



# 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.

- **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](https://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](https://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.



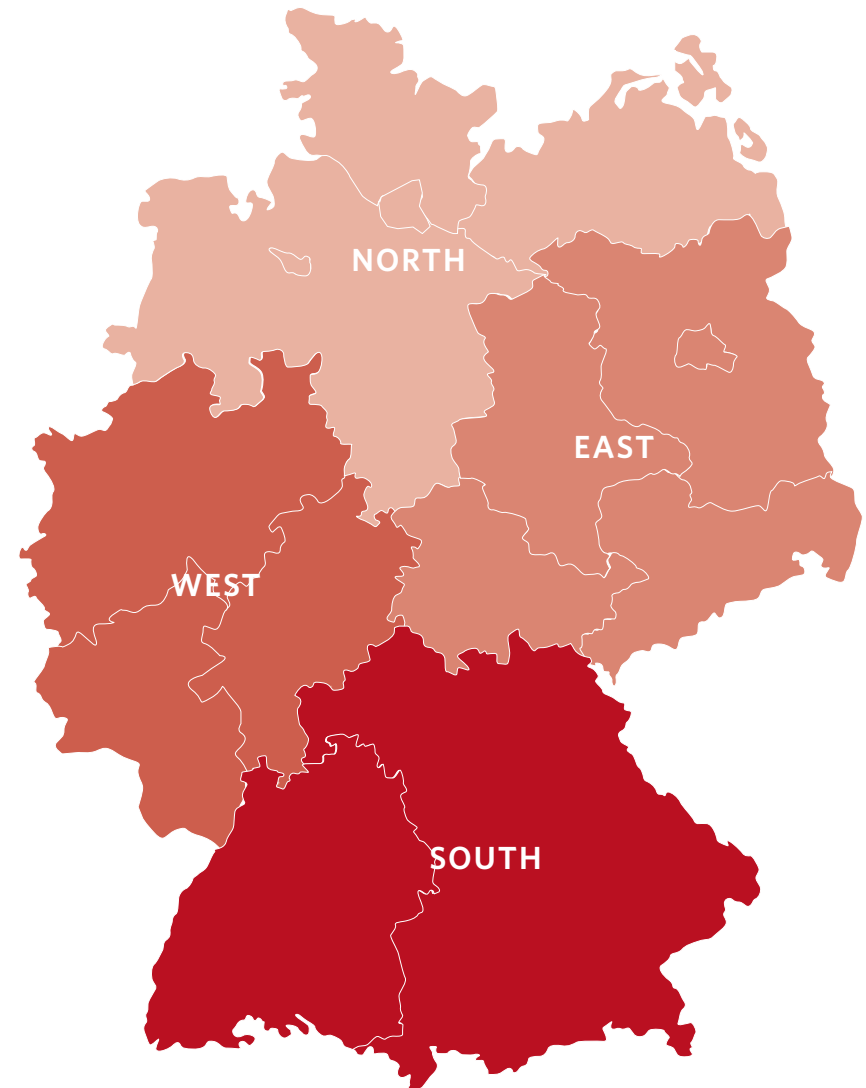
# DISTRIBUTION

## 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

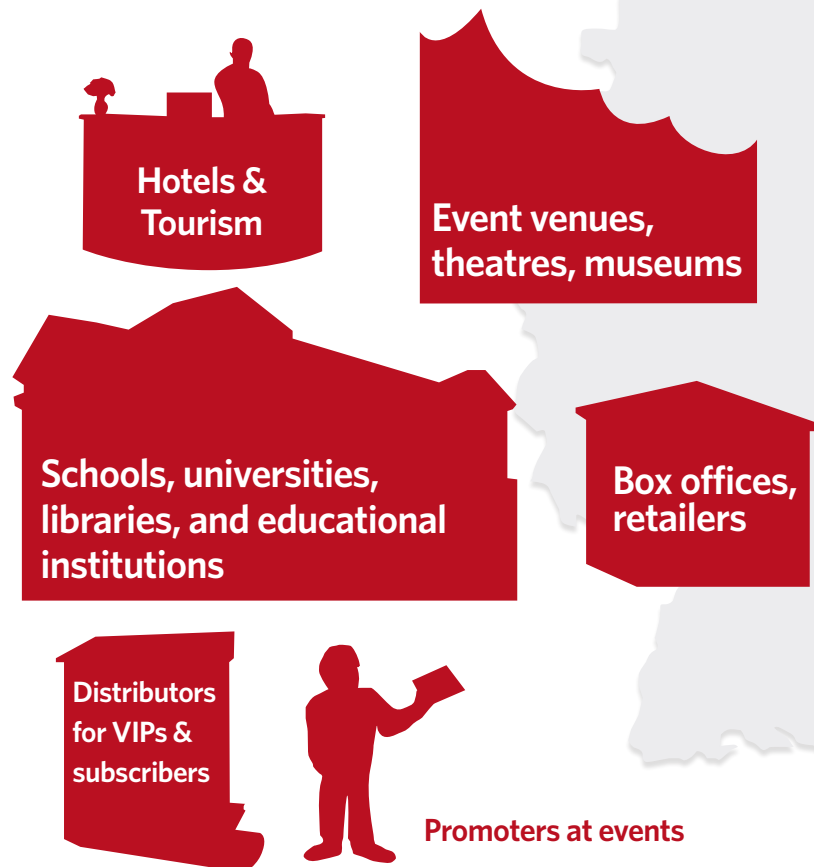


\* Circulation and distribution is tracked by the German circulation research institution (Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.)

\*\* Publisher information

# 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\*\*\*\*

**200.000** 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 €            |

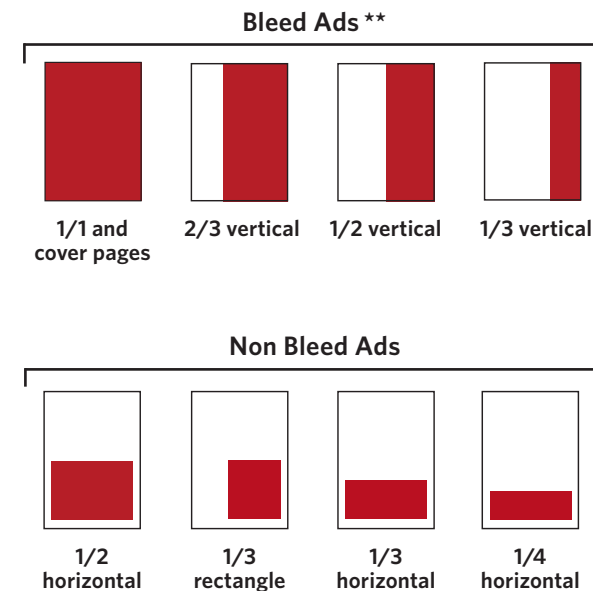
### All rates plus statutory sales tax (VAT)

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)

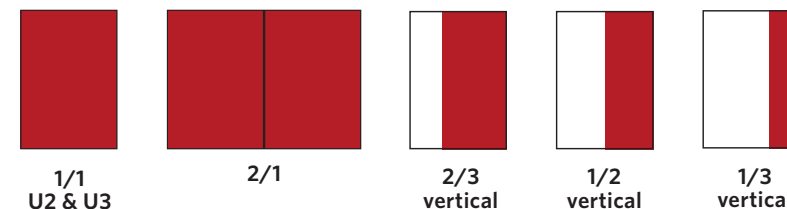
\*\*\* for ads printed across gutter



# 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)

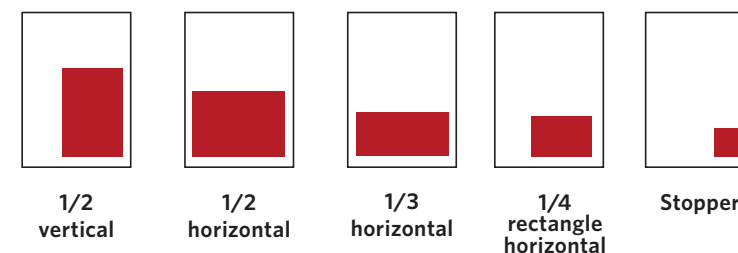
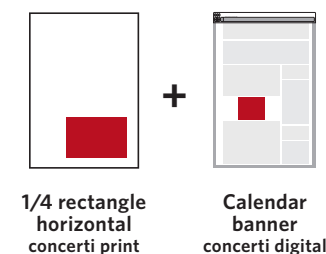
\*\*\* for ads printed across gutter

\*\*\*\* 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****<br><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](mailto:anzeigen@concerti.de)**

### Cancellation Deadline

Cancellations have to be submitted in written form

**14 days prior to advertisement deadline**

# 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](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

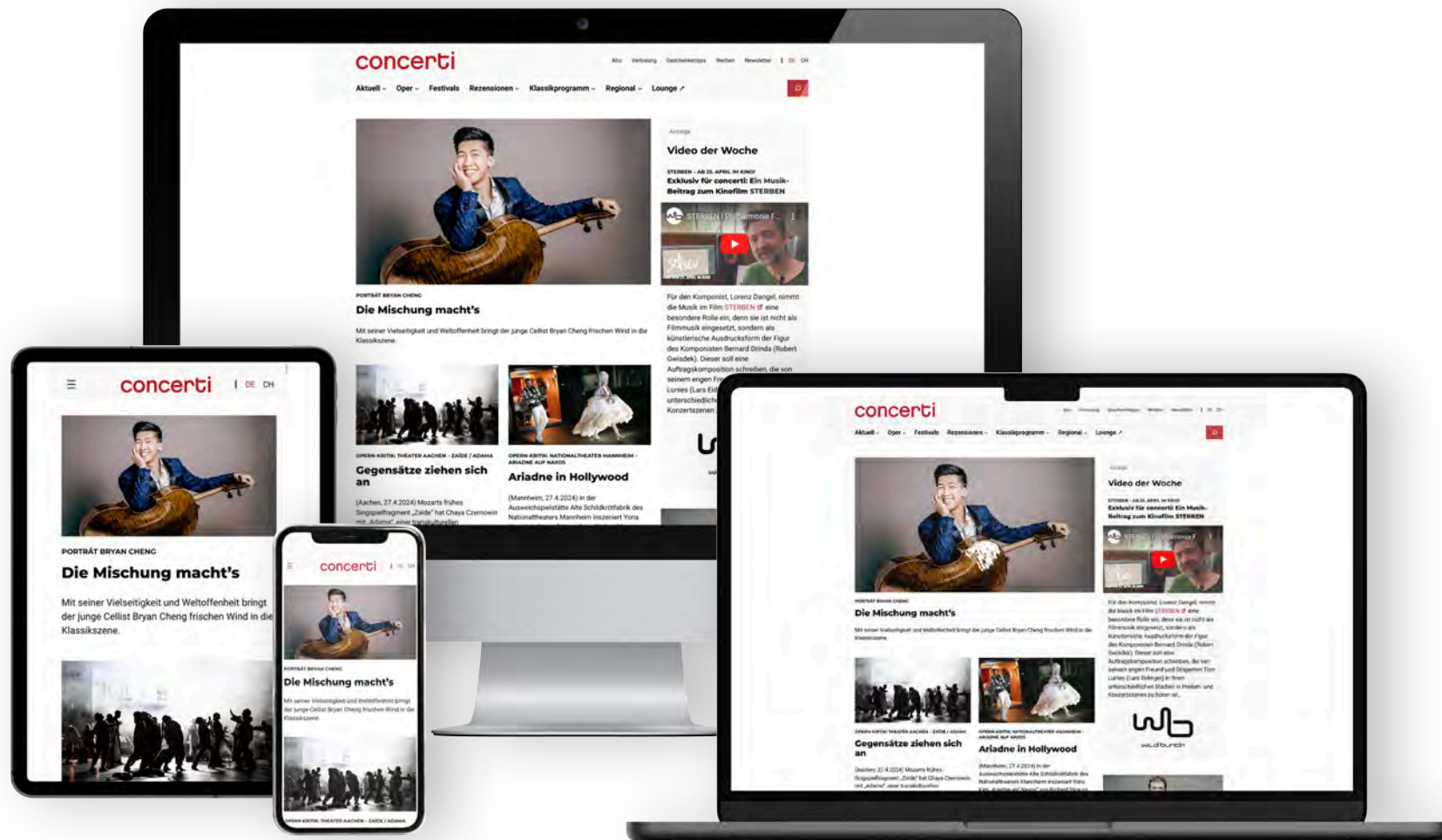
## JPEG - file requirements

Standard JPEG format with maximum quality

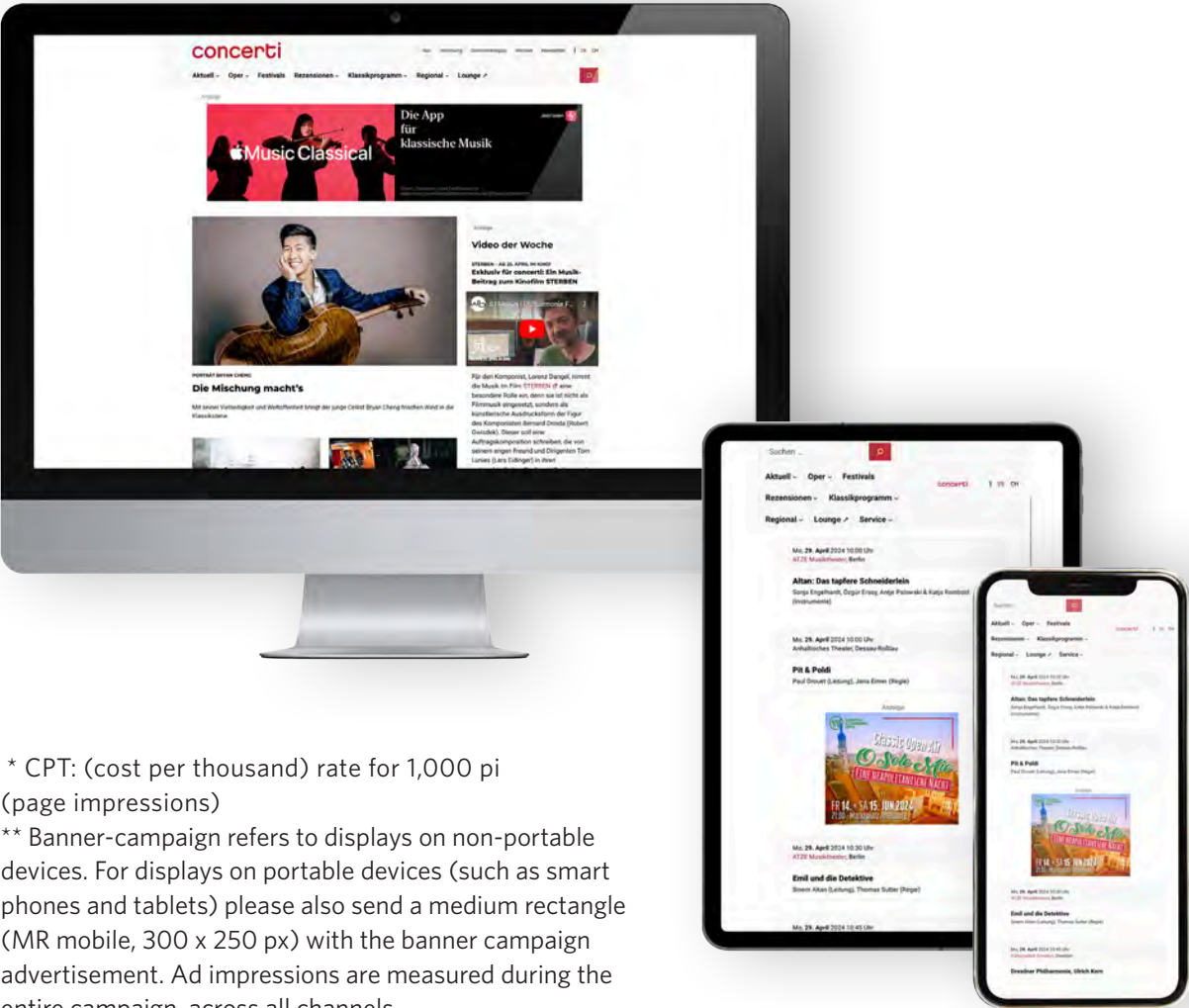
## Word/Powerpoint

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 DIGITAL

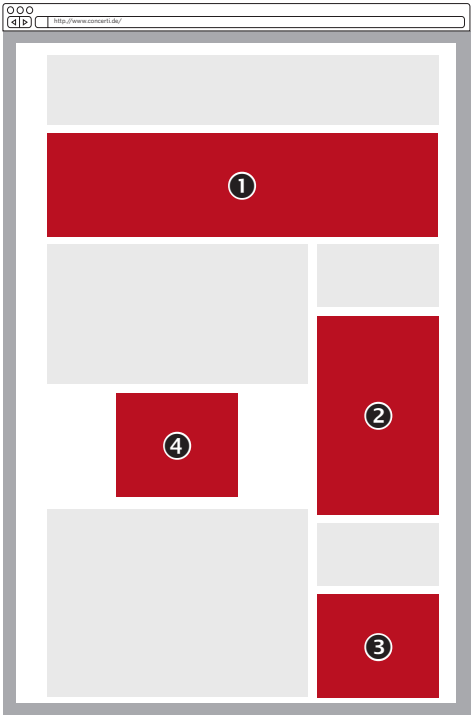


ONLINE ADVERTISING



\* 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.)

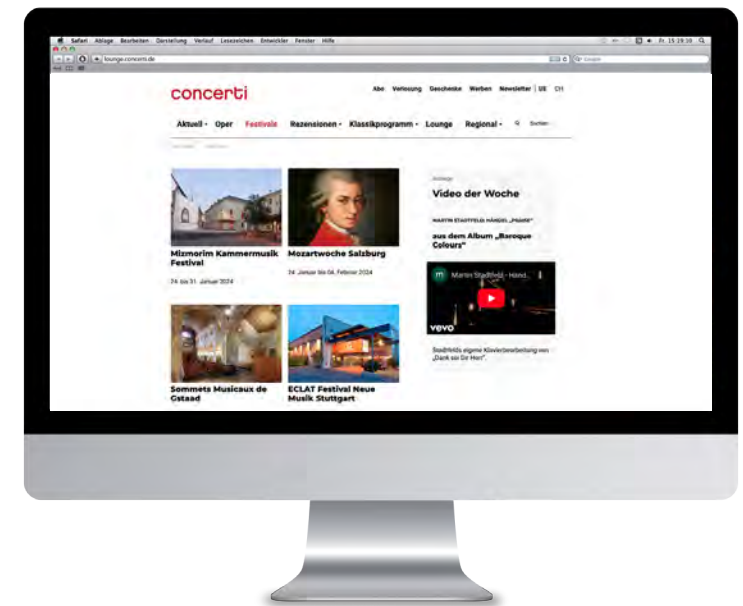
2,800 €

## Festival Spotlight "Royal Box"

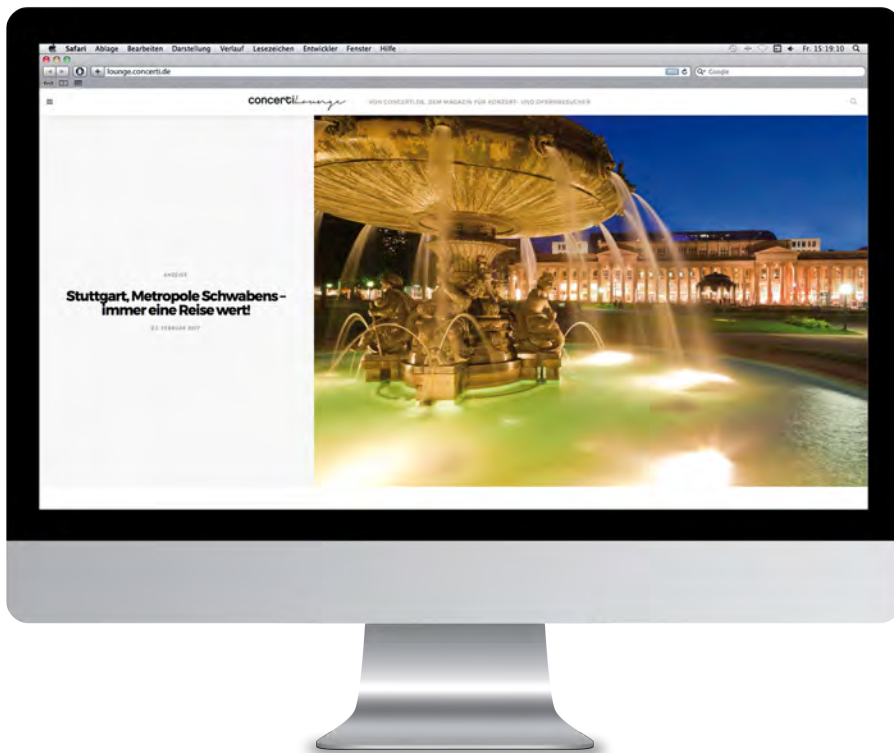
- as „Front Row“, plus
- Online campagne (banner) on concerti.de & concerti.ch with 50.000 Ad-Impressions: Medium Rectangle: 300 x 250 px (b x h)
- nationwide advertisement during festival period: Special size: 1/3 Seite quadrat, 81,5 mm x 88 mm (b x h). No trimming!

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.

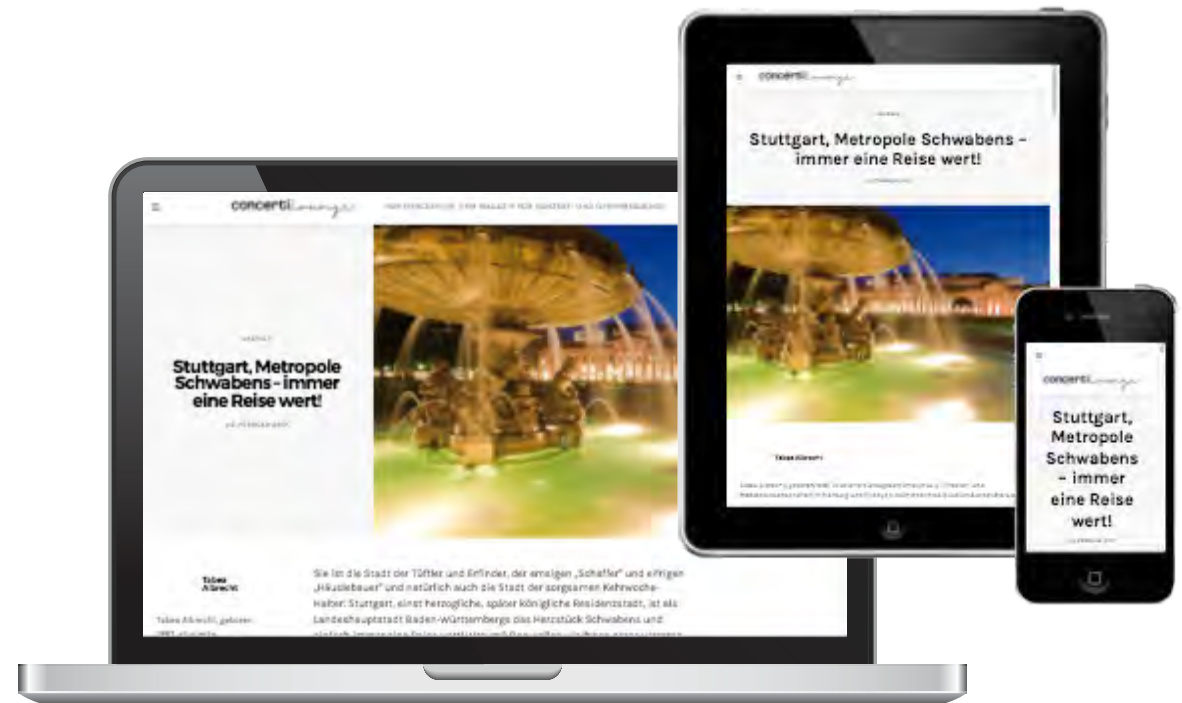
**Audience reach: 500,000 contacts\***



concerti Lounge preview page (in magazine)



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

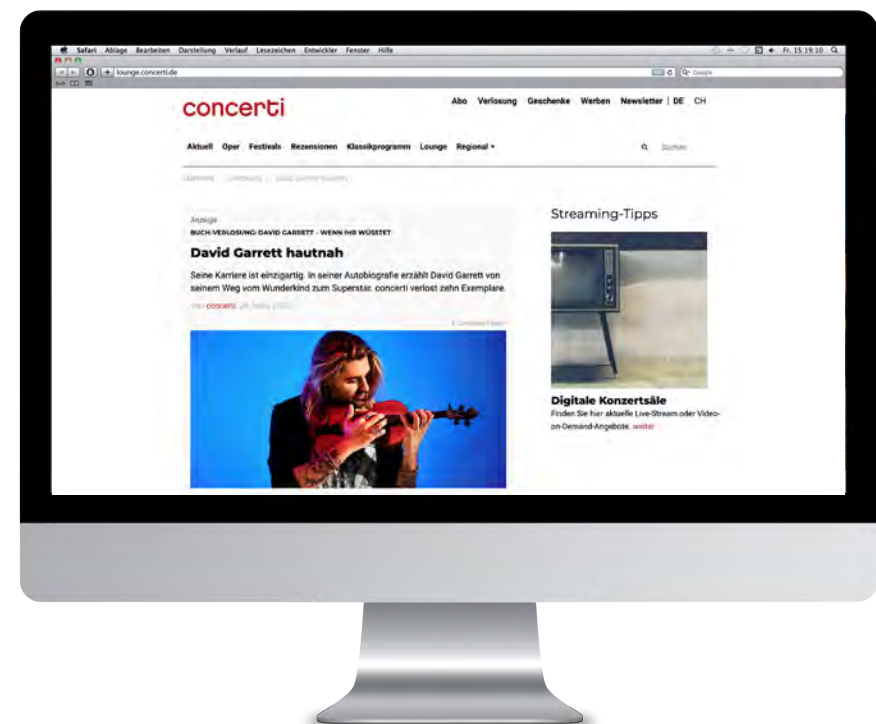
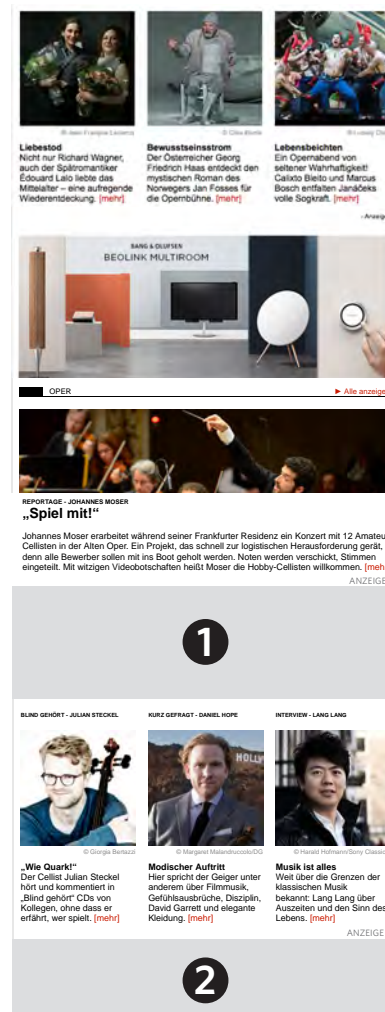
### 2 Newsletter Banner L

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](mailto: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  
fax: 040-22 86 886-17  
email: [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)  
phone: +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)  
phone: +49 (0)40 - 22 86 886-16  
email: [m.erdmann@concerti.de](mailto:m.erdmann@concerti.de)

Gabriele Heesen  
(Advertising Classical Music, Brands & Arts)  
phone: 040 - 22 86 886-32  
email: [g.heesen@concerti.de](mailto:g.heesen@concerti.de)

Martina Bergmann  
(Advertising Classical Music, Tourism  
& Festivals)  
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## **Distribution Management & Marketing Service**

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# GENERAL TERMS AND CONDITIONS

- 01** The following General Terms and Conditions («GTC») of concerti Media GmbH («concerti») shall apply exclusively. Any terms and conditions of the client that deviate from or conflict with these GTC shall not be recognized. concerti shall perform orders exclusively on the basis of these GTC. No oral side agreements exist.
- 02** Amendments or supplements to a contract concluded with concerti must be in writing. This also applies to the waiver or amendment of this written form requirement.
- 03** Unless otherwise agreed, orders must be executed within one year. If the client is entitled to request individual advertisements under a contractual agreement, the order must be fulfilled within one year from the publication of the first advertisement, and the first advertisement must be requested and published within that same period. The same applies to any discounts granted; these must be used within one year of being granted.
- 04** The right of withdrawal stated in the price list applies equally to the client and to concerti.
- 05** In the case of framework agreements, the client is entitled to request additional advertisements beyond the agreed quantity within the time period specified in Section 3 (one year).
- 06** Classified advertisements shall be published in the appropriate section at the discretion of concerti.
- 07** The client warrants that they hold all necessary rights to place the advertisement. The client shall indemnify concerti against all third-party claims arising in connection with the advertisement that are based on statutory violations. This also includes coverage of necessary legal defense costs. The client is obligated to support concerti in defending against such claims.
- 08** The client grants concerti all necessary copyright usage rights, neighboring rights, and other rights required for the execution of the contract for use in print and/or online media of all types, especially on the internet. This includes, in particular, the rights to reproduce, distribute, transmit, broadcast, extract from a database, and make available for retrieval, to the extent required for executing the order. These rights are granted without territorial limitation and include all known technical processes and forms of online use.
- 09** Advertisements that are not clearly identifiable as such due to their design will be marked accordingly by concerti.
- 10** concerti reserves the right to reject advertisements based on their content, origin, or technical format. This also applies to orders submitted through concerti representatives.
- 11** Insert orders shall only be considered binding after submission of a sample and express approval by concerti. Inserts that give the impression of being editorial content or contain third-party advertisements will not be accepted.
- 12** The client is solely responsible for timely, complete, and defect-free delivery of advertising materials. concerti reserves the right to request immediate replacement for obviously unsuitable or damaged materials. If the replacement is not delivered on time, concerti is released from the obligation to publish the advertisement.
- 13** concerti guarantees print or reproduction quality that corresponds to the technical standards customary for the booked publication based on the provided materials. **For digital formats, concerti ensures ad delivery in accordance with industry-standard technical specifications for online media.**
- 14** If the advertisement is partially or wholly illegible, incorrect, or incomplete, the client may, to the extent that concerti is responsible, request either a correct replacement advertisement or a reasonable reduction in payment, provided the purpose of the advertisement has been impaired. Further claims are excluded. Complaints must be submitted no later than four (4) weeks after receipt of the invoice. concerti accepts no responsibility for accurate implementation in the case of orders or changes placed by telephone.
- 15** Proofs shall only be provided upon explicit agreement. concerti will take into account any corrections submitted within the specified deadline.
- 16** Payments must be made within thirty (30) days of invoicing without deductions. A 3% discount may be granted for payments made within five (5) days. Details are specified in the invoice.
- 17** In the event of payment default, concerti is entitled to suspend further execution of ongoing orders until payment is received and may demand advance payment for future orders.
- 18** For printed publications, concerti will provide a proof copy upon request. Depending on the type and scope of the order, excerpts, proof pages, or full sample copies may be provided. If no proof copy can be supplied, a confirmation of publication will be issued. **For digital formats, a screenshot of the placement shall serve as proof. There is no legal claim to the provision of proof copies.**
- 19** Any costs arising from changes to the originally agreed format that are initiated by the client shall be borne by the client.
- 20** Deviations in circulation of up to 20% above or below the listed average annual circulation shall not justify price adjustments.
- 21** If a banner advertisement is booked, the agreed number of impressions is guaranteed only if the ad is not tied to a specific event date. **For digital formats, technical deviations in reach of up to 10% shall be considered contractually compliant.**
- 22** In the event that the advertisement does not appear due to force majeure or labor disputes, all obligations to fulfill the contract and pay damages shall lapse. **This also applies to interruptions in digital services due to technical issues, maintenance, or server outages, unless concerti is found to have acted with intent or gross negligence.**
- 23** The delivery of more than two (2) color templates or untimely submission of materials may negatively impact reproduction quality and ad placement, and excludes subsequent complaints. concerti reserves the right to invoice any additional costs incurred.
- 24** Print materials will only be returned upon explicit request. The obligation to retain such materials ends three (3) months after the order has been fulfilled. **In the case of digital advertising, creative assets will not be archived beyond the date of publication.**
- 25** Changes to the price list shall apply to current contracts as well, but not before three (3) months following notification.
- 26** Unless otherwise agreed, warranty claims are excluded. concerti's liability for breaches of duty—either its own or those of its agents—is limited to intent and gross negligence. This limitation does not apply to damages resulting from injury to life, body, or health, or in cases involving the absence of guaranteed features, warranties, or fraudulent concealment of a defect. In cases of simple negligence affecting material contractual obligations, liability is limited to typical, foreseeable damages.
- 27** Should any provision of this agreement or these GTC prove invalid, the validity of the remaining provisions shall remain unaffected. The same shall apply in the case of contractual gaps. The parties shall agree on a valid provision that comes closest to the economic intent of the invalid or missing clause.
- 28** Place of performance and jurisdiction, to the extent legally permissible, shall be Hamburg.