



CONCERTI MEDIA KIT 2025/26



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*The best
in music is
not written
in the notes.*

GUSTAV MAHLER

CONCERTI

Germany's guide to classical concerts and opera

Concerts and opera are our passion!

Since its founding in Hamburg in 2005, concerti has become the leading media platform for classical music lovers. Today, the nationwide print edition includes four regional sections and reaches **200,000 readers** every month, with a distributed circulation of **80,445 copies***.

concerti also sets digital standards: with exclusive interviews, event tips, up to 50,000 listings, previews, reviews, and in-depth features, our online platforms reach **300,000 classical music enthusiasts** across the entire german-speaking countries every month.**

While many traditional media outlets are cutting costs and content, concerti continues to invest in high-quality journalism – driven by a dedicated editorial team and a deep connection to the classical music scene on the ground.

Whether in its handy pocket-sized (DIN A5) print edition or via digital channels, concerti provides its **500,000 monthly readers**** with a unique and comprehensive guide to the classical music landscape in their region and beyond.



PUBLISHER

Concerts & Opera from every perspective



concerti Media GmbH is an independent publisher and the publisher of concerti – the free monthly magazine (11 issues per year) for concert and opera goers. Together with its online platforms, concerti provides a diverse, user-oriented media portfolio that combines high-quality editorial content with journalistic independence – delivering value for both readers and advertising partners.

- **High-quality journalism and independent editorial team**

concerti delivers relevance with original perspectives, exciting discoveries, diverse content, and a strong focus on service.

- **Local events at a glance**

With four regional print editions and smart digital targeting, concerti ensures precise communication with cultural audiences and event organizers alike.

- **A premium advertising environment**

Reaching around 500,000 contacts* per month, concerti connects with a significant share of Germany's 12 million classical music listeners – offering a powerful platform for impactful brand messaging.

- **A diversification success story**

While many traditional media outlets face declining circulation in high-end segments, concerti has maintained stable figures since joining the IVW (German Audit Bureau of Circulations).

- **Driven by innovation**

From the concerti Lounge and Musical Advent Calendar to the Festival and Season Windows – concerti is digital-first, mobile-minded, and cross-media by design. All content is developed with a clear focus on connected, mobile-savvy audiences.

CONCERTI CLASSIC STUDY

The most important figures at a glance

4,742 participants

50% has a university degree

3,000 Euro monthly income (net) on average

80% of young adults between 20 and 29
go to concerts at least five times a year

FREE download of the complete study with
all results on klassikstudie.de

The Hamburg Media School under the direction of Prof. Dr. Michael Haller, conducted an extensive survey of classical music listeners and concertgoers in Germany on behalf of concerti. With 4,742 participants, the concerti Classical Music Study 2016 provides a representative insight into the world of concert and opera audiences. It highlights the characteristics and attitudes of a highly educated, high-income, and value-oriented target group that plays a key role in shaping public opinion.

The concerti Classical Music Study 2016 is based on a target group defined by the Allensbach Market and Advertising Analysis (AWA). All results are available for free download:
klassikstudie.de

Education:

Two-thirds hold a high school diploma.

Tertiary education:

On in two has a university degree.

Participation in culture:

60% of 50- to 59-year-olds attends concerts at least five times a year, while young adults between 20 and 29 are close to 80%.

Income:

One in five earns at least 4,000 € (net) per month, the average being just under 3,000 € (net).

Travel behaviour:

One third combines festival visits with a short break.



DISTRIBUTION

Available everywhere, for everyone

With a certified circulation of **80,445 copies** (IVW 4/2024)*, concerti is distributed nationwide – at **886 exclusively supplied*** and up to **10,000 additional premium distribution points**** across Germany.

Each of the four regional editions includes **dedicated section** at the heart of the magazine – featuring exclusive editorial content, curated local recommendations, and tailor-made calendars showcasing the most relevant concert and opera highlights in each area.

- **North:**

Hamburg & Northern Germany, Lower Saxony & Bremen

- **East**

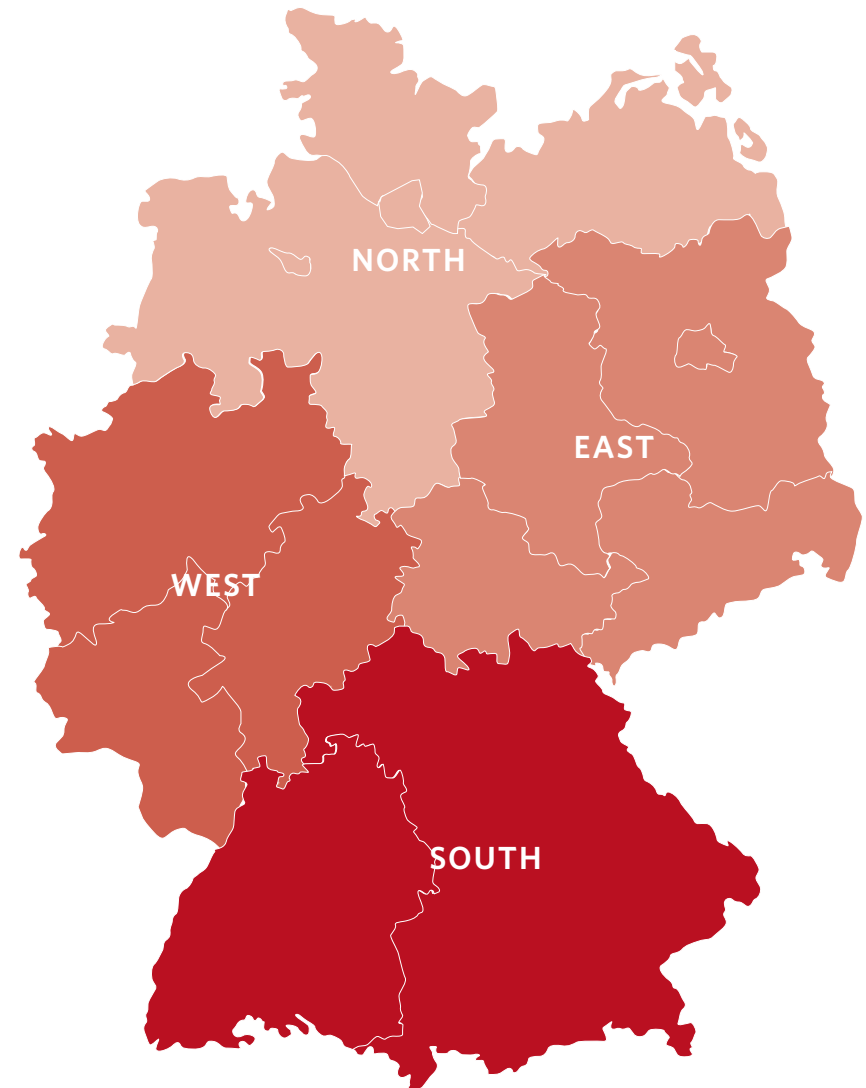
Berlin & Brandenburg, Saxony-Anhalt, Saxony and Thuringia

- **South**

Munich & Bavaria, Baden-Wurttemberg

- **West**

North Rhine-Westphalia, Hesse, Rhineland and Saarland



* Circulation and distribution is tracked by the German circulation research institution (Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.)

** Publisher information, plus individual promotions and partner networks

BEST DISPLAY

Optimally presented everywhere



concerti is built on strong nationwide sales and marketing.

Wherever your potential audience is, concerti is already there. With a carefully developed and continuously optimized distribution network, we ensure that your advertising message reaches the people who matter most to you: directly, efficiently, and with maximum cultural relevance.

- Event venues
- Box offices
- Theatres and museums
- Schools and universities
- Libraries and educational institutions
- Retailers
- Premium-class restaurants
- Tourist centres and partners
- Hotels
- Distributors for VIPs and subscribers

In addition, a portion of the circulation is personally distributed by specially trained promoters directly to audiences at selected concerts and opera performances.

This strategy ensures a targeted approach with no wasted coverage, maximizes impact, and ensures your message reaches the right people – with maximum attention in a premium cultural environment.

Circulation and distribution of concerti is tracked by the German circulation research institution IVW (Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.)

* Publisher information, IVW 4/2024 plus individual promotions and partner networks

AT A GLANCE

An overview of our key figures

With a distributed **circulation of 80,445 copies*** and over **200,000 readers**, concerti is Germany's highest-circulation magazine for classical music.

As a leading media platform for classical concerts and opera, concerti also reaches a wide digital audience – with around **300,000 users** per month accessing its portals across the entire DACH region*.

With more than **10 million monthly impressions** on Google Search, the concerti brand enjoys outstanding online visibility and is firmly established in the digital cultural landscape.

LIVE Classical concerts, opera, and festivals – our editorial core

50.000 Upcoming concerts and opera performances

* **80.445**

200.000 Monthly concerti readership**

300.000 Monthly digital audience***

Total monthly reach***: **500.000**

Over **10 MIO.** impressions per month on Google Search****

140.000 Top-performing keywords on Google Search*****

KOSTENLOS

Niedrigschwelliges Informationsangebot im beliebten Pocket-Format in Print und alle Inhalte ohne Bezahlschranke im Internet

AD FORMATS NATIONAL SECTION

EDITORIAL CONTEXT

Ad Formats	Width x Height	Regional Editions	
		Direct Rate	50% Culture Rate *
Bleed **			
1/1 page	148 mm x 210 mm	13,000 €	6,500 €
inside front cover	148 mm x 210 mm	15,000 €	7,500 €
inside back cover	148 mm x 210 mm	14,000 €	7,000 €
outside back cover	148 mm x 210 mm	16,000 €	8,000 €
2/1 page***	296 mm x 210 mm	22,000 €	11,000 €
2/3 page vertical	91 mm x 210 mm	9,000 €	4,500 €
1/2 page vertical	70 mm x 210 mm	7,000 €	3,500 €
1/3 page vertical	48 mm x 210 mm	5,500 €	2,750 €
Non Bleed			
1/2 page horizontal	124 mm x 87,3 mm	6,500 €	3,250 €
1/3 page rectangle	81,5 mm x 88 mm	5,300 €	2,650 €
1/3 page horizontal	124 mm x 58 mm	5,100 €	2,550 €
1/4 page horizontal	124 mm x 42 mm	4,000 €	2,000 €

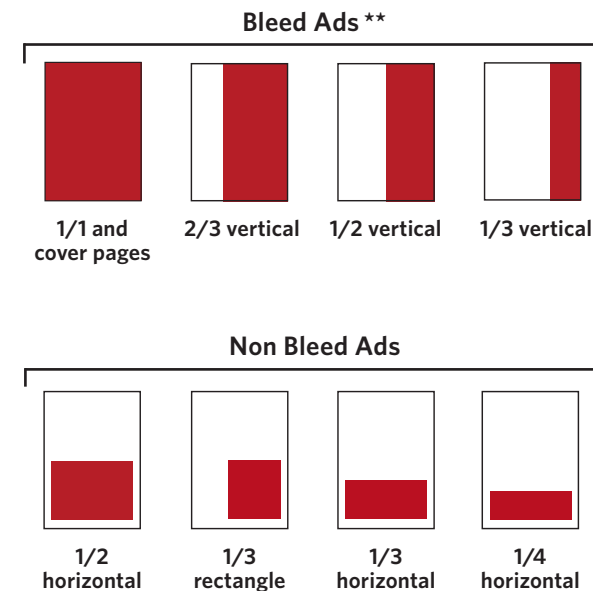
All rates plus statutory sales tax (VAT)

All ads listed in this table are 4-colour prints

* At a 50% discount on the respective base rate, the culture rate applies to promoters and cultural institutions

** add 3 mm for bleed margin (trimmed page size)

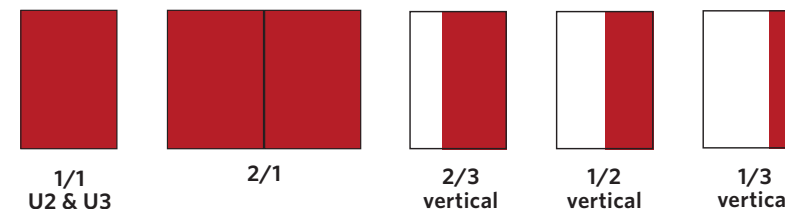
*** for ads printed across gutter



AD FORMATS REGIONAL SECTIONS

BLEED ADS

Ad Formats	Width x Height	Regional Editions	
		Direct Rate	50% Culture Rate *
Bleed **			
inside front cover (U2)	148 mm x 210 mm	4,100 €	2,000 €
inside back cover (U3)	148 mm x 210 mm	3,500 €	1,750 €
1/1 page	148 mm x 210 mm	3,150 €	1,575 €
2/1 page ***	296 mm x 210 mm	5,300 €	2,650 €
2/3 page vertical	91 mm x 210 mm	2,300 €	1,150 €
1/2 page vertical	70 mm x 210 mm	1,800 €	900 €
1/3 page vertical	48 mm x 210 mm	1,400 €	700 €
8-page-section	148 mm x 210 mm	-	5,900 €



All rates plus statutory sales tax (VAT)

All ads listed in this table are 4-colour prints

* At a 50% discount on the respective base rate, the culture rate applies to promoters and cultural institutions

** add 3 mm for bleed margin (trimmed page size)

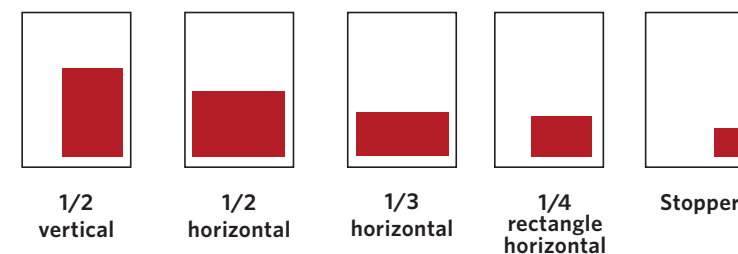
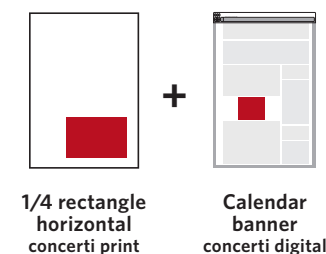
*** for ads printed across gutter

**** without bleed margin

AD FORMATS REGIONAL SECTIONS

NON BLEED ADS

Ad Formats	Width x Height	Regional Editions	
		Direct Rate	50% Culture Rate *
Non Bleed **			
1/2 page vertical	124 mm x 88 mm	1,800 €	900 €
1/2 page horizontal	81 mm x 118 mm	1,800 €	900 €
1/3 page horizontal	124 mm x 58 mm	1,400 €	700 €
1/4 rectangle horizontal	81 mm x 58 mm	1,100 €	550 €
1/4 rectangle horizontal PLUS**** <div>NEW!</div>	81 mm x 58 mm & 300 px x 250 px	---	690 €
Stopper-ad	38 mm x 38 mm	600 €	300 €
Stopper x 3		1,200 €	600 €

**NEW! 1/4 rectangle horizontal PLUS********All rates without VAT**

All advertisements are printed in 4C-print in type area, without trimming or layout frame

* At a 50% discount on the respective base rate, the culture rate applies to promoters and cultural institutions

** without bleed margin

**** Combo offer: 1/4 rectangle horizontal ad and a fixed-position calendar banner (medium rectangle format) on concerti digital with regional targeting. Available only for classical music event organizers

LOOSE INSERTS/SPECIALS/DISCOUNTS

Loose Inserts

Automatic Processing

95 € / CPT whole circulation
105 € / CPT from 100,000 copies
125 € / CPT from 50,000 copies
145 € / CPT from 20,000 copies
165 € / CPT from 10,000 copies

Handling fee for partial bookings: 250€

Manual Processing

Inserts of up to 20 g and a max. format of DIN long with one closed side (long side) can be automatically processed.

Each additional 5 g or a fraction thereof shall be subject to a surcharge of € 5

Bound inserts, glued-in inserts, and other special ad formats, as well as special publications available upon request.

Special Rates

AE Commission

Advertising agencies or agents receive a 15% discount on the agency rate upon providing proof of their work, the order procurement, and the timely submission of the print data.

Placement requests

We charge an additional 10% on the advertisement rate if compliance with your placement request presents a prerequisite for the placement of your order.

Advertisement design

We will be happy to design your advertisement for a charge of 25 €/15 min.

Scaled & Volume Discounts

Rate Scale *

3 ads and more	5 %
6 ads and more	8 %
9 ads and more	10 %

Early Booking Discount & Cashback

Early Booking Discount

Receive a 3% discount for every single booking submitted 4 weeks prior to the advertisement deadline. Please note that this offer cannot be combined with any rate scale discounts.

Cashback

Receive a 3% cash discount on the invoice total if payment is made within 5 workdays after billing, only by arrangement

Bookings

In written form via fax:

+49 (0)40 - 228 68 86-17 or
email: anzeigen@concerti.de

Cancellation Deadline

Cancellations have to be submitted in written form

14 days prior to advertisement deadline

* for any order with a maximum period of 12 months ** applies to print and online volume • Scale Rates, Volume Discounts and Early Booking Discounts cannot be combined

DEADLINES

Issue	Deadline for Ads & Printing Data Delivery Deadline	Publication Day*
September 2025	27.06.2025	22.08.2025
October 2025	22.08.2025	19.09.2025
November 2025	19.09.2025	24.10.2025
December 2025	24.10.2025	21.11.2025
January 2026	21.11.2025	19.12.2025
February 2026	19.12.2025	23.01.2026
March 2026	23.01.2026	20.02.2026
April 2026	20.02.2026	20.03.2026
May 2026	20.03.2026	24.04.2026
June 2026	24.04.2026	22.05.2026
Double Issue July/August 2026	22.05.2026	19.06.2026

TECHNICAL DATA - PRINT

Magazine format

148 mm wide x 210 mm high (A5)

Binding

saddle stitch

Paper

content: 70 g satin matte finish,
cover: 170 g matt coated

Printing process

Euroscale, offset printing.
Special colours or hues, which cannot be produced by layering colours of Euroscale, are subject to special agreement. Minor deviations in tonal value are due to the customary tolerance range in offset printing.

Bleed format

Side-cut adverts: 3 mm bleed on all sides (print with bleed). Please ensure the document has crop marks, but **no register crosses, bleed margins or colour wedges**.
Adverts in type area format: must be delivered without bleed.

Layout

Text and image elements relevant to the advertising must be located **at least 3 mm away** from the bleed. Please take special note of motifs that run across the binding with double-page advertisements.

Delivery of digital data

via e-Mail to anzeigen@concerti.de or via post on CD-ROM. Please indicate your order number, issue and place of publication.

Colour mode

CMYK or grayscale 8%.
Please ensure that spot colours and a possible alternate colour space have been converted appropriately.

Colour profile

Content: PSO LWC Standard (ECI)
Cover: ISO Coated V2 (ECI)

Resolution

All original picture files and final documents must have a minimum resolution of 300 dpi.

Font & Font size

All fonts must be fully embedded in the document or converted to paths. Please avoid font sizes under 5 pt.

Black objects

Avoid inaccuracies in printing black text, lines, QR-codes etc. by using pure black (C=0%, M=0%, Y=0%, K=100%). Please only use true black (K=100% and other colour components) for bigger colour planes.

PDF - file requirements

PDF/X-3 or PDF/X-4 Standard.

Please also ensure the following:

- PDF-Version 1.5 or higher
- Please indicate Output-Intent
- no transparencies (transparency flattening only in high quality, no conversion of text and vectors in image files)
- no comments or form fields
- no OPI comments
- no transfer curves
- no layers

Photoshop/Corel Draw

Please also save TIFF or JPEG-files when sending templates created in image processing applications (for eg. Adobe Photoshop, Corel Draw etc.)

TIFF - file requirements

no alpha channels, no transparency paths, uncompressed file or saved with LZW compression, pixels interleaved

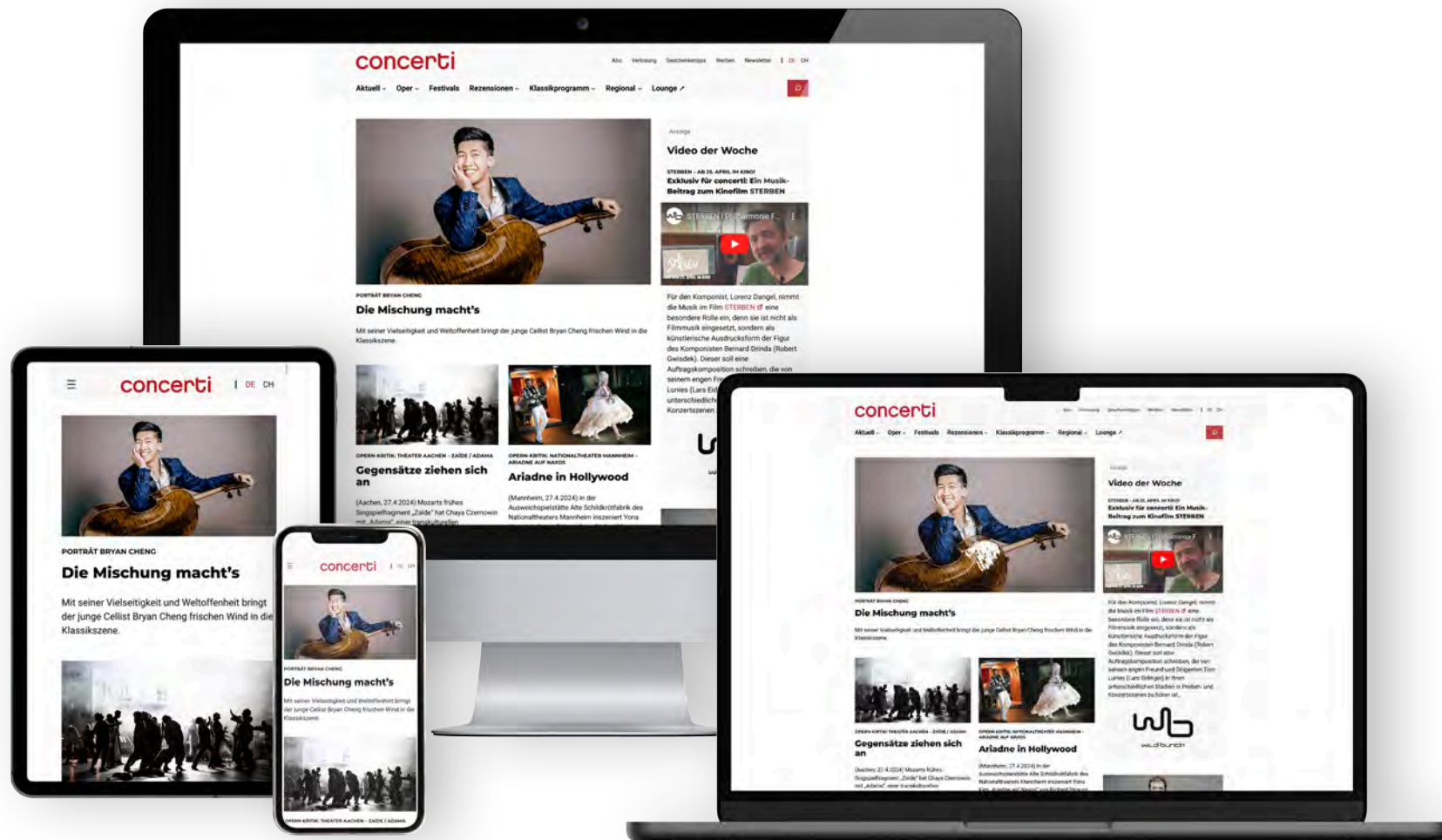
JPEG - file requirements

Standard JPEG format with maximum quality

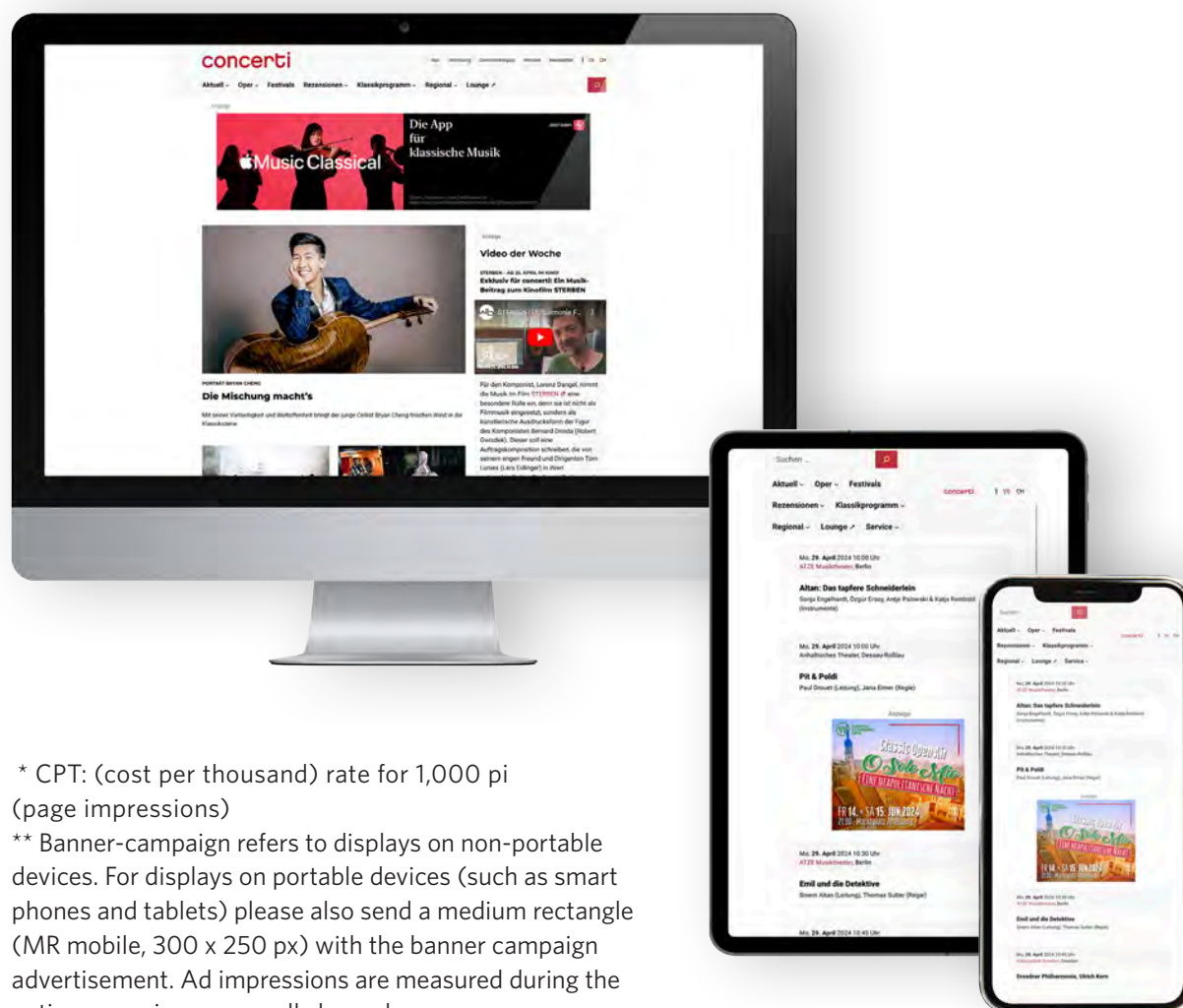
Word/Powerpoint

All picture files must have a minimum resolution of 300 dpi. Please save your presentation as a PDF-file and choose the profile „Standard (Publishing online and printing)“. MS Office PDF-files will automatically be converted into CMYK colour mode. We cannot accept any liability for any colour deviations.

CONCERTI DIGITAL



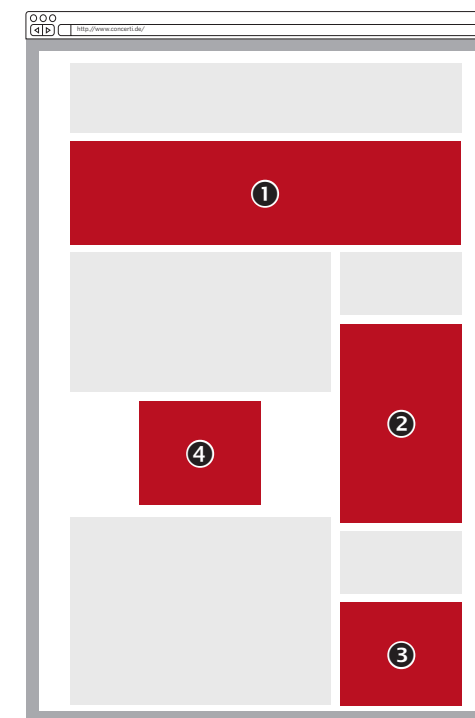
ONLINE ADVERTISING



* CPT: (cost per thousand) rate for 1,000 pi (page impressions)

** Banner-campaign refers to displays on non-portable devices. For displays on portable devices (such as smart phones and tablets) please also send a medium rectangle (MR mobile, 300 x 250 px) with the banner campaign advertisement. Ad impressions are measured during the entire campaign, across all channels.

Banner advertising	Format	Rate
① Billboard & MR mobile**	970 x 250 px	150 €/CPT*
② Halfpage	300 x 600 px	120 €/CPT*
③ Medium Rectangle (MR)	300 x 250 px	90 €/CPT*
④ Calendar banner	300 x 250 px	290 €/2 weeks
Video of the week	Video link & text	750 €/week
Audio of the week	Audio link & text	750 €/week



Sample formats on concerti.de

FESTIVAL SPOTLIGHT

Various Formats at the **Festival Spotlight** on concerti digital delivers an attractive, versatile advertorial space for festival organizers. Three versions are provided:

Festival Spotlight "Curtain Up"

- Report written by concerti journalists, framed in a free of advertising and exclusive environment with your complete programm
- Embedded videos and/or photo stories
- Ticketing button
- Selected space to implement your sponsors
- Teaser in nationwide print magazine
- Teaser on homepage
- Teaser on festival page
- Teaser in concerti-newsletter

1,700 €

Festival Spotlight "Front Row"

- as „Curtain Up“, plus:
- Lead interview (Artist in Residence, Managing Director etc.)
- plus up to 3 additional editorial topics or portraits (artists etc.)

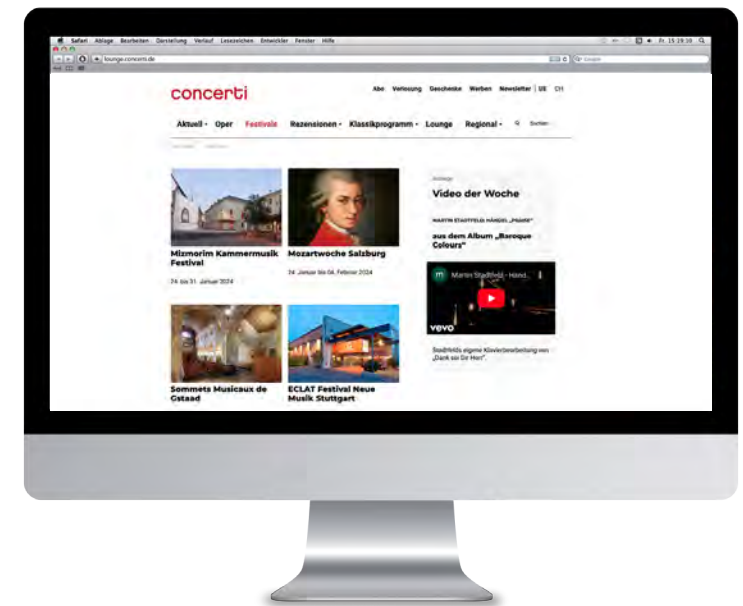
2,800 €

Festival Spotlight "Royal Box"

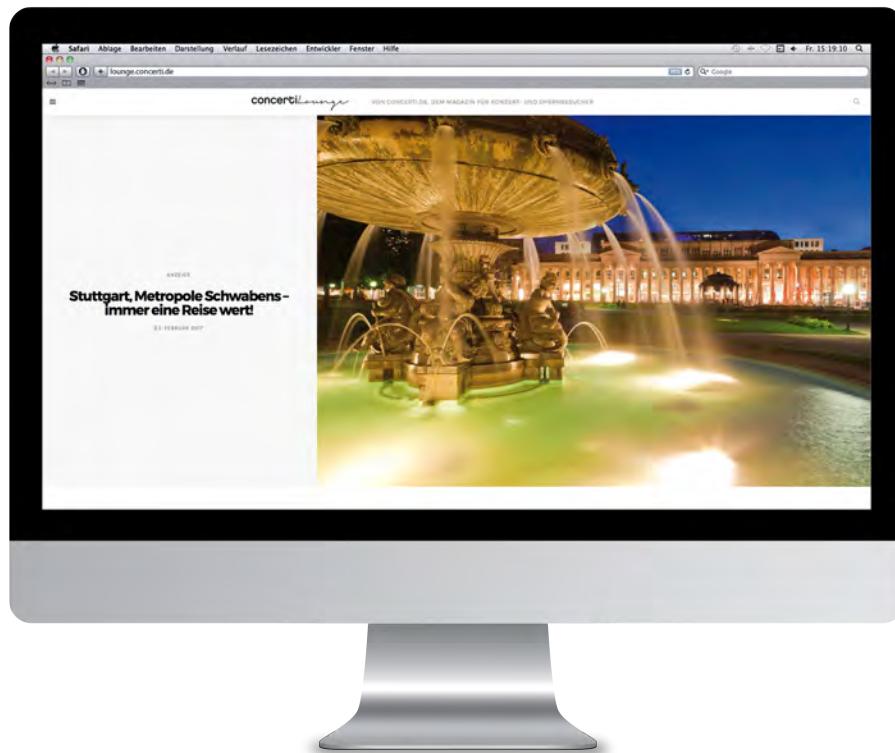
- as „Front Row“, plus
- Online campagne (banner) on concerti.de & concerti.ch with 50.000 Ad-Impressions: Medium Rectangle: 300 x 250 px (b x h)
- nationwide advertisement during festival period: Special size: 1/3 Seite quadrat, 81,5 mm x 88 mm (b x h). No trimming!

4,900 €

Concept, editorial & layout by concerti in co-operation with the client.



CONCERTI LOUNGE



concerti is an independent media platform. All articles about artists, events, or new releases published on concerti digital are produced exclusively by our editorial team – authentic, high-quality, and journalistically independent. And that will not change in the future.

With the **concerti Lounge**, we offer brand partners a premium environment to place their content directly within reach of classical music lovers and concertgoers. In close collaboration with you, our editorial team creates compelling stories that captivate readers and inspire them to engage with your topics.

The Lounge

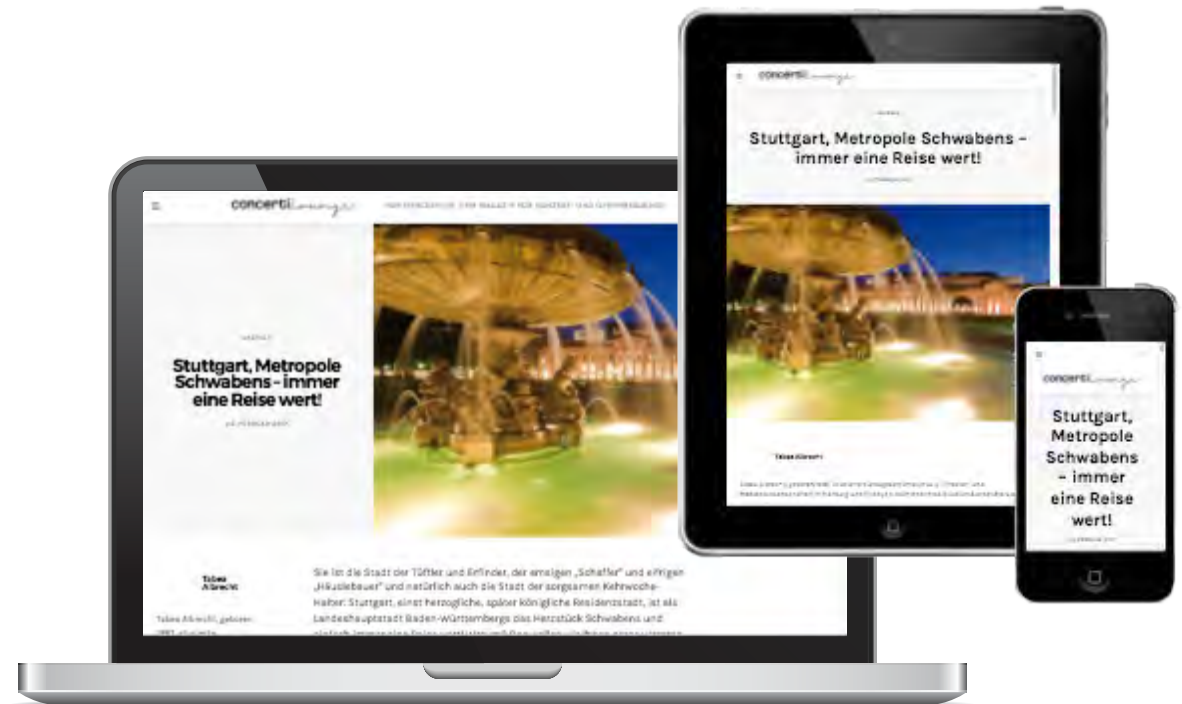
- one published article including editorial content
- integration of multimedia content possible
- exclusive performance: complete banner-free environment

per article 2,000 €

Every concerti Lounge article appears with special and exclusive mention for one week in form of a banner on concerti.de and in the concerti newsletter. Additionally to this, all themes will be presented in the magazine on a preview page.

Audience reach: 500,000 contacts

concerti Lounge (on mobile devices)



NEWSLETTER ADVERTISEMENTS ONLINE RAFFLES

concerti digital

Your digital gateway to classical music: concerti digital offers exclusive interviews, inspiring recommendations, and a comprehensive concert and opera calendar.

Newsletter

The weekly concerti.de newsletter reaches over 10,500 classical music fans across Germany and serves as a trusted source of inspiration and information for both music lovers and cultural influencers.

1 Newsletter Banner XL

graphics 580 x 240 px
€ 950/ mailing

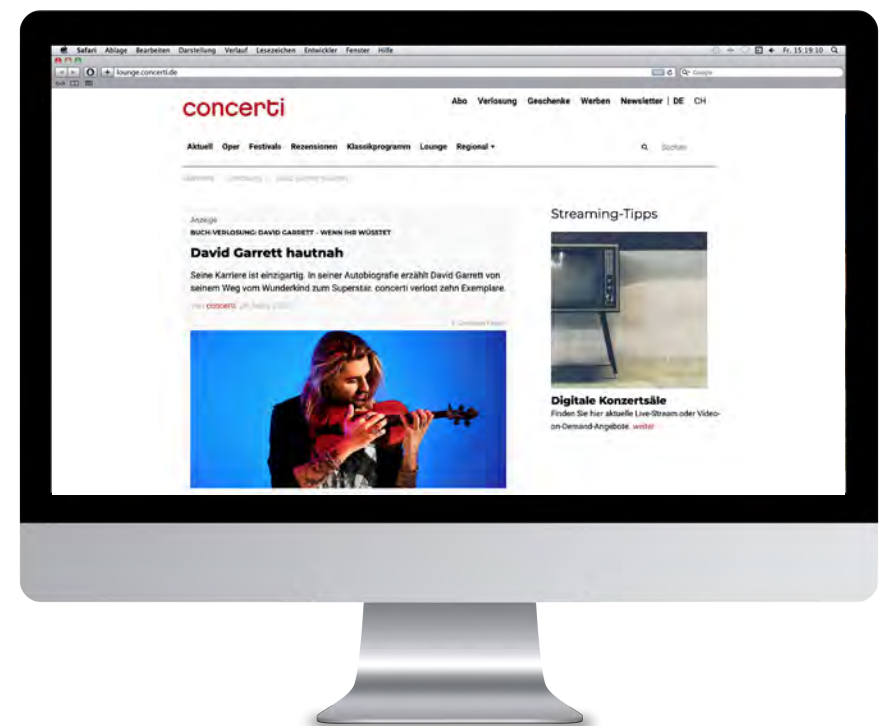
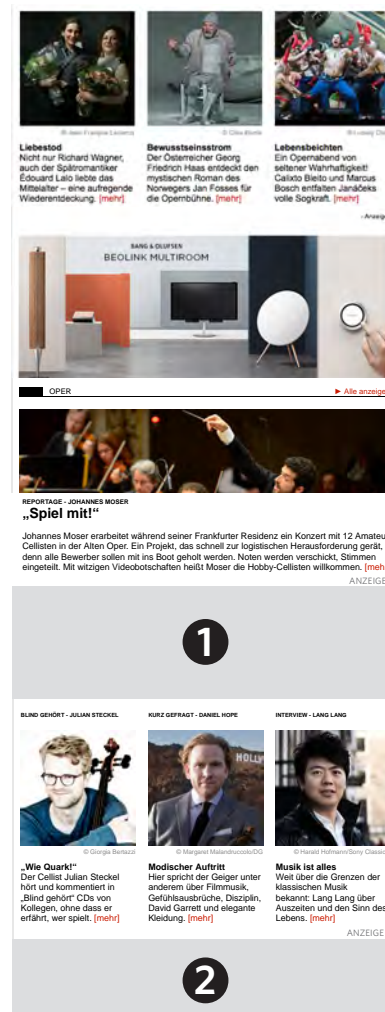
2 Newsletter Banner L

graphics 580 x 150 px
€ 800/ mailing

All formats include a link to the customer's landing page and can also be linked, upon request, to the detail page or online ticket shop on concerti.de.

The current number of recipients, distribution dates, and technical data will be provided on request.

All rates plus statutory sales tax (VAT)



Countrywide raffle competitions on **concerti.de**

A homepage teaser links to the competition-microsite with answering sheet.

Postings on Facebook, Twitter und our Newsletter.

Duration of raffle: 1 week, Start: Wednesday

Rate: 300 €/raffle

TECHNICAL DATA - ONLINE

Format

Medium Rectangle & Calendar banner

300 x 250 px, UHD: 600 x 500 px

Billboard & MR mobile*

970 x 250 px (& 300 x 250 px)*

Halfpage Ad

600 x 300 px, UHD: 1200 x 600 px

Calendar banner

300 x 250 px

Creativetype

Simple Pictures:

JPG-, GIF-, or PNG-files up to 1000 KB

Animated Pictures:

GIF-files up to 1000 KB

HTML5 Creatives:

HTML5 Creative as complete zip-file up to 1000 KB.

The HTML-Code must include a <clicktag>, that links to the landing page. Please also include additional fallback-GIFs for HTML5 Creative.

* Banner-campaign refers to displays on non-portable devices. For displays on portable devices (such as smart phones and tablets) please also send a medium rectangle (MR mobile, 300 x 250 px) with the banner campaign advertisement. Ad impressions are measured during the entire campaign, across all channels.

Newsletter-formats

Newsletter-Banner L

580 x 150 px, UHD: 1160 x 300 px

Newsletter-Banner XL

580 x 240 px, UHD: 1160 x 480 px

Creativetypes

Simple image files:

JPG-, PNG- or GIF-files up to 500 KB

Animated image files:

GIF-files up to 500 KB

Video of the week

- 50 characters headline (doublespaced, continuous text)
- 55 words teasertext
- Logo with at least 120px width & HTML-link
- Youtube-link

Audio of the week

- 50 characters for headline
- 100 characters teasertext (with logo if applicable)
- For podcast: embedding Iframe for external player such as Podigy
- For embedding albums/tracks: MP3-files as well as image of album

Delivery Deadline

Please ensure that the correct files reach us a minimum of 4 work days prior to online implementation.

Delivery

Please send all files with a working link to an external landing page to banner@concerti.de

Cancellation Deadline

Cancellations have to be submitted in written form **14 days prior to advertisement deadline**

CONTACTS

Address/Place of Business

concerti Media GmbH
Grindelhof 50
D-20146 Hamburg

phone: 040-22 86 886-10
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email: info@concerti.de
www.concerti.de

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Gregor Burgenmeister

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District Court Hamburg HRB 118098

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DE 267045953

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IBAN DE25430609671112343600
BIC GENODEM1GLS

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