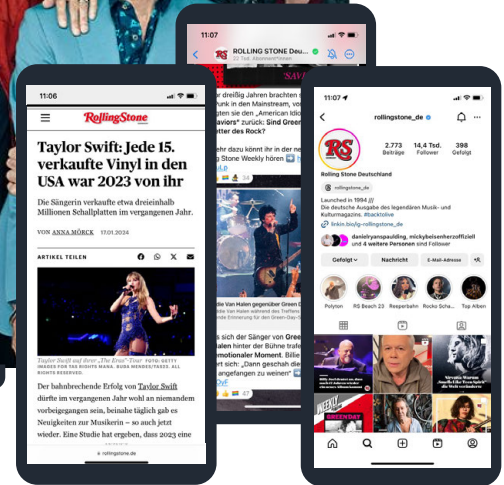
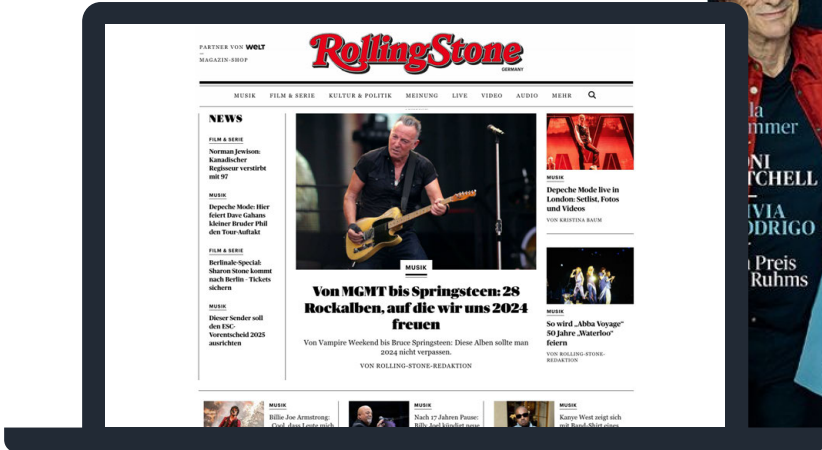


Rolling Stone



"ROLLING STONE is the leading music media brand in Germany. It collaborates with the best writers and photographers, always with an attitude - in the magazine, our digital channels or live."

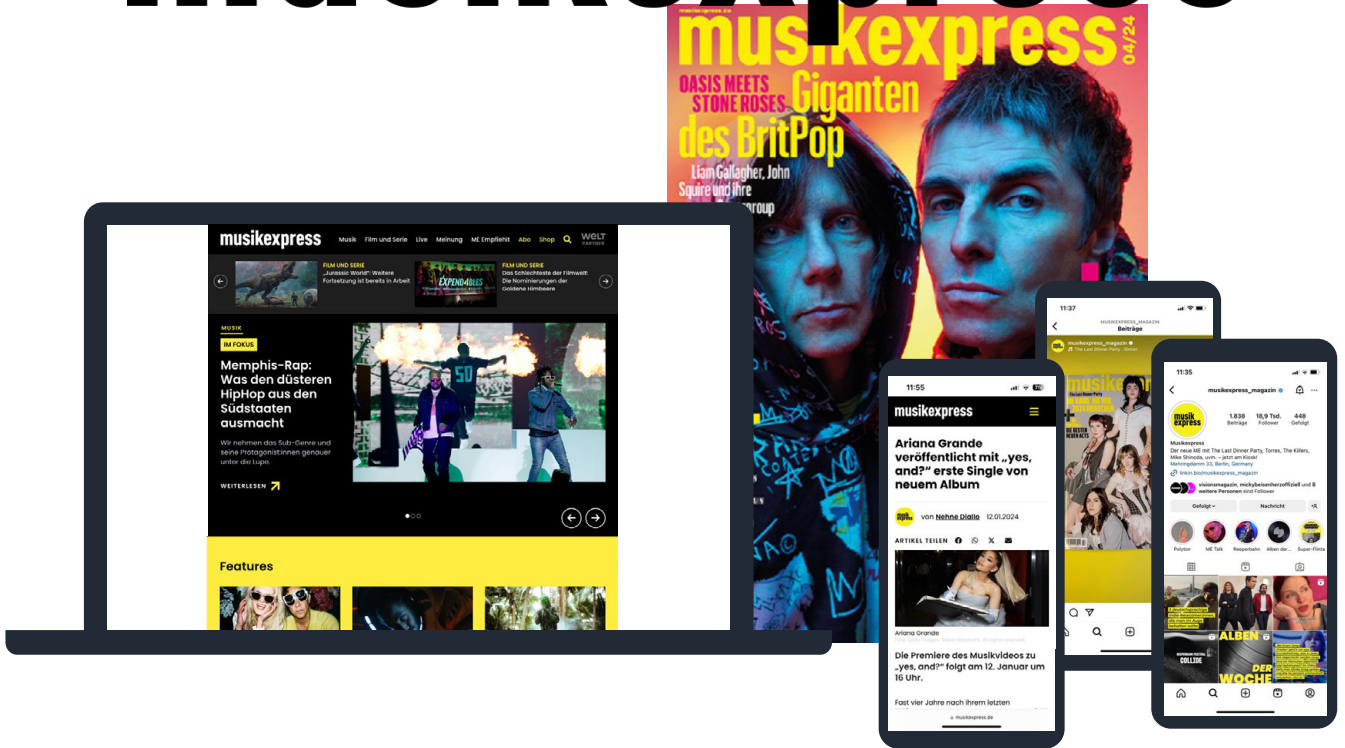
Sebastian Zabel, Editor-in-Chief

Probably the best-known music logo in the world, ROLLING STONE stands for high quality pop journalism and for more than just music – it stands for an attitude to life, a lifestyle. ROLLING STONE Germany tells of the power with which the children of rock'n'roll are changing society as well as the most exciting new bands, the most interesting artists, developments in film and literature, art and culture, politics and entertainment.

Key figures ¹		Target group ²	
Ø Monthly Unique Visitors	1,40 mio.	30-59 years old	72%
Ø Monthly Visits	2,27 mio.	Male/Female	59% / 41%
Ø Monthly Page Views	4,27 mio.	Net household income Ø	3.360 €
Circulation	45.000-55.000		

¹ Adobe Analytics: UV & V - Ø per month, base full year 2023; PV - full year 2023, print run: own statement
² b4p 2022 / with Sinus-Milieus - structural analysis

musikexpress



"THE radar for newcomers and trends for over 50 years: MUSIKEXPRESS stands for pop culture in all its diversity."

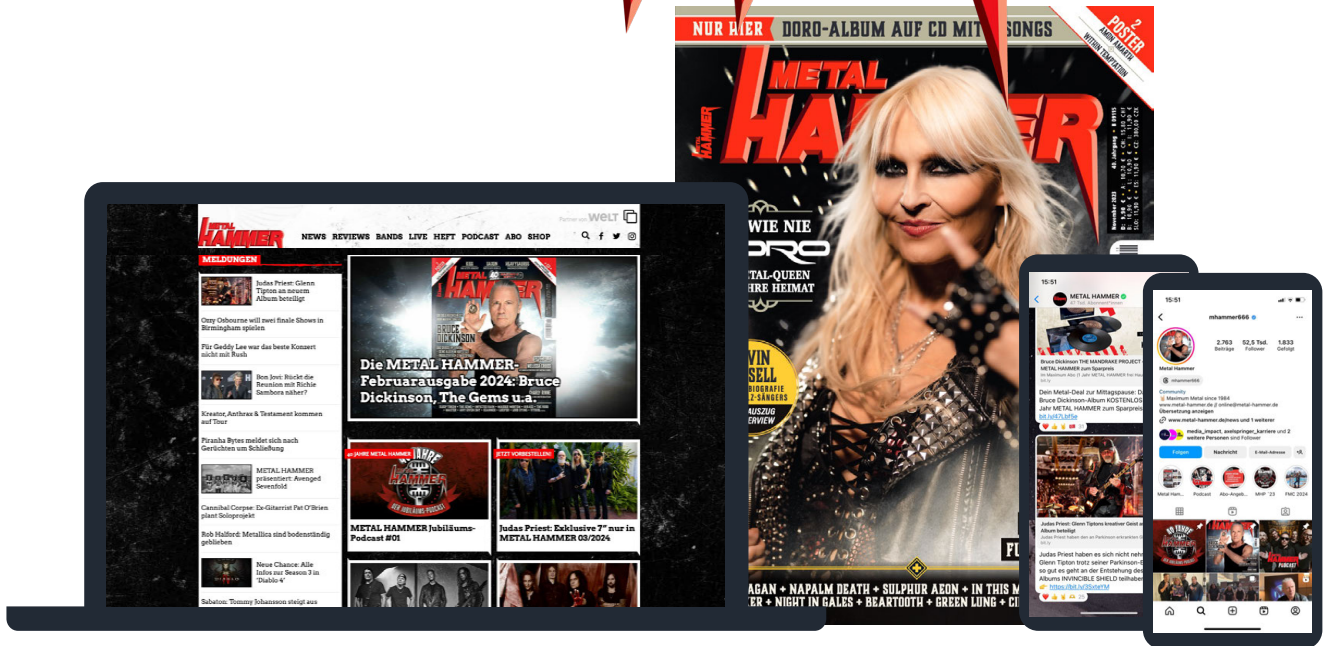
Hella Wittenberg, Head of Content

MUSIKEXPRESS has always been in the center where things are happening. It is the compass through current pop culture, whether it is electro, indie, rap or pop. Since 1969, MUSIKEXPRESS stands for the identity-forming effect of pop. Exciting new acts, films and series, fashion and lifestyle, personalities and phenomena – MUSIKEXPRESS reflects zeitgeist with competence, fun and a strong opinion. Always up to date, always close, always cross-media.

Key figures ¹		Target group ²	
Ø Monthly Unique Visitors	0,60 mio.	20-49 years old	61%
Ø Monthly Visits	0,72 mio.	Male/Female	55% / 44%
Ø Monthly Page Views	1,07 mio.	Net household income Ø	3.550 €
Circulation	35.000-45.000		

¹ Adobe Analytics: UV & V - Ø per month, base full year 2023; PV – full year 2023, print run: own statement
² b4p 2022 / with Sinus-Milieus – structural analysis

METAL HAMMER



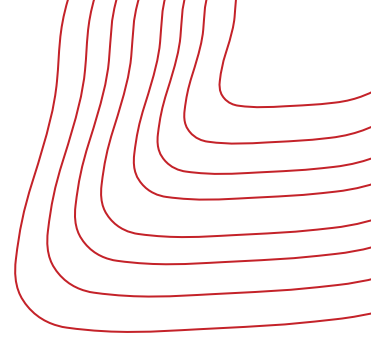
"For over 40 years METAL HAMMER has been an unshakeable part of the scene and stands for the metal attitude to life like no other magazine."

Sebastian Kessler, Editor-in-Chief

Where we go it might hurt: into the mosh pits of the clubs, the dusty clouds and mud puddles of festivals and everywhere else where the metal lifestyle calls and pulsates! METAL HAMMER is always right in the middle of it, an integral part of the scene and a mediator between artists and fans. The comprehensive balancing act across the entire hard'n'heavy genre with all its shades and affiliations is both the impetus and the essence of the magazine and succeeds with light-footedness like no other. Closeness to the grassroots, authenticity and a deep-rooted bond with its fans, followers and readers makes METAL HAMMER the indispensable organ and mouthpiece of their living environment.

Key figures ¹		Target group ²	
Ø Monthly Unique Visitors	0,53 mio.	20-49 years old	54%
Ø Monthly Visits	0,99 mio.	Male/Female	70% / 30%
Ø Monthly Page Views	1,45 mio.	Household net income Ø	3.630 €
Circulation	45.000-55.000		

¹ Adobe Analytics: UV & V - Ø per month, base full year 2023; PV - full year 2023, print run: own statement
² b4p 2022 / with Sinus-Milieus - structural analysis



Frequency: monthly
Print run: approx. 45k – 55k
Dimensions: 232 mm x 302 mm
Printing: web offset
Binding: adhesive binding
Image components CT: 300 dpi = 120 L/cm // Linework LW: 1.200 dpi = 480 L/cm

Specs and printable material (Specifications dimensions in mm – plus 3 mm bleed in all sides)

2/1	1/1	1/2	1/2	1/3	1/3	1/4	1/4	1/4
2/1 464 x 302	1/1 232 x 302	Vertical 108 x 302	Horizontal 232 x 150	Vertical 71 x 302	Horizontal 232 x 103	Vertical 56 x 302	Horizontal 232 x 82	Square 98 x 136 <small>No bleed</small>
Price: 23.040 €	Price: 11.520 €	Price: 6.910 €		Price: 4.610 €		Price: 4.030 €		

All prices in Euro plus VAT | Tailormade formats, supplements and other ad specials to be requested.
 The General Terms and Conditions of Mediahouse Berlin GmbH apply: www.mediahouse-berlin.de/agb

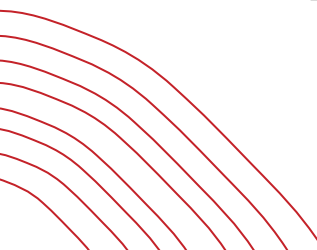
DATES

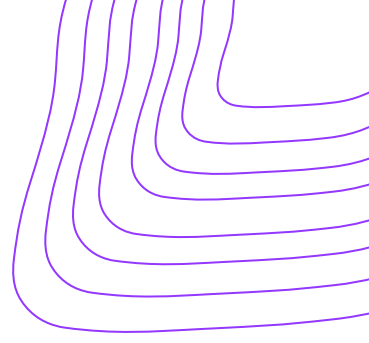
ISSUE	STREET DATE	CLOSING DATE	DELIVERY DATE	ISSUE	STREET DATE	CLOSING DATE	DELIVERY DATE
02/2024	26.01.24	18.12.23	21.12.23	08/2024	26.07.24	19.06.24	24.06.24
03/2024	23.02.24	17.01.24	22.01.24	09/2024	30.08.24	24.07.24	29.07.24
04/2024	28.03.24	20.02.24	23.02.24	10/2024	27.09.24	21.08.24	26.08.24
05/2024	26.04.24	18.03.24	21.03.24	11/2024	25.10.24	18.09.24	23.09.24
06/2024	31.05.24	22.04.24	25.04.24	12/2024	22.11.24	16.10.24	21.10.24
07/2024	28.06.24	22.05.24	27.05.24	01/2025	20.12.24	13.11.24	18.11.24

GRAPHIC SPECS

Colour space: CMYK Colour profile regular pages: PSO LWC Std. Colour profile cover: ISO Coated v2 Bleed: 3mm on all sides Resolution: 300 dpi File format: PDF, JPG, TIFF
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Contact/transfer to: ninja.hansen@mediahouse-berlin.de or via www.duon-portal.de.





musikexpress

Frequency: monthly

Print run: approx. 35k – 45k

Dimensions: 210 mm x 285 mm

Printing: web offset

Binding: adhesive binding

Image components CT: 300 dpi = 120 L/cm // Linework LW: 1.200 dpi = 480 L/cm

Specs and printable material (Specifications dimensions in mm – plus 3 mm bleed in all sides)

2/1	1/1	1/2	1/2	1/3	1/3	1/4	1/4	1/4
2/1 420 x 285	1/1 210 x 285	Vertical 97 x 285	Horizontal 210 x 142	Vertical 66 x 285	Horizontal 210 x 95	Vertical 51 x 285	Horizontal 210 x 71	Square 87 x 123 <small>No bleed</small>
Price: 23.700 €	Price: 11.850 €	Price: 7.110 €		Price: 4.740 €		Price: 4.150 €		

All prices in Euro plus VAT | Tailormade formats, supplements and other ad specials to be requested.
The General Terms and Conditions of Mediahouse Berlin GmbH apply: www.mediahouse-berlin.de/agb

DATES

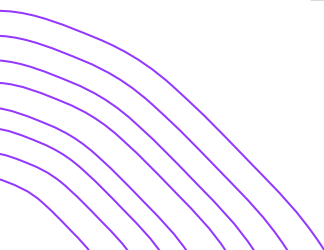
ISSUE	STREET DATE	CLOSING DATE	DELIVERY DATE
02/2024	12.01.24	04.12.23	06.12.23
03/2024	09.02.24	08.01.24	10.01.24
04/2024	15.03.24	12.02.24	14.02.24
05/2024	12.04.24	07.03.24	11.03.24
06/2024	17.05.24	10.04.24	12.04.24
07/2024	14.06.24	09.05.24	13.05.24

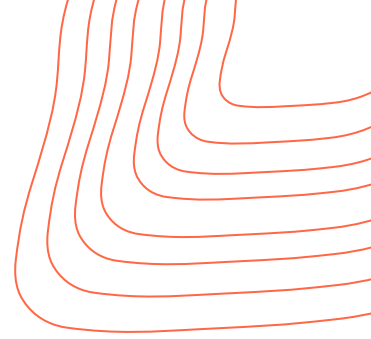
ISSUE	STREET DATE	CLOSING DATE	DELIVERY DATE
08/2024	12.07.24	10.06.24	12.06.24
09/2024	16.08.24	15.07.24	17.07.24
10/2024	13.09.24	12.08.24	14.08.24
11/2024	11.10.24	04.09.24	06.09.24
12/2024	08.11.24	02.10.24	04.10.24
01/2025	06.12.24	04.11.24	06.11.24

GRAPHIC SPECS

<p>Colour space: CMYK Colour profile regular pages: PSO LWC Std. Colour profile cover: ISO Coated v2 Bleed: 3mm on all sides Resolution: 300 dpi File format: PDF, JPG, TIFF</p>

Contact/transfer to: ninja.hansen@mediahouse-berlin.de or via www.duon-portal.de.





Frequency: monthly **Printing:** web offset
Print run: approx. 50k – 60k **Binding:** saddle stitching
Dimensions: 231 mm x 302 mm **Image components CT:** 300 dpi = 120 L/cm // Linework LW: 1.200 dpi = 480 L/cm

Specs and printable material (Specifications dimensions in mm – plus 3 mm on all sides)

2/1	1/1	1/2	1/2	1/3	1/3	1/4	1/4	1/4
2/1 462 x 300	1/1 231 x 300	Vertical 114 x 300	Horizontal 231 x 145	Vertical 77 x 300	Horizontal 231 x 100	Vertical 60 x 300	Horizontal 231 x 78	Square 103 x 133 <small>No bleed</small>
Price: 16.740 €	Price: 8.370 €	Price: 5.020 €		Price: 3.350 €		Price: 2.930 €		

All prices in Euro plus VAT | Tailormade formats, supplements and other ad specials to be requested.
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DATES

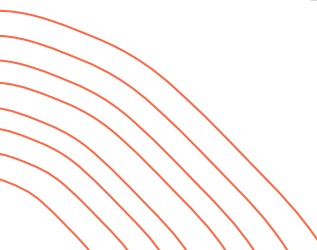
ISSUE	STREET DATE	CLOSING DATE	DELIVERY DATE
02/2024	19.01.24	13.12.23	14.12.23
03/2024	16.02.24	08.01.24	09.01.24
04/2024	15.03.24	12.02.24	13.02.24
05/2024	12.04.24	07.03.24	08.03.24
06/2024	17.05.24	11.04.24	12.04.24
07/2024	21.06.24	20.05.24	21.05.24

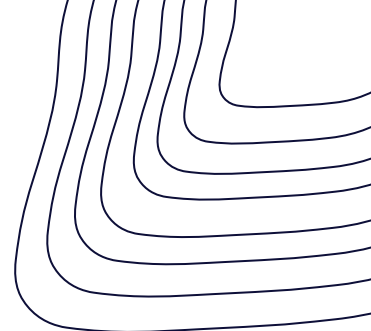
ISSUE	STREET DATE	CLOSING DATE	DELIVERY DATE
08/2024	26.07.24	24.06.24	25.06.24
09/2024	23.08.24	22.07.24	23.07.24
10/2024	20.09.24	19.08.24	20.08.24
11/2024	18.10.24	16.09.24	17.09.24
12/2024	15.11.24	14.10.24	15.10.24
01/2025	13.12.24	11.11.24	12.11.24

GRAPHIC SPECS

Colour space: CMYK
Colour profile regular pages: PSO LWC Std.
Colour profile cover: ISO Coated v2
Bleed: 3mm on all sides
Resolution: 300 dpi
File format: PDF, JPG, TIFF

Contact/transfer to: ninja.hansen@mediahouse-berlin.de or via www.duon-portal.de.





FIXED PLACEMENTS ON HOMEPAGE

Homerun – MUSIKEXPRESS METAL HAMMER Mon.-Sun. incl. First Contact	Guaranteed / Price
Ad Impressions guaranteed	15.000 AI / Day 150.000 AI / Week
BASIC Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky oder expandable); Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle	1.050 € / Day 7.500 € / Week
DELUXE Desktop: Video Wall ¹ / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad / Cinematic Ad ² / Billboard (100/1) / Curtain Dropper; Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Understitial	1.500 € / Day 10.500 € / Week
SUPREME Desktop: Big Stage (Automatic Pre Expanding Video Wall); Mobile (MEW): (Video) Lead Ad 2:1 + (Video) Interscroller / Mobile Medium Rectangle / Cube Ad (MMR)	2.100 € / Day 15.000 € / Week
Homerun – ROLLING STONE Mon.-Sun. incl. First Contact	Guaranteed / Price
Ad Impressions guaranteed	30.000 AI / Day 280.000 AI / Week
BASIC Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky oder expandable); Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle	2.100 € / Day 14.000 € / Week
DELUXE Desktop: Video Wall ¹ / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad / Cinematic Ad ² / Billboard (100/1) / Curtain Dropper; Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Understitial	3.000 € / Day 19.600 € / Week
SUPREME Desktop: Big Stage (Automatic Pre Expanding Video Wall); Mobile (MEW): (Video) Lead Ad 2:1 + (Video) Interscroller / Mobile Medium Rectangle / Cube Ad (MMR)	4.200 € / Day 28.000 € / Week

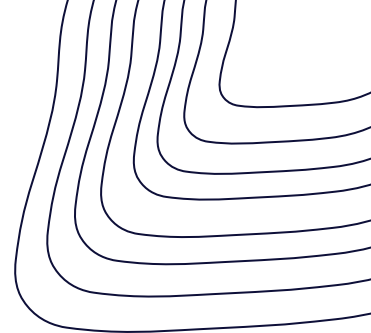
¹FC1, a billboard remains as a reminder (a billboard is required for Tablet). With the video wall, the video only loops once.

²No background coloring possible at metalhammer.de.

Further advertising material combinations on request

Media prices are eligible for discount and AE.

The general terms and conditions of Mediahouse Berlin GmbH apply: www.mediahouse-berlin.de/agb



FIXED PLACEMENTS ON HOMEPAGE

Music Home BUNDLE – MUSIKEXPRESS & METAL HAMMER & ROLLING STONE Mon.-Sun. ¹	Guaranteed / Price
Ad Impressions guaranteed	80.000 AI / Day 600.000 AI / Week
BASIC Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky oder expandable); Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle	5.600 € / Day 30.000 € / Week
DELUXE Desktop: Video Wall ¹ / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad / Cinematic Ad ² / Billboard (100/1) / Curtain Dropper; Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Understitial	8.000€ / Day 42.000 € / Week
SUPREME Desktop: Big Stage (Automatic Pre Expanding Video Wall); Mobile (MEW): (Video) Lead Ad 2:1 + (Video) Interscroller / Mobile Medium Rectangle / Cube Ad (MMR)	11.200 € / Day 60.000 € / Week
Album of the week – MUSIKEXPRESS	Guaranteed / Price
Ad Impressions guaranteed	10.000 AI / Week
Desktop: Fireplace / Billboard; Mobile (MEW): Mobile Content Ad 2:1 / Mobile Medium Rectangle	700 € / Week

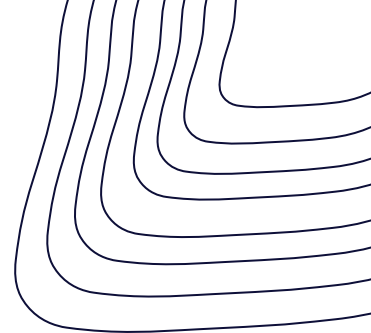
¹FC1, a billboard remains as a reminder (a billboard is required for Tablet). With the video wall, the video only loops once.

²No background coloring possible at metalhammer.de.

Further advertising material combinations on request

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NATIVE PRODUCTS

Brand Story ¹	Guaranteed / Price
Basic package (6 weeks)	5.000 Views 17.500 €

Advertorials ²	Guaranteed / Price
Advertorial – XS (2 weeks)	100.000 AI 4.500 €
Advertorial – S (2 weeks)	250.000 AI 7.500 €
Advertorial – M (4 weeks)	500.000 AI 12.500 €
Advertorial – L (6 weeks)	750.000 AI 15.000€

Home Advertorial Bühne ³	Guaranteed / Price
Advertorial Stage – S (3 weeks fixed placement)	550.000 AI 11.500 €
Advertorial Stage – M (4 weeks fixed placement)	700.000 AI 19.000 €
Advertorial Stage – L (5 weeks fixed placement)	950.000 AI 26.500 €

Home Video Stage ⁴	Guaranteed / Price
ROLLING STONE (1 week fixed placement)	20.000 AI 15.000 €
METAL HAMMER (1 week fixed placement)	10.000 AI 9.000 €
MUSIKEXPRESS (1 week fixed placement)	5.000 AI 6.500 €

¹Plus creation costs of 3.500 €, not eligible for discount or AE. Content Creation done by Mediahouse Berlin. Traffic feed via promo impressions with native CMS teaser and ad server space in ROS Multiscreen and a social sponsored post.

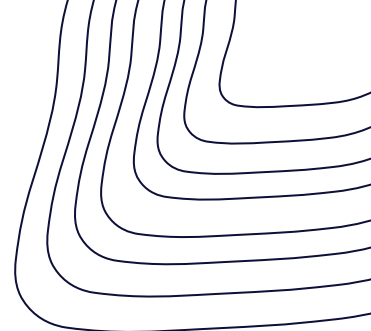
²Plus creation costs of XS/600 €, S/800 €, M & L/1.250 €, not eligible for discount and AE. Content Creation done by Mediahouse Berlin. All advertorials are additionally advertised via promo impressions (not part of the guaranteed AI quantity) through 1 week fixed placement of a native CMS article teaser on the Home.

³Plus creation costs: S/1.600 €, M/2.400 €, L/3.200 €, not eligible for discount and AE. Background image of the stage subject to editorial approval. S includes 1x Advertorial S & 1x Social Sponsored Post, M includes 2x Advertorial S & 1x Social Sponsored Post, L includes 3x Advertorial S & 1x Social Sponsored Post.

⁴Plus creation costs of € 500, not eligible for discount or AE.

Media Prices are eligible for discount and AE.

The general terms and conditions of Mediahouse Berlin GmbH apply: www.mediahouse-berlin.de/agb



NATIVE PRODUCTS

Content Hub ¹	Guaranteed / Price
ROLLING STONE (1-3 months)	5.000 views & 700.000 AI 17.500 €
MUSIKEXPRESS METAL HAMMER (1-3 months)	4.000 views & 500.000 AI 15.000 €

ROLLING STONE recommends MUSIKEXPRESS recommends ²	Guaranteed / Price
Product recommendation – S (1 week)	50.000 promo impressions 4.000 €
Product recommendation – M (2 weeks)	100.000 promo impressions 7.000 €

AUDIO

Podcasts ³	Reach / Price
ROLLING STONE „Freiwillige Filmkontrolle“ Host Read Ad ⁵ (1 week) Spot ⁶ (1 week)	6.800 streams & downloads ⁴ 600 € (30 – 90 sec.) 450 € (up to 30 sec.)
ROLLING STONE „ROLLING STONE Weekly“ Host Read Ad ⁵ (1 week) Spot ⁶ (1 week)	825 streams & downloads ⁴ 200 € (30 – 90 sec.) 150 € (up to 30 sec.)
METAL HAMMER „METAL HAMMER Podcast“ Host Read Ad ⁵ (1 week) Spot ⁶ (1 week)	2.250 streams & downloads ⁴ 450 € (30 – 90 sec.) 300 € (up to 30 sec.)

Playlists ⁷	Reach / Price
ROLLING STONE METAL HAMMER	200.000 AI 5.000 €
MUSIKEXPRESS	100.000 AI 3.000 €

¹Plus creation costs: 5.000 €, not eligible for discount or AE. Content Creation done by Mediahouse Berlin. Content Hub contains a minimum of ten content pieces, of which max. 5 are sold content with ad labeling. Own navigation point optional. Promotion via a mix of promo impressions with native CMS teaser, ad server space in ROS Multiscreen (guaranteed AI) and social impressions.

²Plus creation costs: 500 €, not eligible for discount or AE. Promotion of the product recommendation exclusively via promo impressions using native CMS teasers.

³Podcasts appear on Spotify, Apple Music, Deezer and Amazon Music.

⁴∅ total reach per week, streams = at least 60 sec. listened to according to IAB 2.0. Survey period 01.01. - 01.11.23. Reach is cumulative across all relevant podcast platforms incl. aggregators. The reach may vary for each podcast episode and is not guaranteed. The ad is played in all available AIs within the booking week, including an FC of 2 episodes per listener/day.

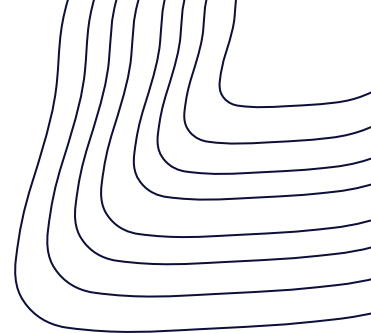
⁵Incl. ad labeling

⁶Incl. ad labeling, own spot may be delivered, alternatively production via Mediahouse Berlin possible (20-30 sec., 150 € creation costs, not eligible for discount or AE)

⁷Includes curation of the playlist on streaming platforms and inclusion the website (14 days), as well as 1x sponsored post for promotion

Media prices are eligible for discount and AE.

The general terms and conditions of Mediahouse Berlin GmbH apply: www.mediahouse-berlin.de/agb



SOCIAL MEDIA

Social Sponsored Post (Facebook + Instagram) ¹	Guaranteed / Price
ROLLING STONE METAL HAMMER (min. 1 week)	200.000 AI 4.000 €
MUSIKEXPRESS (min. 1 week)	100.000 AI 2.000 €
<i>Special price for cultural sector²</i>	<i>50.000 AI 800 €</i>

WhatsApp Channel Post ³	Reach / Price
ROLLING STONE	22.000 subscribers ⁴ 2.000 €
METAL HAMMER	56.000 subscribers ⁴ 4.000 €
MUSIKEXPRESS	Soon to come On request

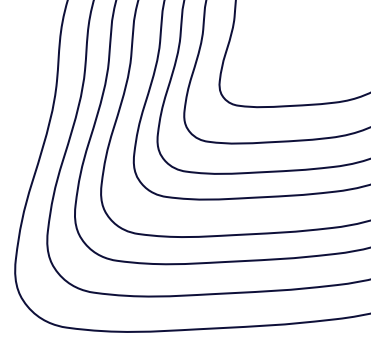
¹Including handshake on request.

²Cultural sector includes: Visual and audio media sector, concert, tour and festival organizers, booking agencies, book publishers, instrument manufacturers. Preferential price can only be booked in combination with other booking components in a media package (min. 2.500 € gross media value).

³Incl. ad labeling

⁴Reach of the channel, as of April, 2024, a specific reach of the post is not guaranteed. Content of the post is subject to editorial approval. Media prices are eligible for discount and AE.

The general terms and conditions of Mediahouse Berlin GmbH apply: www.mediahouse-berlin.de/agb



CPM PLACEMENTS

MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)

	AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard ¹	
Mobile Content Ad 6:1 + 4:1	ROS & Custom	50 €	ROS & Custom	60 €	ROS & Custom	70 €
Mobile Content Ad 2:1, Mobile Medium Rectangle	ROS & Custom	60 €	ROS & Custom	70 €	ROS & Custom	80 €
Mobile Content Ad 1:1, Understitial ² , Interscroller ² , Sticky Lead Ad 4:1	ROS & Custom	72 €	ROS & Custom	82 €	ROS & Custom	92 €
VIDEO						
InText on start, Outstream Ad ³ up to incl. 20 sec.	ROS & Custom	60 €				

MULTISCREEN – Traffic distribution between stationary and mobile is based on availability.

TARGETING – Sociographic, regio standard, interest, contextual, perfect fit etc. can be booked for an additional charge.

Additions options:	Double Dynamic Sitebar	CPT Sitebar plus 5 € surcharge in combination with a mobile format
	Dynamic Fireplace	CPT Fireplace plus 5 € surcharge in combination with a mobile format
	Video Wall	Desktop only, ROS & Custom: 90 € CPT
	Tandem- / Triple Ads on request.	

Notes:

- 1) Can also be booked as a cinematic ad (€5 surcharge in combination with a mobile format).
- 2) Mobile halfpage Ad in Interscroller.
- 3) Excess length (21-30 sec.) + 20 € CPT // Short spots (7-15 sec.) - 10 € CPT // VPAID + 10 € CPT. Paid targeting possible for a CMP surcharge.

Standard advertising material must be available 3 days before going live, special advertising material at least 5 days. In the event of under-delivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (stationary and/or mobile) as subsequent delivery. All prices are (unless otherwise stated) CPM or fixed prices, less AE, plus VAT. | Subject to alterations and errors excepted | Specifications at: www.mediaimpact.de/de/digital-formate

