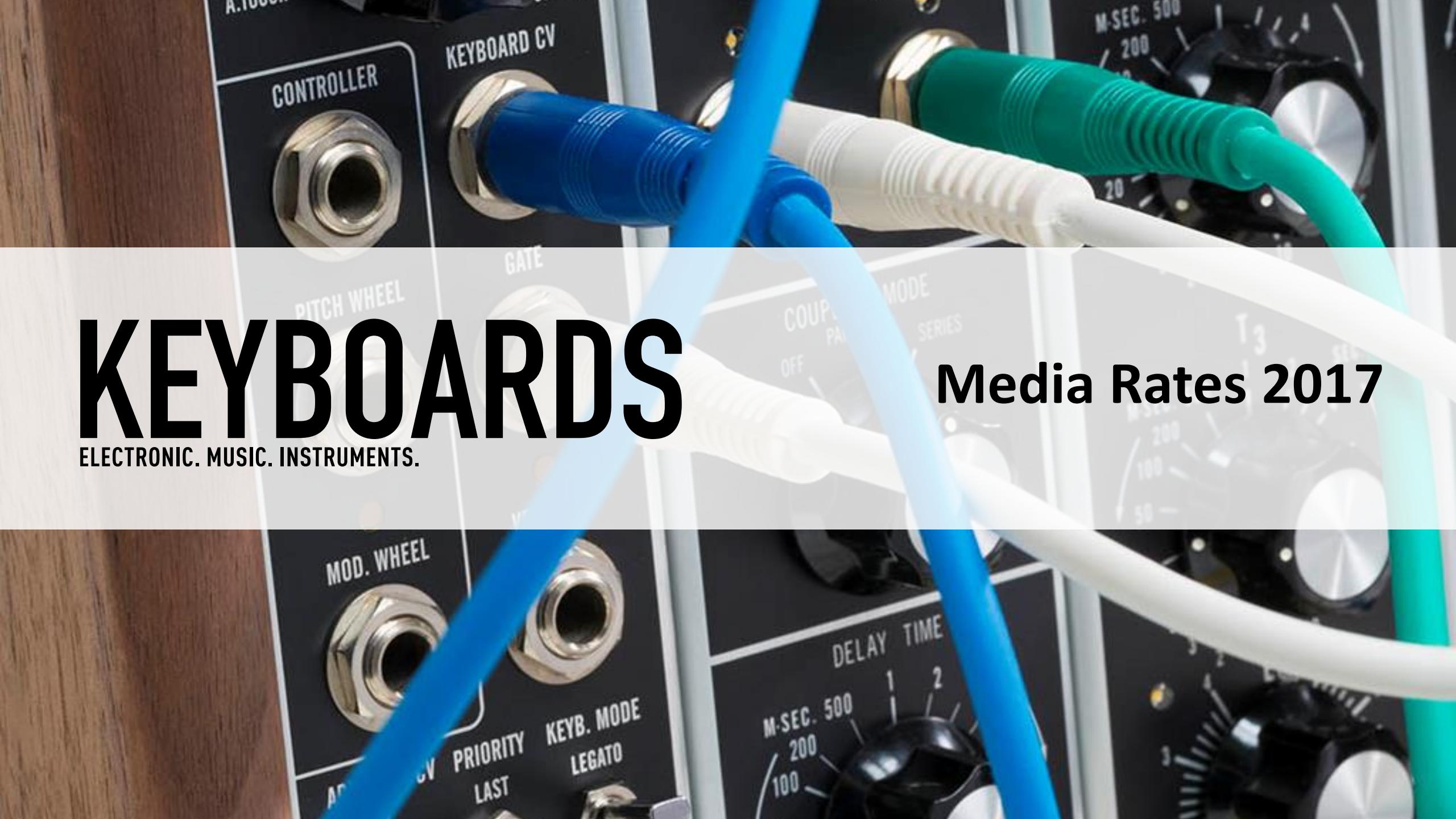
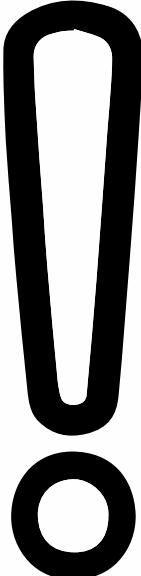


KEYBOARDS

ELECTRONIC. MUSIC. INSTRUMENTS.

Media Rates 2017





PLEASE NOTE:

Except for Print, you won't find any prices in these media data.

Why?

One size *doesn't* fit all. And neither does every form of advertising serve every purpose. Only after talking with you can we find the most appropriate advertising strategy for you.

How can you make your decision?

Simply contact us! Tell us your company's current objectives, your budget, which channels you've used in the past, and which ones you'd like to expand. Based on your answers, we'll create an offer expressly for you.

Then why are we publishing these media data?

To give you an impression of what's theoretically possible and to provide interesting suggestions.

About Us

KEYBOARDS magazine has been *the authority* in the world of keyboard instruments and electronic music and has consistently served as an important mouthpiece for the scene since 1984.

In a sector of the music world that's more strongly subject to change and more diverse than any other, KEYBOARDS accurately keeps its finger on the throbbing pulse of the times. Invariably upholding our high standards of authenticity, "look & feel," and design, we provide our customers and readers with one of the best-quality print publications on the market today. Our multimedia presence is further supported by the first-class contents of our continually growing presence online and in social media.





„Mit KEYBOARDS haben wir bereits erfolgreich die verschiedensten Anzeigenkampagnen durchgeführt und setzen die Zusammenarbeit im nächsten Jahr weiter fort.“

Anika Wilczynski – Yamaha Piano

„KEYBOARDS hat als Fachmagazin meine berufliche Laufbahn über Jahrzehnte begleitet. Das heutige Konzept aus schneller, breit gefasster News-Redaktion in Kombination mit vierteljährlich erscheinenden „Sonderausgaben“ überzeugt – so ist KEYBOARDS für mich Informations- und Inspirationsquelle in einem.“

Oliver Hutz – C. Bechstein Digital



Gerhard Mayrhofer – SYNTH-WERK



Get to know our readers directly and personally!

Conrad Connoisseur

His motto: small but fine

- Not very excited about new and short-lived products, but he highly honors tradition
- Frequently earns his living from music, either as a musician or as a provider of services
- An autodidact, he has taught himself many useful things
- Not interested in software
- Keenly interested in vintage topics and tests
- Uses all channels of information, especially YouTube

Larry Laptop

His motto: evolution rather than imitation

- Has high artistic standards, so he wants to keep evolving and developing
- Mostly makes music as a hobby on his PC
- Sidelines as a DJ, but he sees himself mostly as a producer of music
- Not very interested in technology and vintage
- Keenly interested in the topic of "internet labels"
- Primarily uses social-media apps to find information

Kevin Key-Freak

His motto: classical and down to earth

- Wants to keep having fun by playing music
- Focuses on keyboard instruments
- Plays in several bands, but only non-electronically
- Interested in reading columns and tests
- A loyal print reader, he goes online only to view websites of big stores or occasionally to look at YouTube

Patrick Pro

His motto: heart and passion

- Searches for new trends and inspirations
- Has several sources of income: live musician, producer, teacher, etc.
- Underwent a professional musical education
- Keenly interested in performing artists' philosophies and personalities, as well as in modern technology
- Gets information from all channels and especially by sharing knowledge with his colleagues



Appeal to your customers with a 360° strategy!

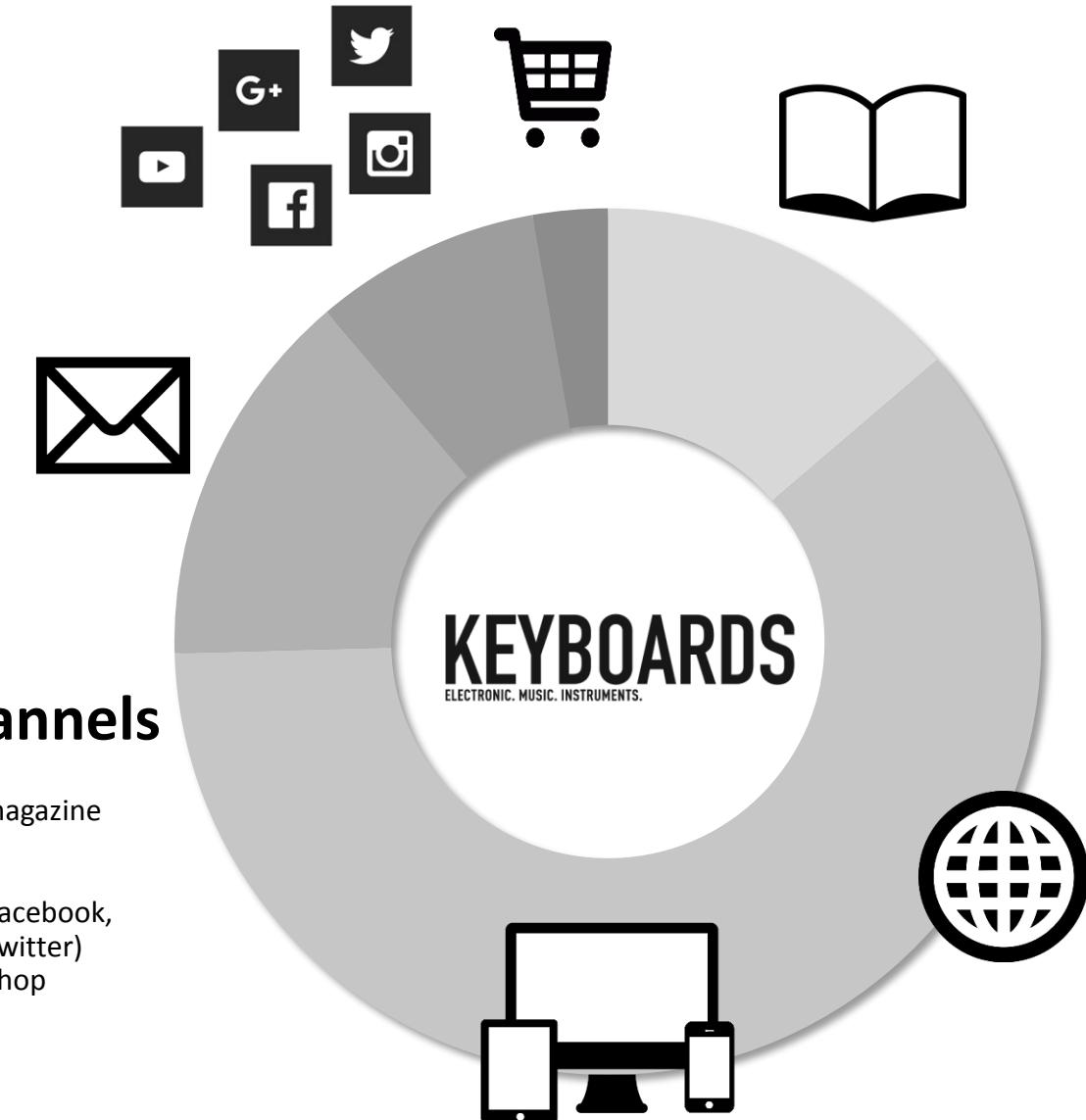
We prioritize advertising with long-lasting effects. And these can only be achieved via a holistic approach on all terminal devices. Studies show that cross-media campaigns can boost willingness to purchase by 32% and heighten interest in a product by 43%.

Source: BVDW: Mobile und Online – Crossmediale Erfolgsstrategien für digitale Werbekampagnen

Medium	
Print copies per month	6.073
Readers per month	11.235
Print/iPad subscribers	3.392
Page impressions per month	84.104
Newsletter subscribers	19.883
Social-media fans	4.079

Your advertising channels

- Quarterly printed high quality magazine
- Website updated daily
- Daily and weekly newsletters
- Five social-media-channels (Facebook, YouTube, Instagram, Google+, Twitter)
- Diverse products in the online shop





The NewEbner Touchpoints Matrix

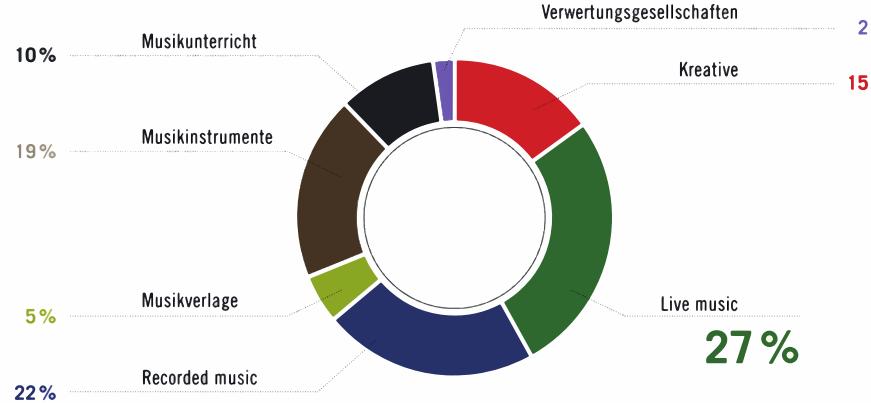
Multiple use of content through **Write & Reuse** instead of **Print & Forge**

	Owned Touchpoints				Social Touchpoints						Third Party Touchpoints							
	Print	Website	Newsletter	Own events	Facebook	Twitter	Xing	LinkedIn	Pinterest	Instagram	YouTube	Soundcloud	Wikipedia	Amazon	Other Blogs	Company Websites	PR-Portale	Other events
Format	Text	x	x	x	x					x			x	x		x	x	
	Picture	x	x	x	x				x	x			x	x	x	x		
	Infographic	x	x	x					x	x			x			x		
	Table	x	x	x					x	x			x			x		
	List	x	x	x					x	x			x			x		
	Video		x	x	x				x	x			x			x		
	Audio		x	x					x	x			x	x				
MIU																		
	Plain Text	Whole article	x	x	x								x	x	x	x		
	Text snippets		x	x						x			x	x		x		
	Info box	x	x	x	x			x	x	x	x					x		
	How Tos	x	x	x	x			x	x	x	x		x		x	x		
	Rich Text	Tables	x	x	x											x		
	Listicles	x	x	x				x	x	x	x		x			x		
Pictures	Check lists	x	x	x	x			x	x	x	x		x	x		x		
	Quiz / Survey	x	x	x	x			x	x	x	x					x		
	Photos	x	x	x	x				x	x	x	x				x		
Multimedia	(Info-)Graphics	x	x	x	x			x	x	x	x		x	x		x		
	Illustrations	x	x	x	x			x	x	x	x		x	x		x		
	Video		x	x	x			x	x	x	x		x	x		x		
360° photo	360° photo		x	x	x			x	x	x	x		x	x		x		
	Audio		x	x				x	x	x	x		x	x		x		
	Animated GIFs		x	x	x			x	x	x	x		x	x		x		
			x	x	x			x	x	x	x		x	x		x		

Key facts about Germany's economy:

- The world's fourth-strongest market
- With more than 81 million citizens, Germany is the largest market in the EU
- Germany has the lowest unemployment in the EU (7.7%, compared to the EU's average rate of 22.2%) and the joblessness rate is declining in Germany
- Best infrastructure in the EU
- The German market dominates Switzerland and Austria, which rank among the world's wealthiest countries
- German standards lead the way for EU standards
- Germany has the best internet in the EU, so multimedia has high potential here
- Germans are especially responsive to high quality and innovation

ABB. 1-4
ANTEILE DER TEILSEKTOREN AN DER BRUTTOWERTSCHÖPFUNG¹
DER MUSIKWIRTSCHAFT BASIS 2014: 3,92 MRD EURO



¹Erlöse (Produktionswert) des Teils sektors abzüglich bezogener Vorleistungen
QUELLE: Musikwirtschaftsstudie 2015, Berechnungen der FSU Jena

Key facts about the German market for musical instruments:

- 2 million musicians
- 1,216 manufacturers of musical instruments
- 1,858 musical-instrument dealers
- 931 state-run music schools (VdM association)
- 579 independent music schools (some are members of the bdfm association)
- Sales of musical instruments generate 1.5 billion euros of revenue in Germany (79 million euros in Austria; 120 million euros in Switzerland)
- String instruments account for 16.2% of these revenues
- Domestic sales experienced explosive growth (19.9%)
- 35.5% of all musical instruments exported from Germany are imported into the euro zone
- German exports have grown by 7.8% to a total 562 million US dollars
- Music production has increased by 2.9%

Sources: SOMM, IMIS, Deutscher Musikrat, Statista, NAMM 2016

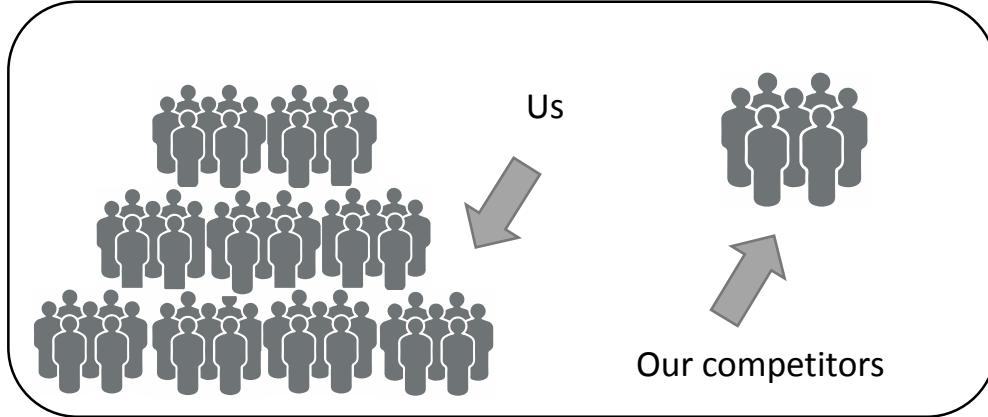


KEYBOARDS

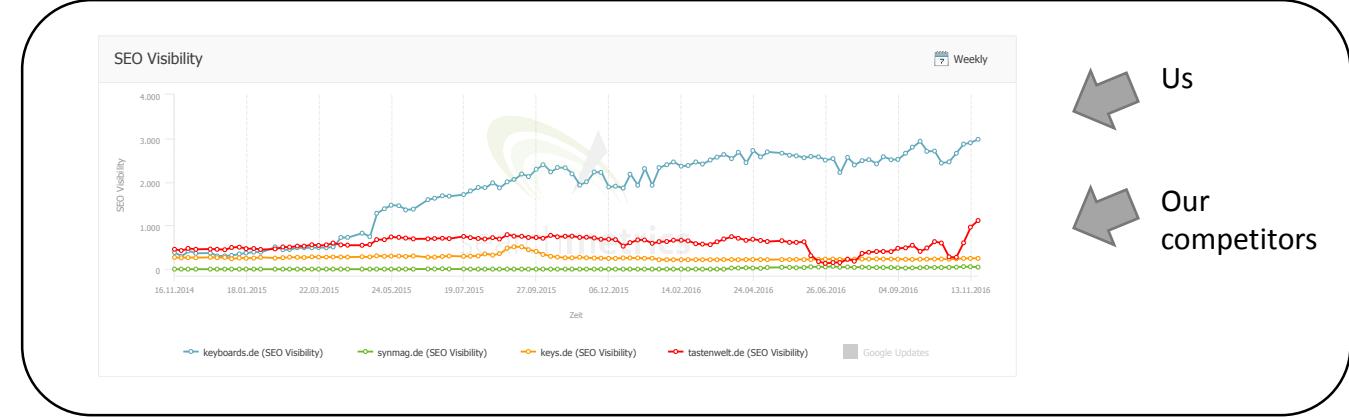
ELECTRONIC. MUSIC. INSTRUMENTS.

COMPETITORS

PRINT:



ONLINE:



Therefore:



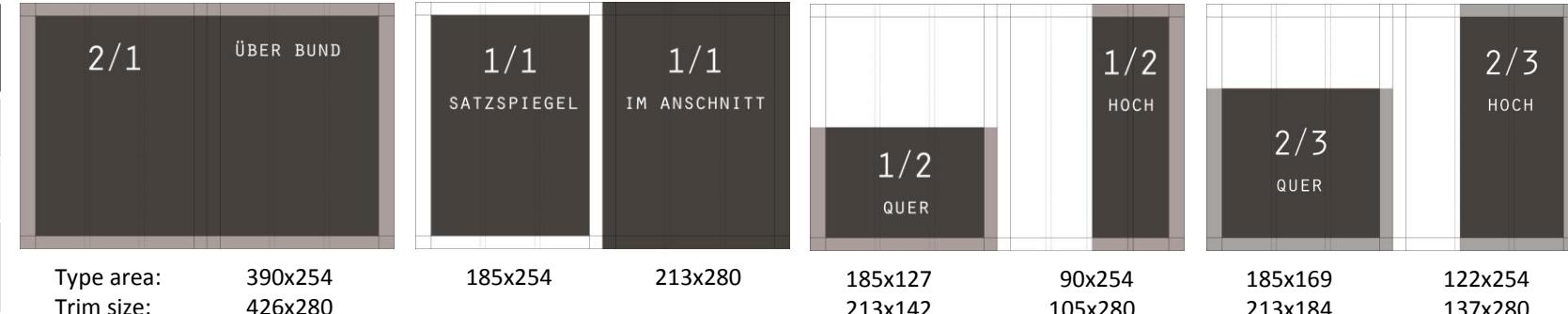
A good value is what's worth its price. Because reach is what counts. Decide for yourself!



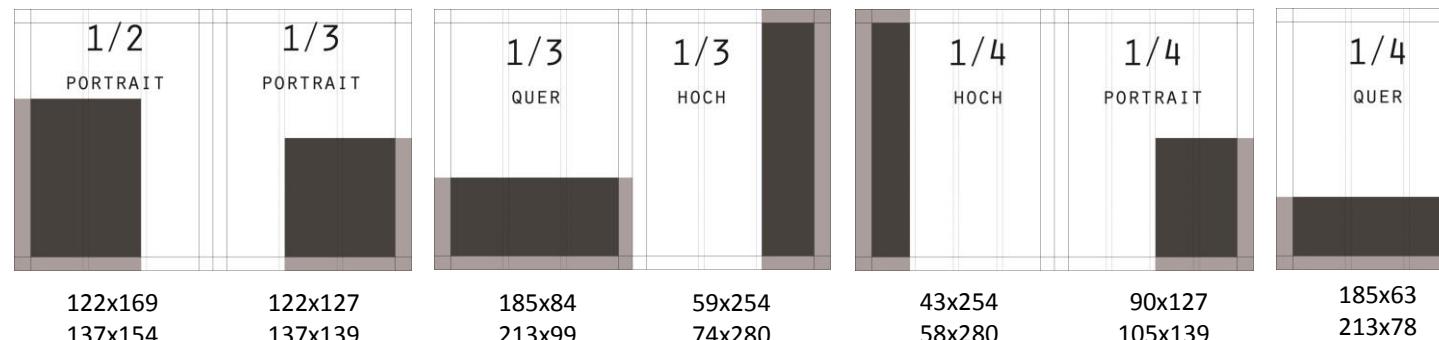
Print is intensive, precise, long lasting – and simply always “in”!

Format	4-c (€)
2/1	10470
1/1	5395
2/3	4440
1/2	2900
1/3	2230
1/4	1755

Sales for multiple bookings	
3 ads per year	5%
6 ads per year	10%
12 ads per year	15%



Quantity Scale	
1 page	5%
3 pages	10%
6 pages	15%
12 pages	20%



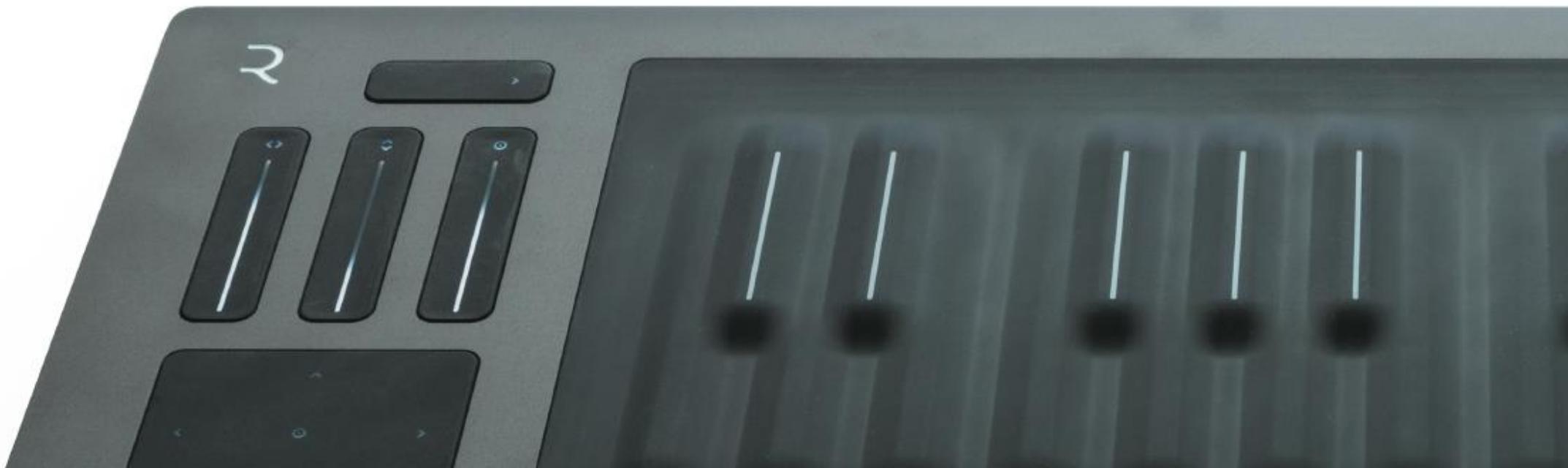
Format in mm (width x height)
Trim + 5mm all around

Specially inserted ads and printed products by request

KEYBOARSD rate card No. 32, valid from 2017. All prices subject to VAT at the applicable rate.



Issue	Deadline for advertising	Deadline for print data	Release	Events
1/17	27.02.2017	03.03.2017	24.03.2017	NAMM Show Winter Anaheim 19.-22.01.17 Musikmesse Frankfurt Frankfurt 05.-08.04.17 SUPERBOOTH17 Berlin , 20.-22.04.17
2-3/17	02.05.2017	05.05.2017	26.05.2017	
4/17	01.08.2017	18.08.2017	08.09.2017	
5-6/17	16.10.2017	20.10.2017	17.11.2017	



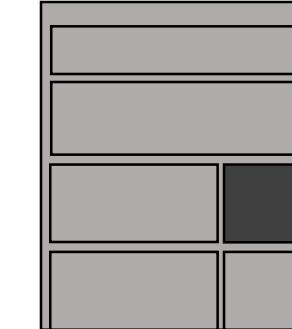
The right surroundings are decisive for the success of your banners!

Display advertising remains an important component in the marketing mix. Its importance is equal to the importance of print and social media. A banner's relevance to its thematic environment is an essential factor. Studies around the globe prove that when banners are relevant to the article that the user is reading, then the reader's acceptance and interest are strongly and positively influenced, and the advertised product is more lastingly retained in the reader's memory and mindset. At Keyboards.de, you have the opportunity to present your products in thematically relevant, search-engine-optimized surroundings. You can even combine your banners with matching keywords so the banners appear only if the keyword is present in the URL or in the text.



Billboard

Desktop version 980 x 250 pixels
Mobile version 320 x 100 pixels



Rectangle

Desktop version 300 x 250 pixels
Mobile version 300 x 250 pixels



Background

Desktop version 1900 x 1028 pixels

Reach your customers regularly and directly!

People who subscribe to the Keyboards Weekly Newsletter regularly receive an exclusive update about the top news and events in the industry. Use this attractive form of advertising for your branding and to disseminate your contents through a guaranteed mailing to 20,000 subscribers!

**Banner**

Desktop/Mobile version:
580 x 250 pixels

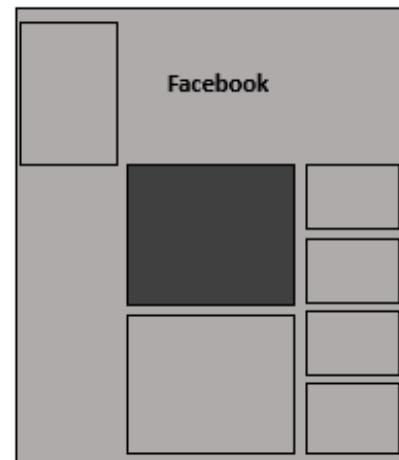
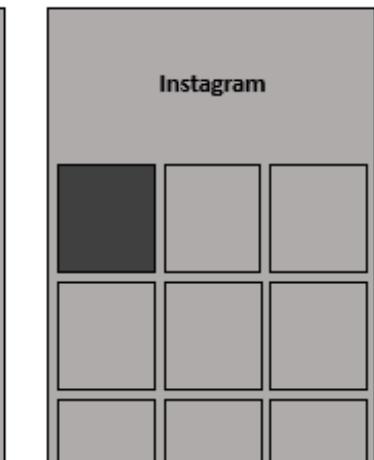
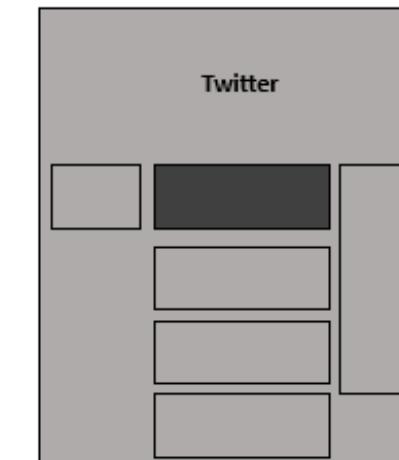
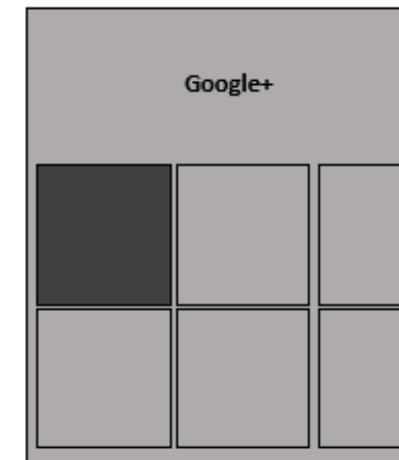
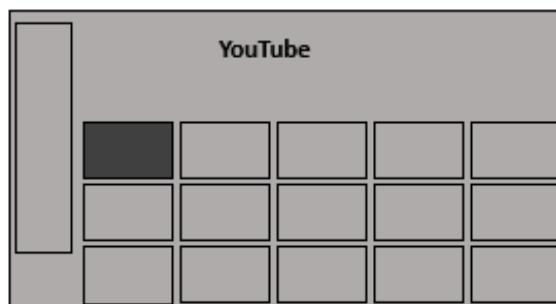
**Sponsored post**

An announcement with up to 180 keystrokes (including empty spaces), headline, link, and one picture (255 x 255 pixels, JPEG format, min. 72 dpi)

**Stand-alone newsletter**

A stand-alone newsletter with the “look and feel” of the journalistic newsletter, exclusively with your contents, pictures, and links, sent to 20,000 newsletter’s subscribers





Social media – the interactive manifestation of Web 2.0

In a digital world dominated by the “push-and-pull” principle, social media plays an essential and growing role in the marketing mix. Via our five channels, you can reach our readers with multimedia contents and you can invite them to interact directly with your brand.

Whether it's a sweepstakes, a Christmas calendar, or a product video: together with you, we identify your focus, select appropriate contents, and integrate them into our multichannel strategy for a seamless transition between journalistic content and your advertisement.

Your advertisement with the “look & feel” of KEYBOARDS

An advertorial combines your personal advertising message with the familiar appearance of KEYBOARDS. An advertorial is highly believable and it strongly attracts attention because it's embedded in a first-class journalistic environment and its layout has a structure that's already familiar to the reader.

Alongside the presentation of product highlights, market launches, or advertising campaigns with thematic relevance, comprehensive integration of contents, diverse special formats and innovative stagings is also possible both in print and on our digital platforms.

By request, we'll be glad to create an individualized advertorial that perfectly fits the journalistic surroundings and offers unique added value for the user.

	Basic	Plus	All round
Print			✓
Website	✓	✓ (with sticky post on homepage for one month)	✓ (with sticky post on homepage for one month)
Newsletter	✓	✓	✓
Social Media		✓	✓





Reach your customers with a mix of journalistic content and a commercial or brand message: that's native advertising!

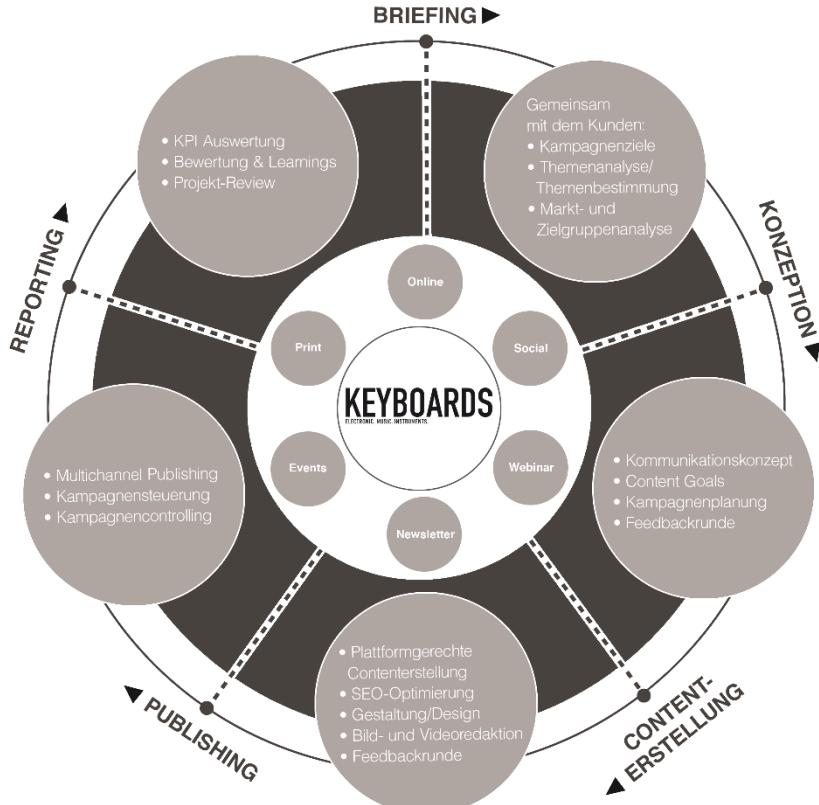
How does native advertising work?

Native advertising is storytelling. Your commercial or brand message is published as an editorial narrative (i.e. a story) in the journalistic context of our platforms. Alternatively, your company or your offer is an integrated part of a journalistic theme, but without explicit advertising for your product. Native advertising lastingly helps you to establish and expand the prerogative of interpretation of your company and your offers in the target group that's most relevant for you.

What does native advertising achieve in KEYBOARDS?

- Your content sparks strong attention and interest in our community thanks to the high credibility and extensive coverage of our media brand(s).
- Your content is published in the look and feel of our editorial environment; we'll also be happy to create content for you.
- Long-term effects are achieved because readers spend more time with your brand and your message and become more deeply involved with them.
- This is the only way to reach your target group via all relevant channels of communication (print, online, social media) and to circumvent ad blockers.
- Helps to reach the entire target group for your company and your products by getting more people interested in your topic.
- Facilitates custom-tailored communication in the target group that's relevant for you via the clear persona definition and positioning of KEYBOARDS.
- Supports your company to establish itself as a shaper of opinion about the themes that are relevant to your target group.
- Improves your brand's visibility in search engines and social-media channels through SEO-optimized multimedia storytelling (text, image, graphics, video).

Our process leads to a successful native-advertising campaign



Content is king and we are the thematic champions

We are content specialists for our target groups and we know exactly which themes interest our community. Simply let us handle the storytelling about your message. We'll make sure that your themes effectively reach our community. On your behalf, we'll conceive the campaign, create the contents, handle the multichannel publishing, manage the campaign, and do the reporting. Full service from a single source – provided by the content specialists for your target group.

Transformation at a specialist publisher - how Ebner is reinventing itself

We are a subsidiary of Ebner Publishers, so we benefit from nearly 200 years of experience as a publishing company. At 18 locations around the globe, Ebner Publishers currently publishes 88 magazines, 40 online portals, and 19 newsletters. And Ebner continues to see its future in digital commerce. Rather than being solely a market magazine, we focus on the creation of valuable and value-adding contents that reach and enrich our readers in diverse ways. Under the title "Transformation at a specialist publisher – how Ebner is reinventing itself," kress' reporter Roland Karle takes a closer look at the New Ebner strategy. Click here for a free download of his German-language e-dossier: <http://shop.communicateandsell.de/downloads-6>



We support you in your search for employment as well as in your cultural and educational tasks!



Classified-ad discount

50% off all available print advertising formats

Educational discount

(for music schools, music teachers, universities, academies, etc.)

50% off all available advertising formats

Cultural discount

(for record labels, festivals, concert promoters, theaters, publishers, etc.)

30% off all available advertising formats

Nonprofit & charitable initiatives

By request, we support these initiatives by offering special discount conditions.

No agency discounts or rebates.

Raise a ruckus!

Alongside the KEYBOARDS market, our sister brands Sticks, Sound & Recording, Gitarre & Bass, and Musikmachen serve the worlds of drums & percussion, sound & recording, guitar & bass, as well as classical instruments such as transverse flutes, violins, and trombones.

STICKS

The only German-language multichannel magazine about drummers and percussionists!

Sound & Recording

The ultimate magazine for sound and recording!

Gitarre & Bass

DAS MUSIKER-FACHMAGAZIN

The No.1 magazine for guitarists and bassists in the german-speaking area.

musikmachen.de

The new digital portal all about learning: for beginners, advanced musicians, and returnees who play classical or modern instruments.

If you book ads in two or more of our brands, you'll be eligible to receive a combination discount of 10% to 20%.



KEYBOARDS

ELECTRONIC. MUSIC. INSTRUMENTS.

ELECTRONIC. MUSIC. INSTRUMENTS.

CONTACT



Chief editor

Markus Thiel
MM-Musik-Media-Verlag
Emil-Hoffmann-Straße 13
50996 Köln
Phone +49(0)2236/96217-**41**
E-Mail m.thiel@musikmedia.de



Sales

Lea Wegerhoff
Phone + 49 (0)2236/96 217-**40**
Fax + 49 (0)2236/96 217-**940**
E-Mail l.wegerhoff@musikmedia.de



Advertising coordination

Vivien Hauser
Phone + 49 (0)2236/96 217-**85**
Fax + 49 (0)2236/96 217-**985**
E-Mail v.hauser@musikmedia.de