

# CONCERTI MEDIA KIT 2023/24



**New  
Online  
advertising  
formats!**

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*What is  
best in music  
is not to be  
found in  
the notes.*

GUSTAV MAHLER

# CONCERTI

## Germany's guide to classical concerts and opera

Since the 90's, cultural reporting in the media has been steadily decreasing. We counteract this decline of feuilleton by winning over new visitors:

76% of our readers plan their visits to events with concerti. Reason enough to extend the proven concept and turn concerti into a nationwide magazine for concert- and operagoers in Germany.

Our eight regional editions combine circulation and a target-group oriented approach with maximum regional competence and compliance with deadlines.

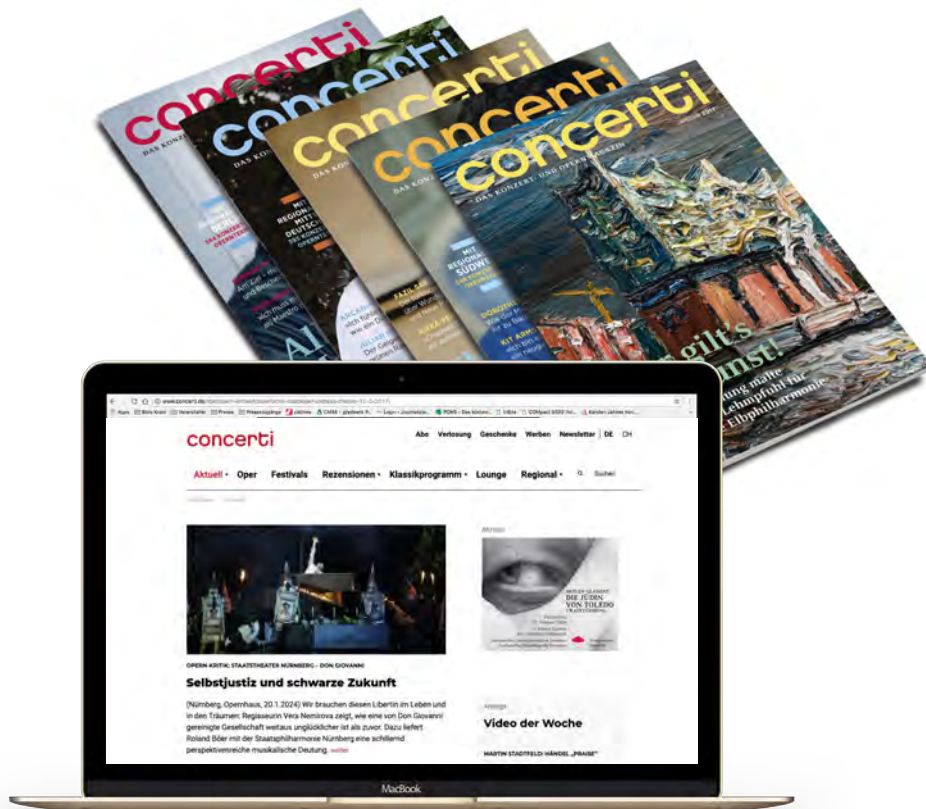
**With concerti opera- and concertgoers will always feel well informed!**





# PUBLISHER

## Concerts & Opera from every angle



concerti media GmbH is an independent publishing house releasing concerti, the only free monthly magazine for concert- and operagoers. Along with the concerti.de web portal, the magazine offers its readers and advertisers a unique content with great service benefits.

- **High journalistic standards & independent editors**

Exclusive pieces by renowned authors on top-class artists and topics emphasising on concerts & opera.

- **All concert & opera dates on a nationwide & regional basis**

Offering a high value of benefit, the comprehensive calendar combined with our high regional competence form the basis for a regular use and an outstandingly strong reader loyalty.

- **Advertising environment with zero waste coverage**

concerti's premium content is a perfect advertising environment to address value-conscious, high-income target groups with no waste coverage.

- **Differentiated advertising formats**

Our readers' strong demand for premium information is represented by differentiated advertisement formats for a wide range of advertising options.

# CONCERTI CLASSIC STUDY

## The most important figures at a glance

**4,742** participants

**50%** have a university degree

**3,000** Euro monthly income (net) on average

**80%** of young adults between 20 and 29 go to concerts at least 5 times a year

**FREE** download of the complete study with all results on [klassikstudie.de](https://klassikstudie.de)

The Hamburg Media School under the direction of Prof. Michael Haller on behalf of concerti conducted a detailed survey of classical listeners and concert goers in Germany. With 4,742 participants, the 2016 concerti Klassikstudie offers a representative insight into the lifeworld of concert and opera visitors and reports on the characteristics and attitudes of a well-educated, high-income and value-conscious target group, which is one of the opinion formers in our society.

The concerti Klassikstudie 2016 builds on a target group from the Allensbacher Werbeanalyse (AWA). It is available for free download with all the results: [klassikstudie.de](https://klassikstudie.de)

### Education:

Two-thirds have a high school diploma.

### Tertiary education:

Every second person has a university degree.

### Participation in culture:

60% of 50 to 59 year olds go to the concert at least 5 times a year, while young adults between the ages 20 and 29 are even close to 80%.

### Income:

Every fifth earns at least 4,000 euro (net) per month, the average is just under 3,000 euro (net).

### Travel behaviour:

One third combines festival visits with a short break.



# DISTRIBUTION

## Available everywhere for everyone

National classical music magazine with a total circulation of **83,474 copies** (IVW 3/2023)\* at **over 8,465 distribution points\*\***

**8 regional editions** with additional content and specific regional event calendars:

- **Hamburg & Northern Germany**
- **Berlin & Brandenburg**
- **Lower Saxony & Bremen**
- **West** (North Rhine-Westphalia)
- **Central Germany** (Saxony-Anhalt, Saxony and Thuringia)
- **Hesse**
- **Southwest** (Baden-Württemberg, Rhineland and Saarland)
- **Munich & Bavaria**

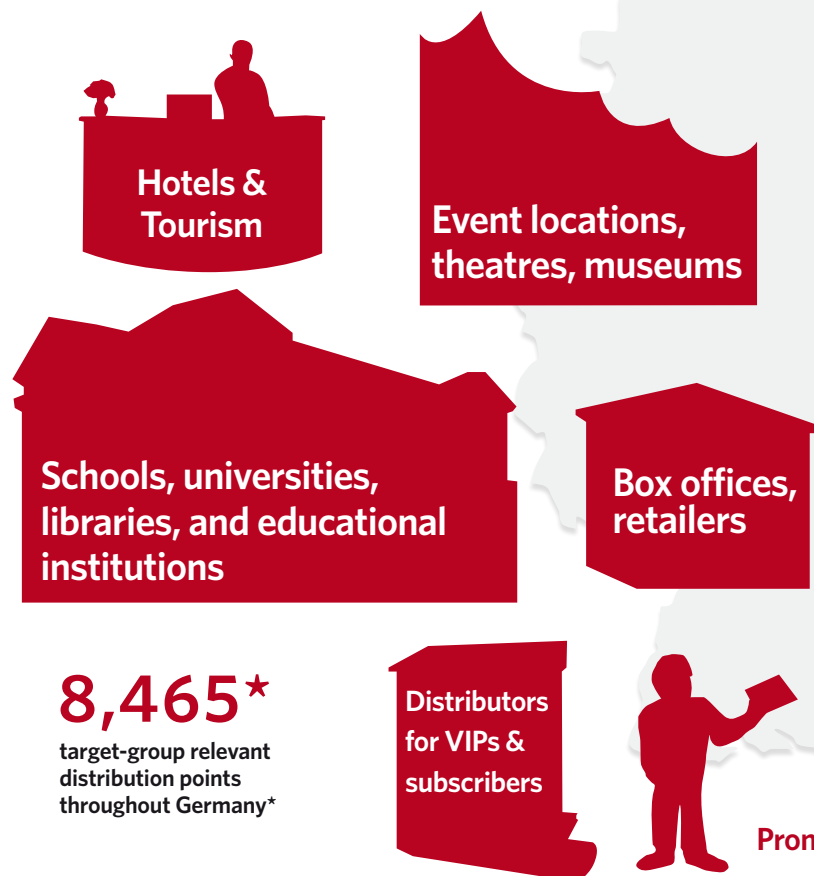


\* Circulation and distribution is tracked by the German circulation research institution (Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.)

\*\* Publisher information, plus individual promotions and partner networks

# BEST DISPLAY

## Optimally presented everywhere



concerti is based on high-grade nationwide sales and marketing.

concerti is present wherever your interested and potential customers are. Our elaborate and constantly improved distribution network guarantees that your advertising message will reach areas profitable for you:

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

The courier drivers of our logistics partners supervise the majority of our collection points.

Moreover, part of the circulation is personally handed out by especially trained promoters to audiences of specific concerts or opera performances.

In this way, concerti ensures an approach with no waste coverage and optimal attention within the target group.

**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 3/2023 plus individual promotions and partner networks

# AT A GLANCE

## An overview of our **best** figures

**LIVE** Classical concerts, opera, and festivals  
at the centre of the editorial content

**8,465** target-group relevant  
distribution points throughout Germany\*

Circulation **83,474** per month\*\*

**350,000** readers per month

**FREE** low-threshold information service  
in popular pocket format

With a production of more than 83,474 copies every month, concerti is the magazine with the highest circulation that focuses on live classical concerts and opera performances in Germany.

As the leading medium for lovers of classical music concerts and opera, concerti reaches with its eight nationwide print issues more than 350.000 readers and up to 150.000 internet users.



# 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 €

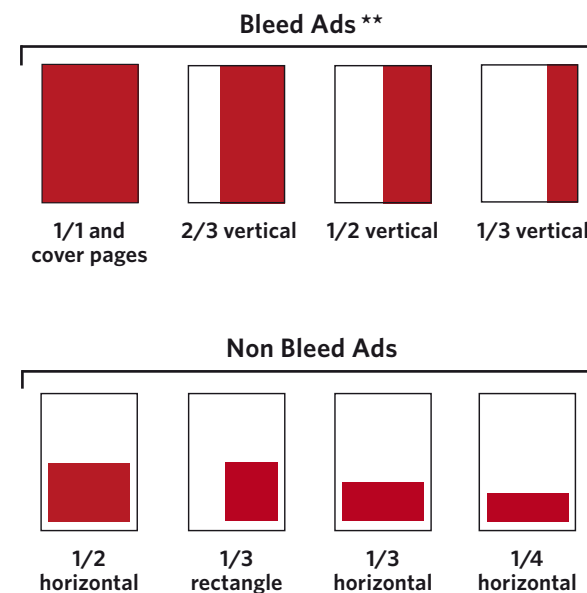
### All rates plus statutory sales tax (VAT)

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 cover	148 mm x 210 mm	4,000 €	2,000 €
1/1 page	148 mm x 210 mm	3,000 €	1,500 €
2/1 page ***	296 mm x 210 mm	5,250 €	2,625 €
2/3 page vertical	91 mm x 210 mm	2,200 €	1,100€
1/2 page vertical	70 mm x 210 mm	1,750 €	875 €
1/3 page vertical	48 mm x 210 mm	1,400 €	700 €
8-page-section	148 mm x 210 mm	-	4,800 €



1/1 and U2



2/1

2/3  
vertical1/2  
vertical1/3  
vertical

### 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)

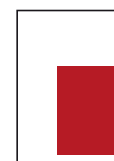
\*\*\* for ads printed across gutter

\*\*\*\* without bleed margin

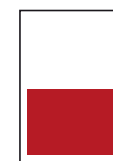
# AD FORMATS REGIONAL SECTIONS

## 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	1.650 €	825 €
1/2 page horizontal	81 mm x 118 mm	1.650 €	825 €
1/3 page horizontal	124 mm x 58 mm	1.300 €	650 €
1/4 rectangle horizontal	81 mm x 58 mm	980 €	490 €
Stopper-ad	38 mm x 38 mm	500 €	250 €
Stopper x 3		990 €	495 €



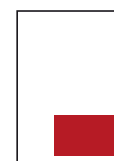
1/2  
vertical



1/2  
horizontal



1/3  
horizontal



1/4  
rectangle  
horizontal



Stopper

### 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

# 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*
February 2024	15.12.2023	26.01.2024
March 2024	26.01.2024	23.02.2024
April 2024	23.02.2024	22.03.2024
May 2024	22.03.2024	26.04.2024
June 2024	26.04.2024	24.05.2024
Double Issue July/August 2024	24.05.2024	21.06.2024
September 2024	21.06.2024	23.08.2024
October 2024	23.08.2024	20.09.2024
November 2024	20.09.2024	25.10.2024
December 2024	25.10.2024	22.11.2024



# 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](mailto: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

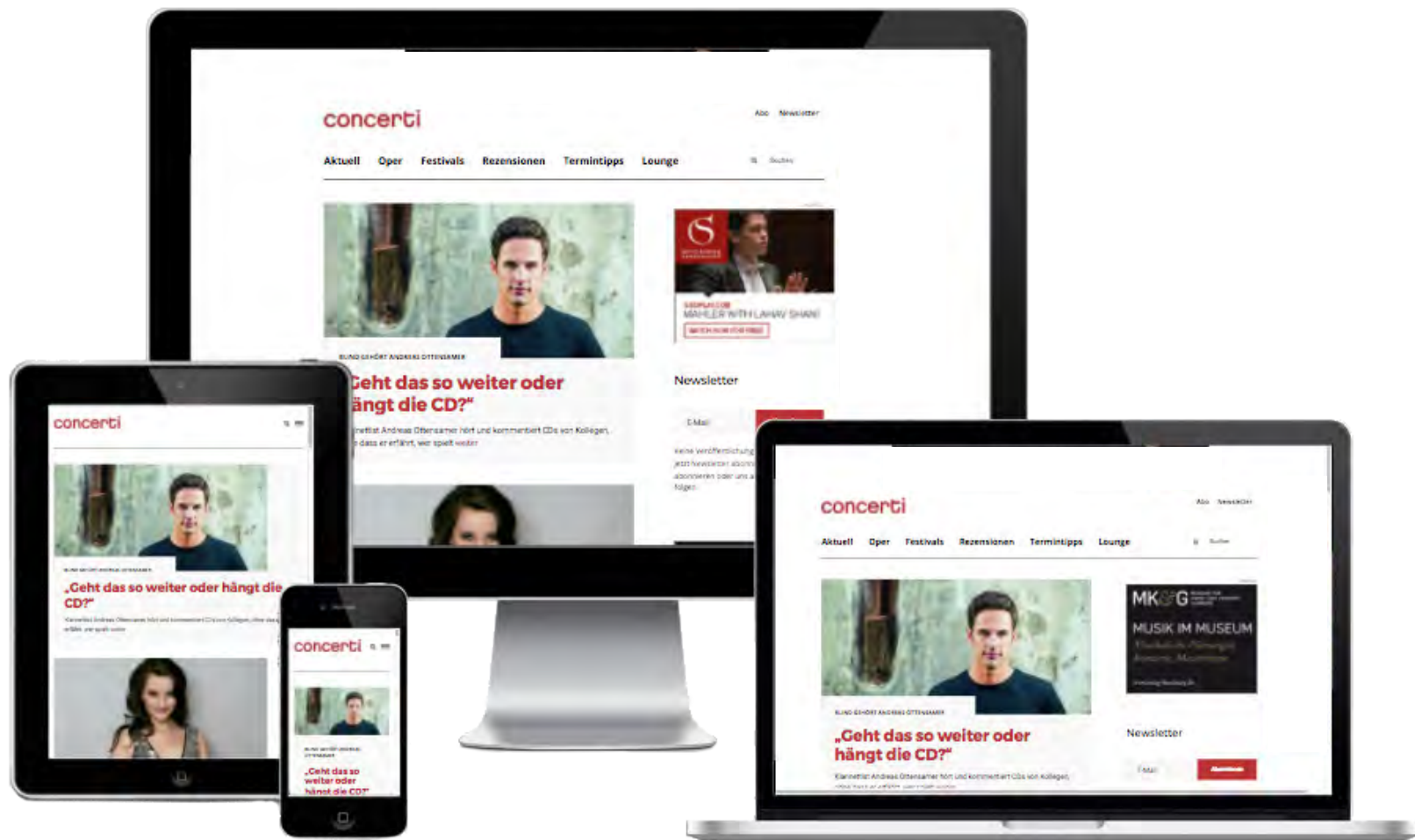
## JPEG - file requirements

Standard JPEG format with maximum quality

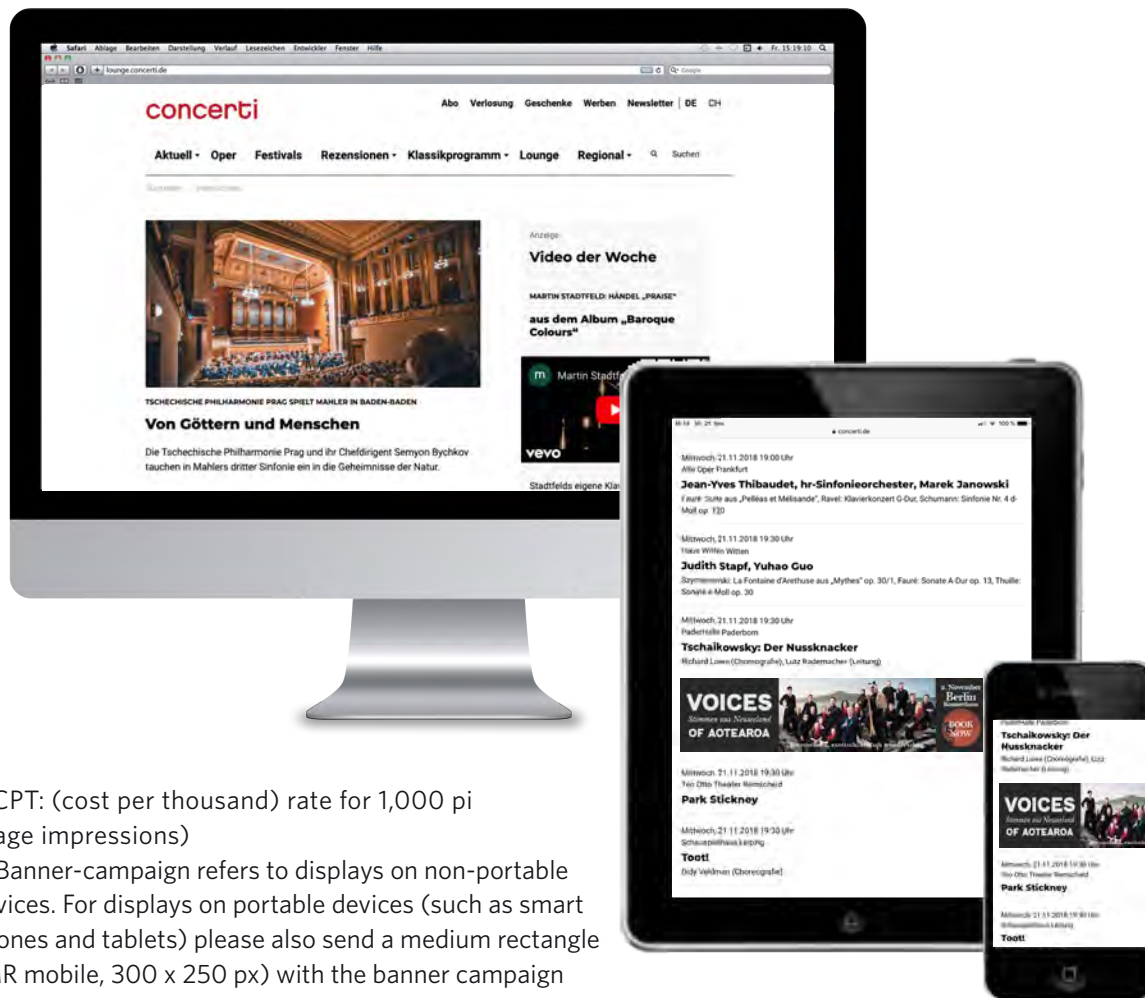
## Word/Powerpoint

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.DE



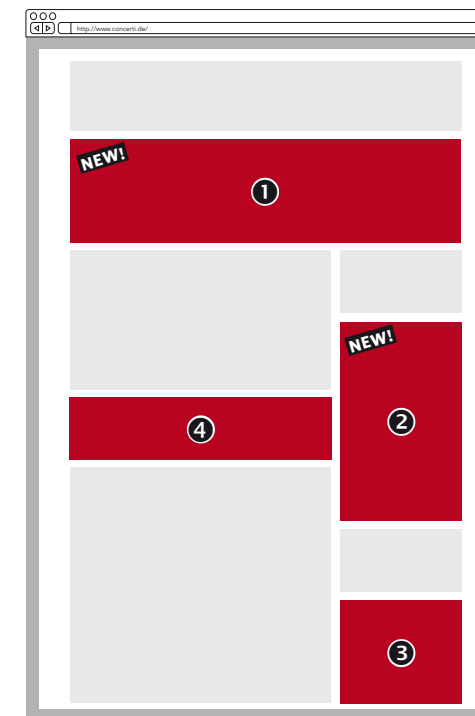
# ONLINE ADVERTISING



\* 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 <b>Billboard</b> <b>NEW!</b> & MR mobile**	970 x 250 px	150 €/CPT*
2 <b>Halfpage</b> <b>NEW!</b>	300 x 600 px	120 €/CPT*
3 <b>Medium Rectangle (MR)</b>	300 x 250 px	90 €/CPT*
4 <b>Calendar banner</b> & MR mobile**	620 x 125 px	290 €/2 weeks
<b>Video of the week</b>	Video link & text	750 €/week
<b>Audio of the week</b>	Audio link & text	750 €/week



Sample formats on concerti.de

# FESTIVAL OUTLOOK

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

## Festival Outlook "Draw the curtain"

- 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
- Additional social media reach via Facebook & Twitter

1.700 €

## Festival Outlook "First Seat"

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

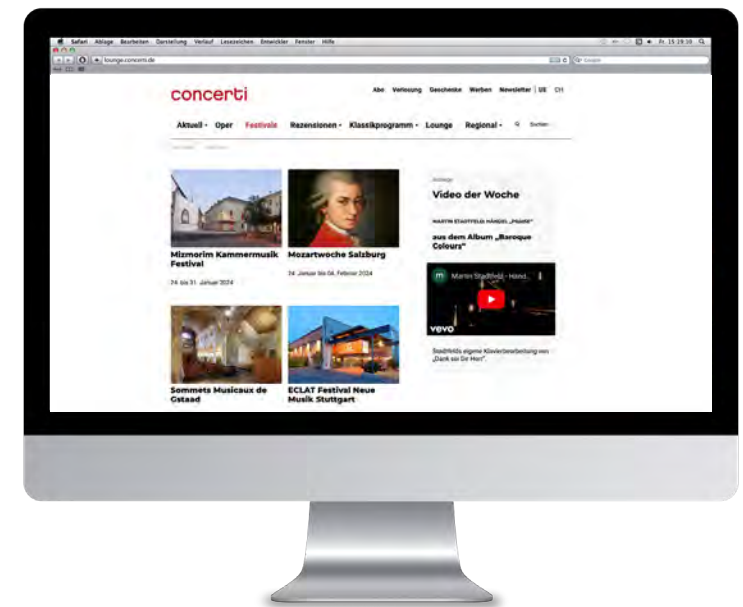
2.800 €

## Festival Outlook: "Kings Loge"

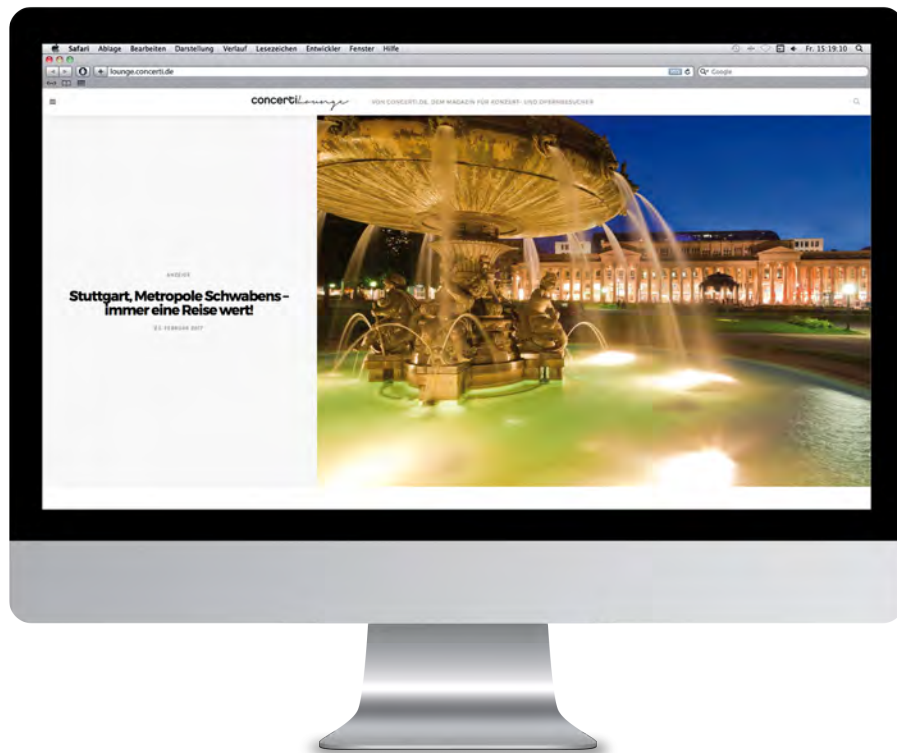
- as „First Seat“, plus
- Online campagne (banner) on concerti.de & concerti.ch with 50.000 Ad-Impressions: Medium Rectangle: 300 x 250 px (b x h)
- nationwide advertisement during festival period: Special size: 1/3 Seite quadrat, 81,5 mm x 88 mm (b x h). No trimming!

4.900 €

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



# CONCERTI LOUNGE



concerti is not for sale. All articles on musicians, concerts or CDs on concerti.de are independently produced and decided upon by our editorial team.

With the **concerti Lounge** we offer our clients a high quality environment to portray in-depth content of an interesting singular theme for our specific classical music target group. Our editorial team is in direct contact with the client to develop stories around a theme, which will capture our audience.

## The Lounge

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

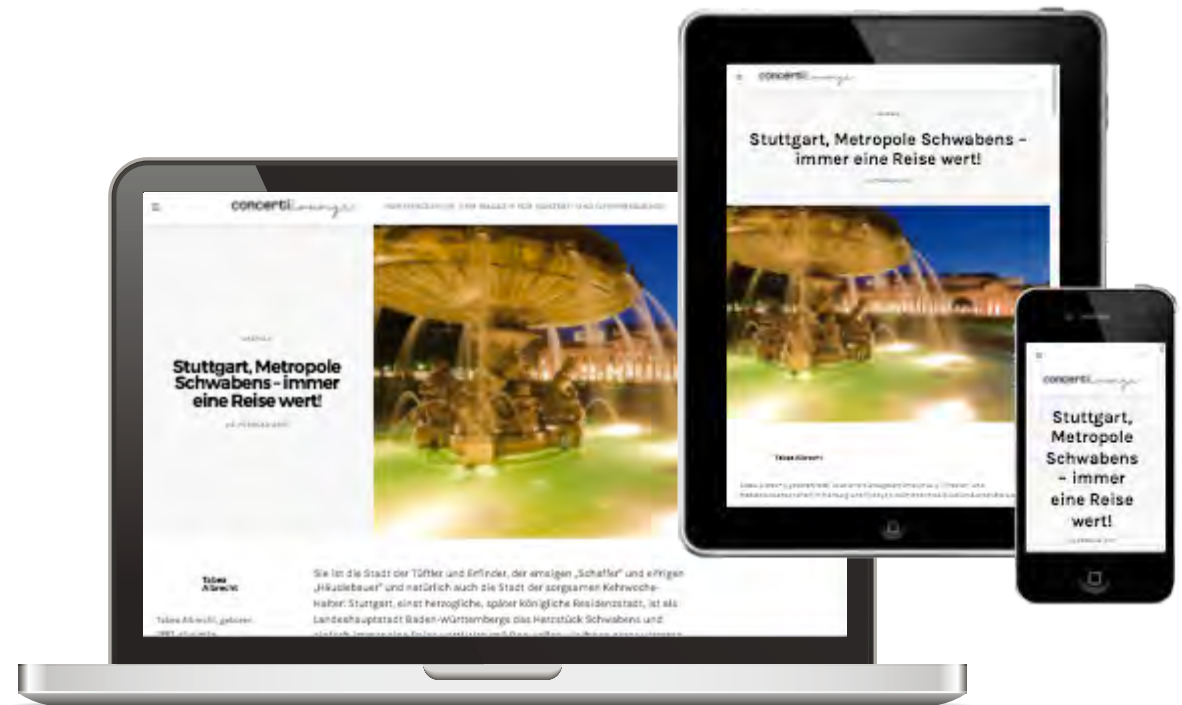
**per article 2.000 €**

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.

**Circulation:** 500.000 contacts from the start



**concerti Lounge (on mobile devices)**



# NEWSLETTER ADVERTISEMENTS ONLINE RAFFLES

## concerti.de

As a nationwide platform for classical music with exclusive interviews, inspiring concert and opera recommendations, as well as a comprehensive calendar featuring the events of all promoters, concerti.de is the central contact point for all concertgoers on the internet.

## Newsletter

The concerti.de newsletter is distributed weekly to more than 10,500 fans of classical music throughout Germany and is an important source of information and inspiration for music lovers and disseminators alike.

### 1 Newsletter Banner XL

graphics 580 x 240 px  
€ 950/ mailing

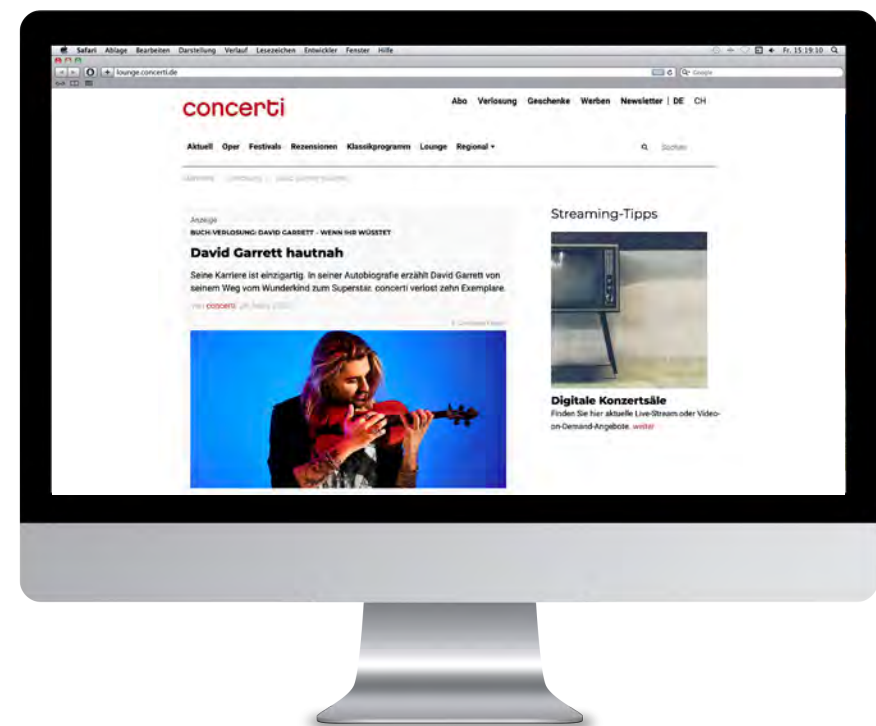
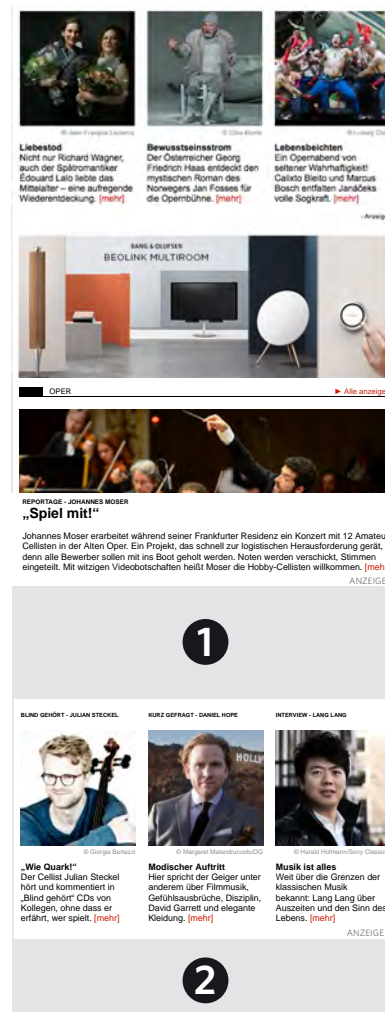
### 2 Newsletter Banner L

graphics 580 x 150 px  
€ 800/ mailing

All formats include a link to the customer's landing page, but can also be linked to the details page, or the online ticket shop on concerti.de, if requested.

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

300 x 250 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 & MR mobile\*

620 x 125 px (& 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. The HTML-Code must include a <clicktag>, that links to the landing page. Please also include additional fallback-GIFs for HTML5 Creative.

## 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](mailto:banner@concerti.de)

## Cancellation Deadline

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

\* 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.

## CONTACTS

### **Address/Place of Business**

concerti Media GmbH  
Grindelfhof 50  
D-20146 Hamburg

Telefon: 040-22 86 886-10  
Fax: 040-22 86 886-17  
E-Mail: [info@concerti.de](mailto:info@concerti.de)  
[www.concerti.de](http://www.concerti.de)

### **Managing Director**

Gregor Burgenmeister

### **Trade Register**

District Court Hamburg HRB 118098

### **VAT ID**

DE 267045953

### **Bank Details**

GLS Gemeinschaftsbank e.G. Bochum  
IBAN DE25430609671112343600  
BIC GENODEM1GLS

### **Advertising Office**

Felix Husmann  
(Publishing Director)  
tel: +49 (0)40 - 22 86 886-20  
email: [f.husmann@concerti.de](mailto:f.husmann@concerti.de)

Mirko Erdmann  
(Head of Advertising Classical Music,  
Festivals & Labels)  
tel: +49 (0)40 - 22 86 886-16  
email: [m.erdmann@concerti.de](mailto:m.erdmann@concerti.de)

Gabriele Heesen  
(Advertising Classical Music, Brands & Arts)  
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email: [g.heesen@concerti.de](mailto:g.heesen@concerti.de)

Martina Bergmann  
(Advertising Classical Music, Tourism  
& Festivals)  
tel: +49 (0)40 - 22 86 886-18  
email: [m.bergmann@concerti.de](mailto:m.bergmann@concerti.de)

### **Distribution Management & Marketing Service**

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Email: [m.ramcke@concerti.de](mailto:m.ramcke@concerti.de)