. Benefit from MUSIKEXPRESS's prominence as the sender of your post or story on Facebook or Instagram.

We also highlight your social media page via "handshake" or link. We create your sponsored posts or stories in consultation with you and target them precisely according to your desired needs. A CTA button can be used to link to your digital offering or an existing brand story or advertorial.

SPONSORED POST

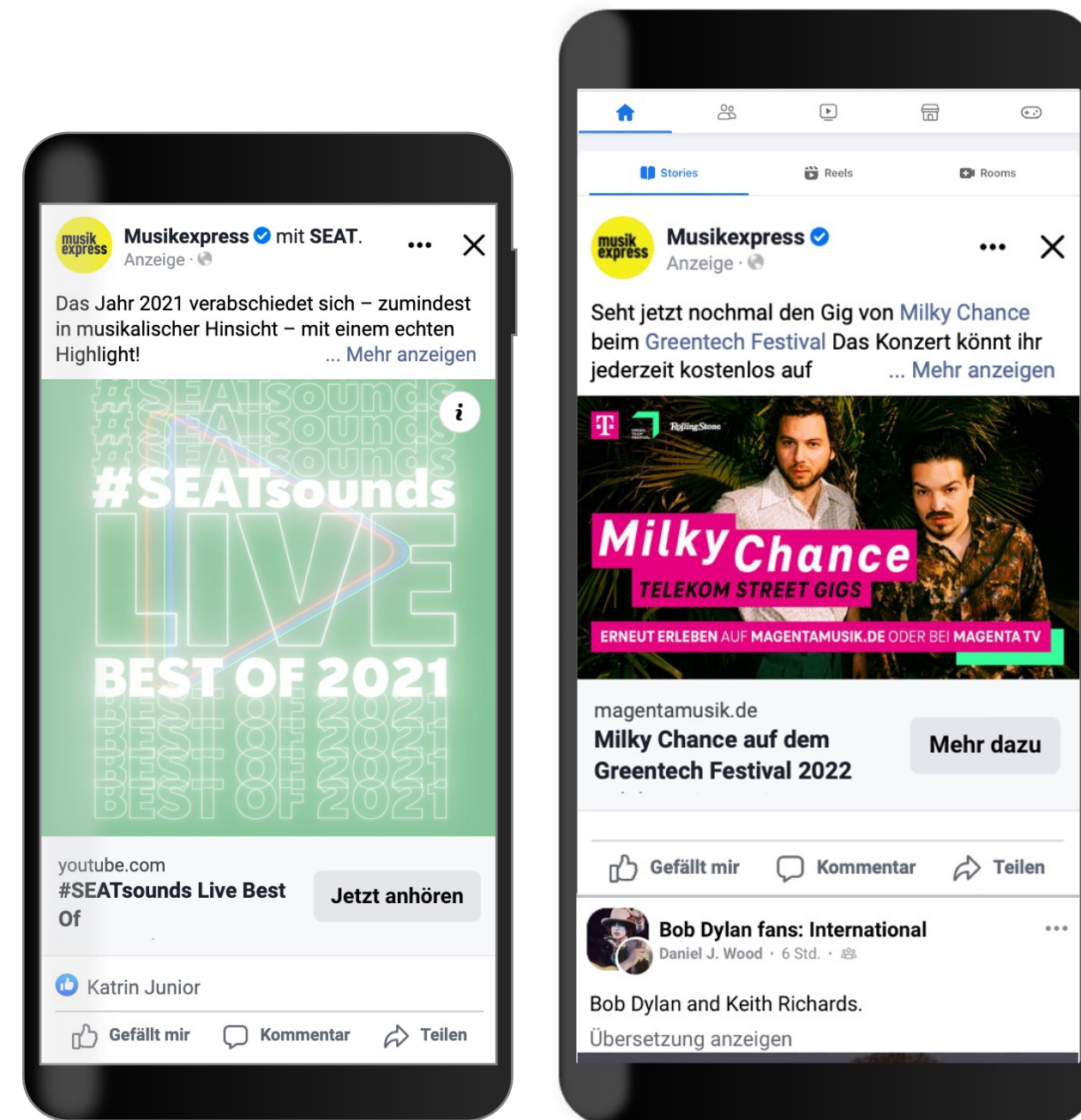
min. 1 week

100.000 AI guaranteed

4.000 €

Special price for cultural sector¹: incl.
50.000 AI guaranteed

800 €



¹Cultural sector includes: Visual and audio media sector, concert, tour and festival organizers, booking agencies, book publishers, instrument manufacturers. Special price can only be booked in combination with other booking components in a media package (from € 2,500 gross media value). Prices are eligible for discount and AE.

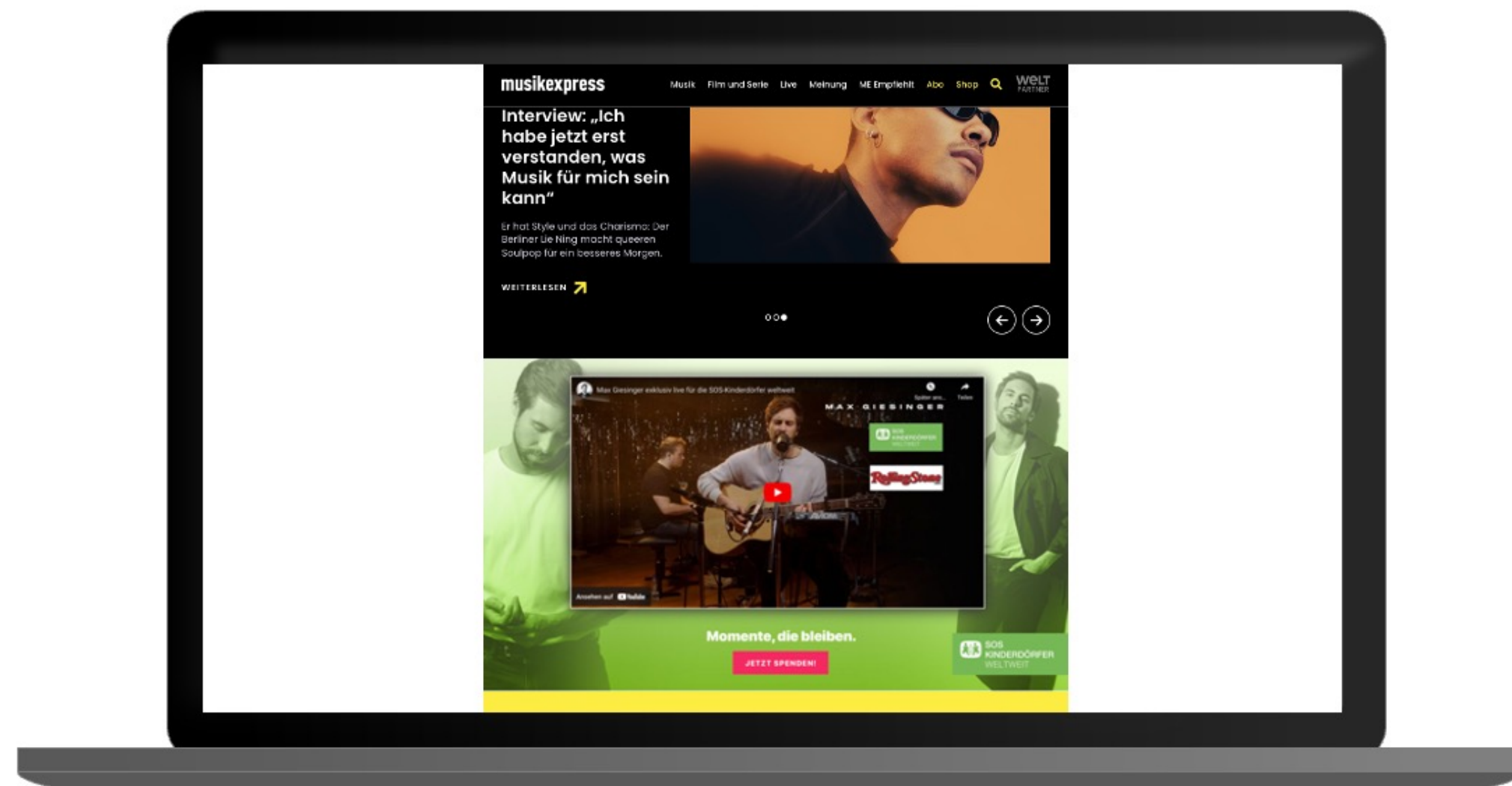


© David Black

VIDEO STAGE

We will integrate your video or livestream multiscreen for a specific event on the home page at a prominent spot and draw full attention to your video content!

You will determine the visual appearance and can make a graphic statement with color or a background image of your choice.¹



VIDEO STAGE

4 days (fixed)

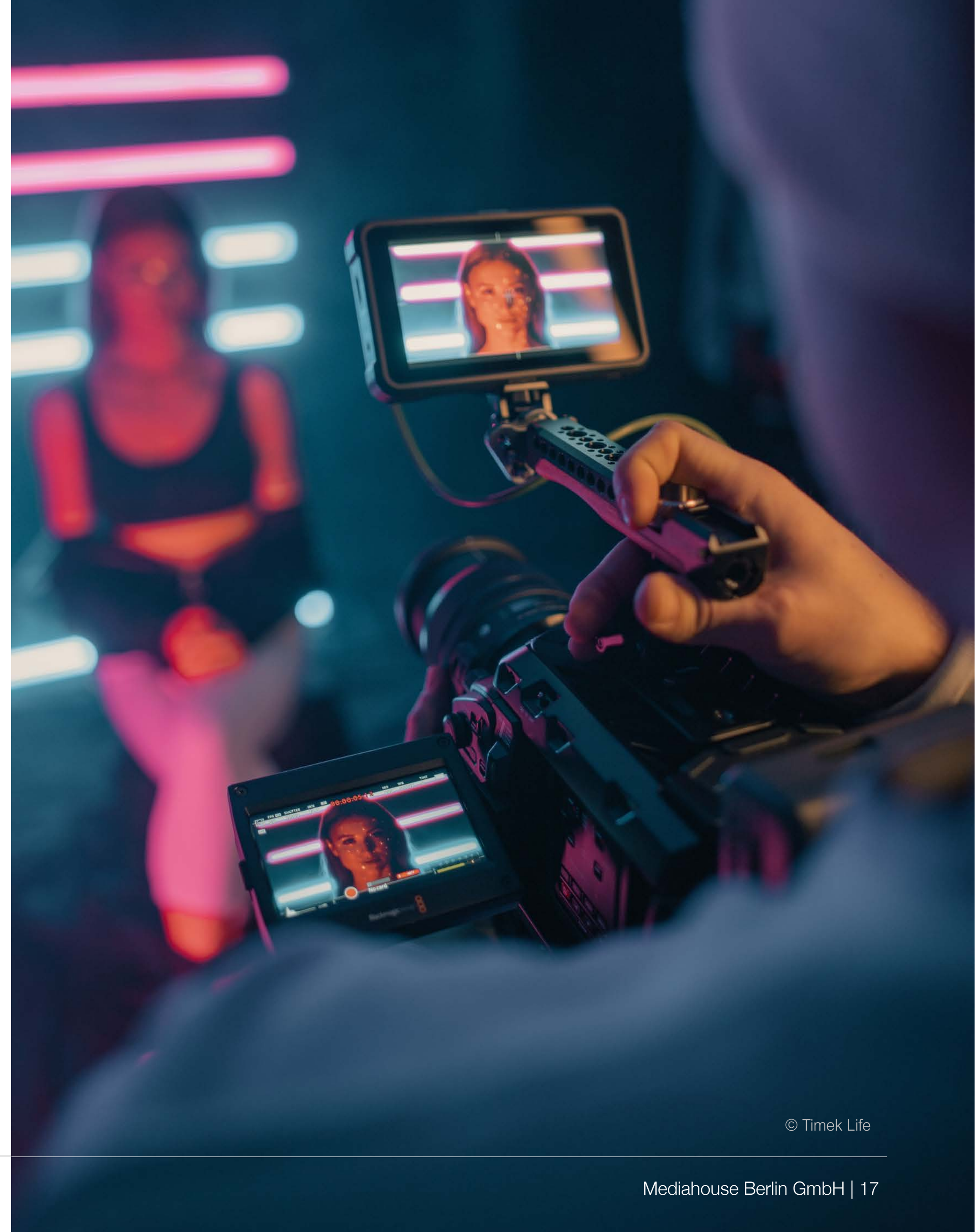
5.000 impressions guaranteed on musikexpress.de
Home desktop & mobile (MEW)

6.500 €

¹Subject to editorial approval.

Prices are eligible for discount and AE.

Plus creation costs: 1.000 €; not eligible for discount and AE. Exemplary illustration of a video stage.

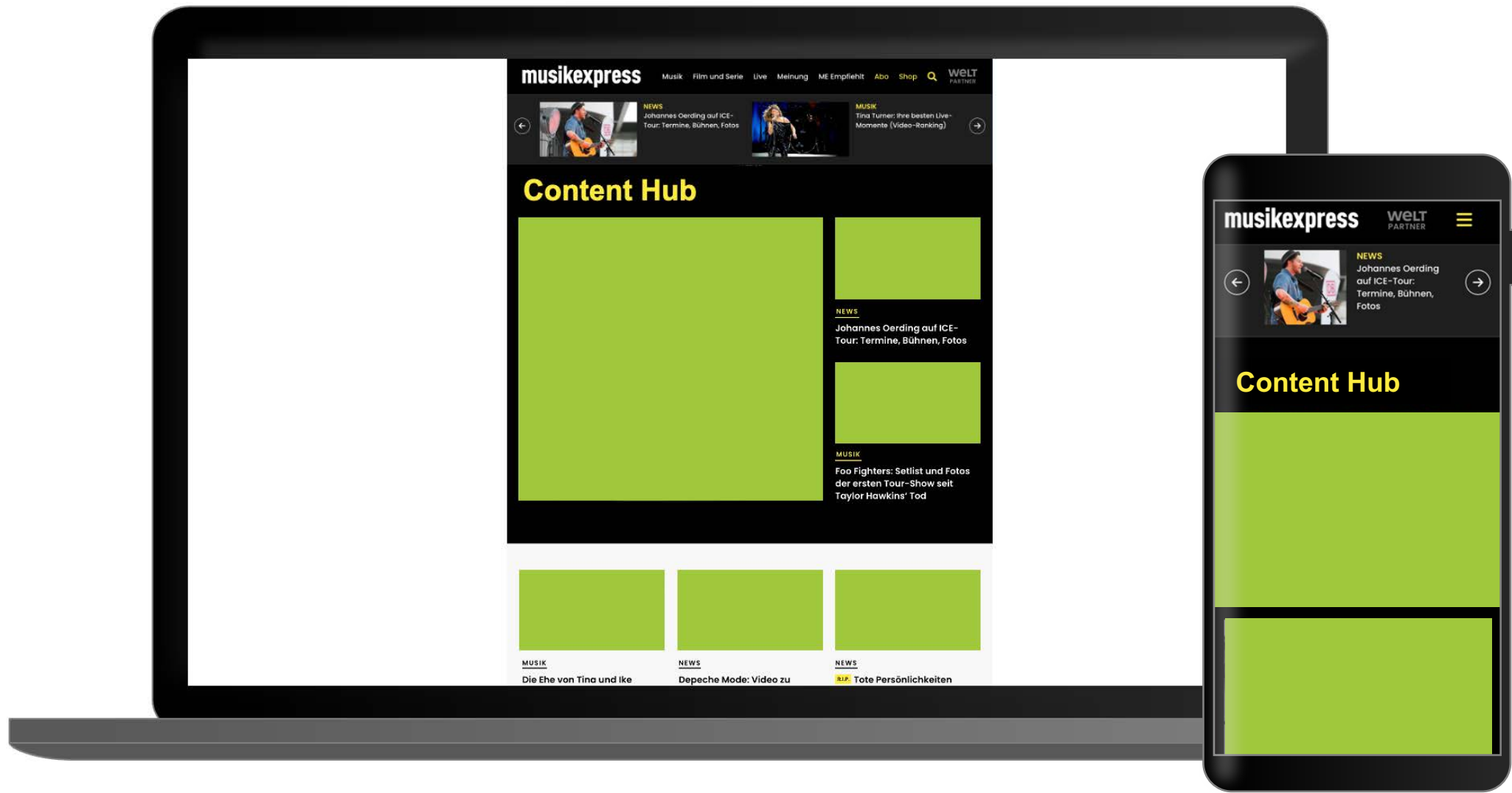


© Timek Life

NEW

CONTENT HUB

Our new, view-based "Content Hub" bundles monothematic content in a digital home! By individual agreement this content can be of an editorial or purely advertising nature¹ (minimum 10 content pieces). A navigation point can also be integrated as an option. The application consists of a mix of ad server and CMS integrations and social impressions².



CONTENT HUB

Minimum of 1 month
5.000 views & 500.000 AI guaranteed
15.000 €

¹Advertising labeling required for advertising content.
²27 days fixed placement on the home page, at least 14 days in the article sidebar (specific number of promo impressions for CMS areas is not guaranteed).
Prices are eligible for discount and AE.
Plus creation costs:: 5.000 €; not eligible for discount and AE.



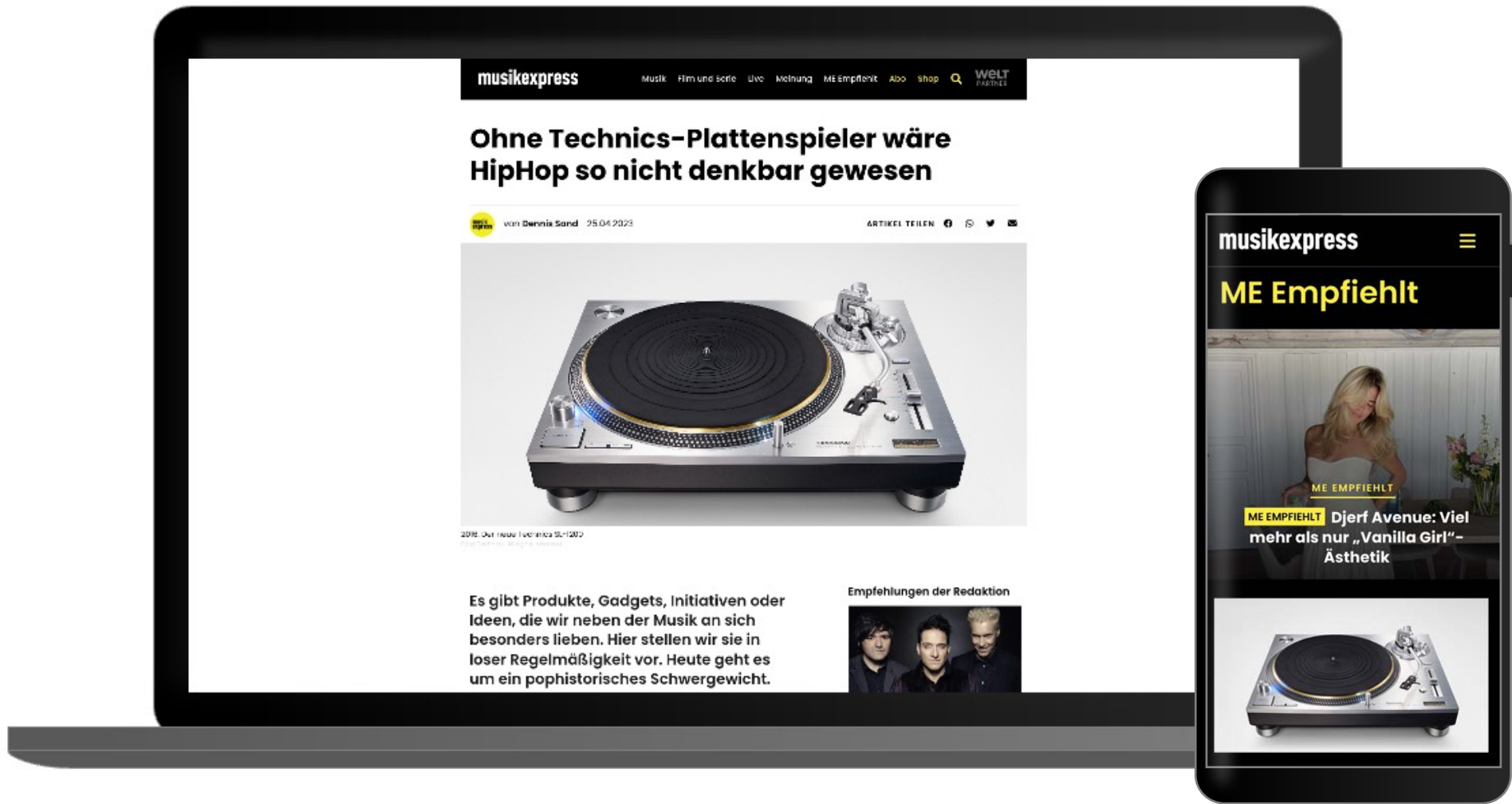
© Tallie Robinson

NEW

ME RECOMMENDS

Do you have a new product or service that particularly appeals to our users? Promote it with a product recommendation on musikexpress.de in our "MUSIKEXPRESS recommends" section!

You supply the text & image and we adapt your content to ME tonality. In return, we guarantee you a range of promo impressions on CMS placements that link to your product recommendation within a specific time period. Your content remains permanently visible in the "MUSIKEXPRESS recommends" channel.



PRODUCT RECOMMENDATION

S

1 week

50.000 promo impr. guaranteed

4.000 €

M

2 weeks

100.000 promo impr. guaranteed

7.000 €

Prices are eligible for discount and AE.
Plus creation costs: 500 €; not eligible for discount and AE.

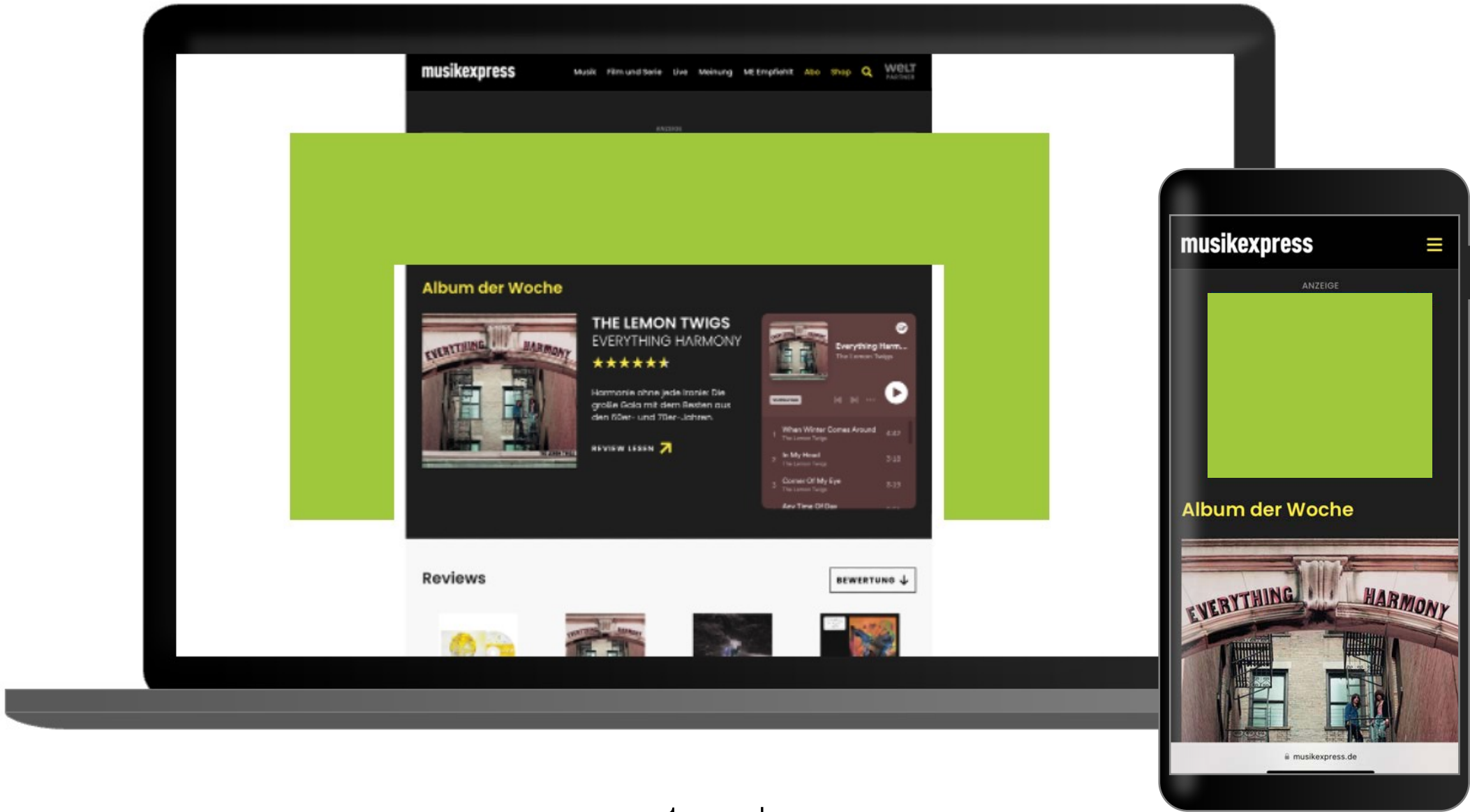
© Michèle Eckert

NEW

ME ALBUM OF THE WEEK

Every week the MUSIKEXPRESS editorial team selects the "Album of the week" with a review of the record including an audio sample.

Your advertising integration will be placed on the MUSIKEXPRESS home page directly near the "Album of the week".



1 week

Desktop: Fireplace or Billboard

Mobile: Mobile Content Ad 2:1 or Mobile Medium Rectangle

10.000 AI guaranteed

700 €

Prices are eligible for discount and AE.
Placement within the review is also possible for an additional charge | Nomination of the album of the week is possible with max. 3 weeks' notice. The nomination for the ME "Album of the Week" is up to the editorial team.



© Erik Mclean

NEW

PROGRAMMATIC ADVERTISING

Through our marketer Media Impact we offer the opportunity to buy our digital advertising inventory in an automated and individualized way. Media Impact relies on the holistic approach of the Axel Springer ad stack and the resulting efficiency for all participants.

We would be happy to connect you with our programmatic experts at Media Impact for consulting and deal-making!

Our **RECOMMENDATION** for programmatic newcomers:

PRIVATE AUCTION

Dynamic Sitebar (min. 300x600; 500x1000)	Billboard (970x250; 800x250)	Multiscreen Halfpage Ad (300x600)	Ad Bundle inkl. Mobile Medium Rectangle (728x90; 120/160x600; 300x250)	Mobile Content Ad (320x50; 320x75/80; 320x100)
Wallpaper (728x90 + 120x600))	Halfpage Ad Sticky (300x600)	Interscroller (300x600; 320x480)		
ROC Floor: 6,00 €	ROC Floor: 3,50 €	ROC Floor: 3,00 €	ROC Floor: 1,50 €	ROC Floor: 0,70 €

The private deal does not oblige you to accept a specific AI inventory or turnover. You decide independently at any time whether and how much you want to invest. Floor prices may vary seasonally and are not binding. Fixed price deals on request.



CONTACT



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