



Music connects.

PRICELIST NO.26

VALID FROM 01.01.2019

Rolling Stone

media impact ■

1. Portrait



Anyone who once saw the 14-meter-long truck with the distinctive red lettering roll through New York, understands the importance of ROLLING STONE: it is the most well-known music magazine brand in the world.

But the red logo stands for much more than music - it stands for a lifestyle, a lifestyle. It used to be called Rock'n'Roll. From the power with which Rock'n'Roll and his children are changing society, the American ROLLING STONE has been talking since 1967.

Our German edition has been published since 1994. We pick up the thread and continue to spin it. Today is German ROLLING STONE the largest and leading music magazine in the country.

2. Publishers Imprint

PUBLISHER



Axel Springer Mediahouse Berlin GmbH

Address

Mehringdamm 33, 10961 Berlin

Telefon: +49 (0) 30 3 08 81 88 - 0

Telefax: +49 (0) 30 3 08 81 88 - 2 23

www.axel-springer-mediahouse-berlin.de

Publishing director

Christian Nienhaus, Petra Kalb

Bank account

Deutsche Bank AG, Hamburg

Konto 720 821, BLZ 200 700 00

Circulation

monthly

Date of sale

thursday

Format

232 mm wide, 302 mm high; adhesive binding

Printing process

Cover + Content: offset print

Guaranteed paid circulation

30.000 copies

MARKETER

media **impact** ■

Media Impact GmbH & Co. KG

Axel-Springer-Straße 65

10888 Berlin

Head of Music

Martin Lippert, martin.lippert@mediainpact.de

Disposition

E-Mail: zeitschriften.berlin@mediainpact.de

Current data and services can be found at

www.media-impact.de

www.pz-online.de

www.b4p.de

PZ number

545964

Technical specifications

The current and binding technical information can be found at

www.duon-portal.de also for download as PDF.

Delivery of printing documents

The central digital artwork submission takes place via the DUON portal of the VDZ publishers under: www.duon-portal.de.

Support for use can be obtained from: support@duon-portal.de

or directly by phone +49 (0) 40 37 41 17 - 50.

General legal notice

The warranty claims stated in the general terms and conditions of the publisher require compliance with the certified, technical requirements and standards specified in the DUON portal. This also applies to a data delivery without proof.

Advertising bookings online

Advertising bookings can also be transmitted via the online booking system (OBS):

<http://www.obs-portal.de>

Terms and Conditions

The general terms and conditions of magazines (in the case of advertisements in magazines) and online media (in the case of advertisements in online media) of Axel Springer SE apply. Our complete Terms and Conditions can be found at:

www.media-impact.de/agb.

Terms of payment

Payable immediately after invoice date net cash.

1% cash discount on the granting of a SEPA mandate, if older invoices are not overdue and cash discount deduction was not expressly excluded.

When a new business relationship is established, the publisher reserves the right to demand prepayment by the deadline. In case of late payment or deferral interest will be charged in the amount of the customary bank interest for disposition credit.

3. Prices & Discounts

Adverts in ROLLING STONE - 1/1 page	Price
1c-, 2c-, 3c-, 4c-Adverts	10.000 EUR

DISCOUNTS

Volume Discount

from 3 pages 3%
 from 6 pages 8%
 from 9 pages 10%
 from 12 pages 15%

More page discount

On demand
 combination
 possibilities
 ■ See point 7

4. Dates

Issue	Date	Ad Deadline	Printing Material Deadline
02/2019	Do. 31.01.19	Do. 03.01.19	Mo. 07.01.19
03/2019	Do. 28.02.19	Do. 31.01.19	Mo. 04.02.19
04/2019	Do. 28.03.19	Do. 28.02.19	Mo. 04.03.19
05/2019	Do. 25.04.19	Fr. 22.03.19	Di. 26.03.19
06/2019	Mi. 29.05.19	Mo. 29.04.19	Do. 02.05.19
07/2019	Do. 27.06.19	Do. 23.05.19	Mo. 27.05.19

Issue	Date	Ad Deadline	Printing Material Deadline
08/2019	Do. 25.07.19	Do. 27.06.19	Mo. 01.07.19
09/2019	Do. 29.08.19	Do. 01.08.19	Mo. 05.08.19
10/2019	Do. 26.09.19	Do. 29.08.19	Mo. 02.09.19
11/2019	Do. 24.10.19	Mi. 25.09.19	Fr. 27.09.19
12/2019	Do. 21.11.19	Mi. 23.10.19	Fr. 25.10.19
01/2020	Do. 19.12.19	Do. 21.11.19	Mo. 25.11.19



Music. Rock'n'Roll. Media.

5. Ad formats & prices

1Butput on all sides 3 mm.
 2scale colors of four-color printing.
 No placements on page-by-page advertisements.
 Safety distance: Minimum distance to trimming due to bleeding risk for fonts and picture elements left / right = 8 mm, top / bottom = 5 mm.
 All prices in Euro plus VAT

Format			Print space		Magazine bleed ¹		Price
			wide in mm	hight in mm	wide in mm	hight in mm	1c, 2c, 3c, 4c ²
1/1 page			212	277	232	302	10.000,-
3/4 page	high		150	277	160	302	8000,-
	tall		212	202	232	217	
2/3 page	high		133	277	141	302	7000,-
	tall		212	180	232	193	
1/2 page	high		98	277	108	302	6.000,-
	tall		212	136	232	150	
1/3 page	high		63	277	71	302	4.000,-
	tall		212	89	232	103	
1/4 page	high	1 column	45	277	56	302	3.500,-
	high	2 column	98	136	-	-	
	tall	4 column	213	68	232	82	
1/8 page	high	1 column	46	136	-	-	2.000,-
	tall	2 column	98	65	-	-	
1/16 page	high	1 column	46	65	-	-	1.500,-
Formats over the cutting edge							
2/1 page			400	249	420	285	20.000,-
1 3/4 page			353	249	360	285	18.000,-
1 1/2 page			307	249	317	285	16.000,-
1 1/4 page			261	249	271	285	13.500,-
Special placements							
2. Coverpage					232	302	12.000,-
4. Coverpage					232	302	11.000,-

6. Ad Specials

	Insert		Pull-out supplements		Glued insert	
	Weight	Price	Count	Price	Kind	Price
Price per 1.000 copies						
a) Mailed circulation	until 20 g	90,-	4 Seiten	95,-	Postcards	85,-
	until 30 g	95,-	8 Seiten	98,-	Prospects/others	90,-
	until 40 g	100,-	12 Seiten	100,-	Product samples	95,-
			16 Seiten	103,-		
b) Subs circulation¹	until 20 g	111,-	4 Seiten	116,-	Postcards	95,-
	until 30 g	126,-	8 Seiten	129,-	Prospects/others	on demand
	until 40 g	141,-	12 Seiten	141,-	Product samples	by weight
			16 Seiten	by weight		
<i>Discounts</i>	<i>none</i>		<i>none</i>		<i>none</i>	

¹ Prices include weight-based postage. Additional postal costs due to enclosed items from 2.5 to 30 mm will be charged separately.

The prices may increase if the nature of the ad specials complicates the processing and causes additional costs.

All prices in Euro plus VAT

6. Ad Specials

Note on third-party products in journals: An information sheet on "Technical Guidelines Third-Party Products in Magazines" can be requested directly from:
BUNDESVERBAND DRUCK UND MEDIEN E.V., Biebricher Allee 79, 65187 Wiesbaden.

	Insert	Pull-out supplements	Glued insert
Booking options	- print run - part circulation on demand - minimum circulation 12.000 copies	- print run	- print run
Four weeks before the first day of sale, the current planned circulation must be requested.			
FORMATS			
Minimum format	105 mm wide, 148 mm high	114 mm wide, 158 mm high inkl. 3 mm routing edge and 3 mm head trim	70 mm wide, 90 mm high Minim. 20 mm distance to trimming Minim. 30mm distance to fold
Maximum format	205 mm wide, 280 mm high	216 mm wide, 291 mm high inkl. 3 mm routing edge and 3 mm head, feet and lateral trim	190 mm wide, 195 mm high Minim. 20 mm distance to trimming Minim. 30mm distance to fold All larger or smaller formats must be glued manually.
Weight	Maximum weight depends on format and scope		
Paper weight	2 pages minim. 150 g/m ² 4 pages minim. 100 g/m ² 8 pages minim. 100 g/m ² 12 pages minim. 56 g/m ² 16 pages minim. 56 g/m ²		
Processing information	Running direction parallel to the fold		Distance head to bottom edge of the glued insert at least 148 mm Adhesion tolerance +/- 10 mm 2 pages postcard at least 150 g / m ² from 4 sides at least 52 g / m ² Multi-sided inserts must be closed in the bundle.

6. Ad Specials

DELIVERY ADDRESS

Dierichs Druck + Media GmbH & Co. KG
Peter Reiting
Frankfurter Straße 168
D-34121 Kassel

Delivery

10 working days before first day of sale free printing company. The ad specials must be delivered in such a way that they can be processed without additional effort. Pallets and accompanying documents must be with exact quantities and the hint
ROLLING STONE, Edition no./year, advertiser.

For brochures and samples, the acceptance of an order depends on the successful one

Carrying out a test run. For this, the client has to provide the publisher with approximately 500 original samples 4 weeks before the first day of sale in the original packaging with the desired standard specification. Highly demanding
Leaflets and samples are to be positioned on the advertisement page in such a way that a crosswise packing of the booklets is made possible. For particularly difficult to process brochures
Beiklebern the price of samples is calculated.

In any case, no later than 6 weeks before the first day of sale, the submission of 10 binding samples with the desired standard specification is required.

Subsidy

A processing allowance of 2% is required.

Right to postpone

When partial circulations are booked, the publishing company reserves the right to move the ad.

The publisher reserves the right to reject orders for samples that are not easy to dispose of with the waste paper. If necessary, costs for separate disposal must be borne by the client.

7. Kombinationen

Display in lifestyle combinations - 1/1 page

Reach the largest readership of music fans in Germany and save money!

FORMATS			
AS - Music-Powerkombination1 ROLLING STONE, MUSIKEXPRESS, METAL HAMMER	558164	24.000,-	6.000,-
AS - Music-Kombination2 MUSIKEXPRESS, METAL HAMMER	562500	17.000,-	3.000,-
AS - Music-Kombination 23 ROLLING STONE, MUSIKEXPRESS	569894	17.000,-	3.000,-
AS - Music-Kombination 34 ROLLING STONE, METAL HAMMER	510432	17.000,-	3.000,-

DISCOUNTS

volume discount

from 3 pages 3 %
from 6 pages 8 %
from 9 pages 10 %
from 12 pages 15 %

A combination booking (1/1-Seite) is considered as ONE page.

More page discount

On demand
The combinations only work if the first sale days of the magazines are in the same month and the order is placed by the end of the month
Ad closing date of the title with the earliest date has occurred

1Brutto range: 970.000 readers (Source: AWA 2018)
2Brutto range: 600.000 readers (Source: AWA 2018)
3Brutto reach: 720.000 readers (Source: AWA 2018)
4Brutto reach: 620.000 readers (Source: AWA 2018)
All prices in Euro plus VAT

7. Kombinationen

AS - Music-Powerkombination¹



AS - Music-Kombination¹



AS - Music-Kombination 2¹



AS - Music-Kombination 3¹



Kombination with all three	
Formats	Prices (1c, 2c, 3c, 4c) ¹
1/1	24.000,-
3/4	19.200,-
2/3	16.800,-
1/2	14.400,-
1/3	9.600,-
1/4	8.400,-
1/8	4.800,-
1/16	3.600,-
2/1	48.000,-

Kombination with two magazines	
Format	Prices (1c, 2c, 3c, 4c) ¹
1/1	17.000,-
3/4	13.600,-
2/3	11.900,-
1/2	10.200,-
1/3	6.800,-
1/4	5.950,-
1/8	3.400,-
1/16	2.550,-
2/1	34.000,-

Iscale colors of four-color printing.
No placements on page-by-page advertisements.
All prices in Euro plus VAT

8. Technical Specifications

Technical Specifications // ROLLING STONE

Size

232 mm in width, 302 mm in height

Bleed allowance
on all sides 3 mm

Bleed-Motive

Design elements of the ad that should not be trimmed,
need a space of at least 8mm from size limit of the booklet.

Paper

Cover: PT 1 // Content: PT 3

Printing Process

Cover: Offset // Content: web offset

Profil

Cover: ISOcoated_39L_v2_300_eci.icc

Content: PSO_LWC_Standard_46L_eci.icc

Layout Files

Layout files: PDF // Image files: Photoshop (Mac and PC)

Resolution

figurative element CT: 300 dpi = 120 L/cm // Linework

LW: 1.200 dpi = 480 L/cm

Processing

Adhesive binding

Contact/sent to:

druckunterlagen-zeitschriften@axelspringer.de

9. rollingstone.de



ROLLING STONE is the world renowned music journalism brand and an authority on pop culture news coverage. ROLLING STONE Online brings you in-depth news from the rock and pop scenes which are reliable and entertaining at the same time. It also offers advice and opinions on the most important new album releases and reissues, exclusive acoustic sessions and video interviews, elegant photo galleries covering 60 years of music history and international rankings, as well as blogs and exclusive contributions from the magazine's authors. It also reports on live events and festivals, which have a high service value.

And what's more, pop-culture topics such as film & TV, culture and politics are receiving increasing coverage. This includes news items and longer texts on political developments, as well as historical analyses of films and television, cinema reviews and blogs. All this gives the brand a high cultural relevance even outside of music.

facebook.com/rollingstonemagazin
twitter.com/rollingstoneDE
instagram.com/rollingstone_de

The users of rollingstone.de!

- 62% are male
- 49% are 20 to 39 years old

Social Media (2018-09)

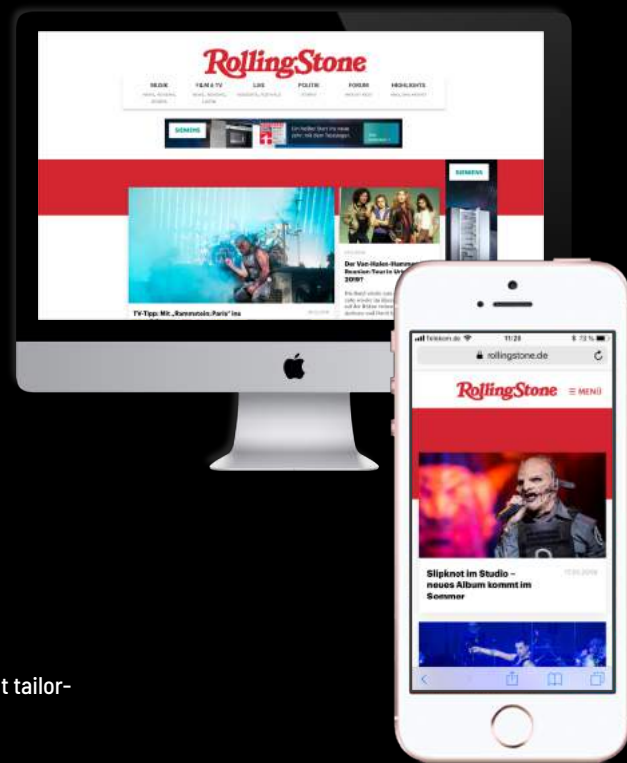
- Facebook reach: 300,458 fans
- Twitter reach: 34,292 followers

Key figures (per month)

- Unique User: 1,372,5691
- Visits: 2.416.9661
- Page Impressions: 4,476,1441

Individual Implementations Apart from classic advertising material, we are happy to implement tailor-made solutions:

- Competitions
- advertorial packages
- Specials
- Sponsorship
- Native Advertising



Quelle: Google Analytics, Juli 2018

9. rollingstone.de

INDIVIDUAL COMMUNICATION SOLUTIONS: **ADVERTORIAL**

Right in the middle and close: our readers share our mindset and lifestyle. Achieving it on a daily basis is deeply rooted in our communication. You can benefit from this know-how!

Let us work for your brand!

Basic offers are the ADVERTORIAL and the BRAND STORY. The main distinguishing feature of the ADVERTORIAL is that content is delivered by the advertiser and we integrate the material into our products.

ADVERTORIALS ¹ (run-time 4 weeks)	Ad Impressions	Price
Paket M <ul style="list-style-type: none"> Creation of an Advertorial according to your conditions One Teaser on the homepage: B-Teaser fixed placement 	80.000	6.100,-
Paket L <ul style="list-style-type: none"> Creation of an Advertorial according to your conditions Two Teasers on the Homepage: A-Teaser with 1 day run-time and B-Teaser fixed placement 	250.000 (Teaser & Banner Ais)	7.700,-
Paket XL <ul style="list-style-type: none"> Creation of an Advertorial according to your conditions Two Teasers on the Homepage: A-Teaser with 1 day run-time and B-Teaser fixed placement AdBundle stationary + mobile Medium Rectangle for traffic input 	420.000 (Teaser & Banner Ais)	10.700,-

¹ Plus. creation costs of 1.250 euros.
These are not discount- and AE-capable but VAT-liable.
All prices in Euro plus VAT

The screenshot shows a Rolling Stone article with the headline 'Münchener und exklusive Hin- und VIP-Tickets für Konzerte im SparkassenPark Muenchengladbach gewinnen'. Below the headline is a large photograph of a concert crowd. The article text is partially visible, mentioning 'Die Sparkassen Park Muenchengladbach...'. At the bottom of the article, there is a red 'VIP' badge with a white star.

9. rollingstone.de

INDIVIDUAL COMMUNICATION SOLUTIONS:

BRAND STORY

The BRAND STORY is a possible foundation for your content marketing campaign. In coordination with our advertisers, we create an editorial, for A story or a branded section, and publish this in our Look & Feel.

The language, the presentation, the theme - we know how our readers are addressed successfully and implement this for our partners!

We are happy to design individual content concepts for your brand - from distribution to content production to 360° creative concepts. More information can be found at: <http://www.axel-springer-mediahouse-berlin.de/contentmarketing>.

Technical specifications of the forms of advertising can be found at <http://www.mediaimpact.de/specs>. All prices are (unless otherwise stated) as TKP or fixed prices, less AE, plus VAT. Changes and errors excepted.

BRAND STORY ¹ (max. run-time 6 weeks)	Page Views	Price
Paket S <ul style="list-style-type: none">• Text Brand Story mit jeweils: A-Teaser auf der Startseite• Native Teaser• Native Teaser Social Media (Facebook)	6.000	22.500,-
Paket M <ul style="list-style-type: none">• Text Brand Story inkl. Native Teaser (Stationär & Mobil)• Social Media Postings (Facebook o. Instagram)• Home A-Teaser	15.000	50.000,-
Paket L <ul style="list-style-type: none">• Text Brand Story inkl. Native Teaser (Stationär & Mobil)• Social Media Postings (Facebook o. Instagram)• Home A-Teaser• Snapchat Story	20.000	62.500,-

¹ Zzgl. Kreativekosten. Paket S: 3.500 Euro;
Paket M: 4.000 Euro; Paket L: 4.500 Euro.
Diese sind nicht rabatt- und AE-fähig jedoch MwSt.-pflichtig.
Alle Preise in Euro zzgl. MwSt.

A woman with long hair and sunglasses is shown from the chest up, her arms raised in the air. She is looking upwards with a joyful expression. The background is a warm, hazy sunset or sunrise, with other people's hands visible in the foreground, suggesting a large festival or concert. The overall mood is energetic and celebratory.

10. Festival Special „Summer. Music. Festivals.“

In digital times, music can nowhere be experienced as directly as at festivals. Every summer, hundreds of thousands come together and leave their normal life behind for a weekend to indulge in the love of music and the meaningful energy of the community experience.

10. Festival Special „Summer. Music. Festivals.“



*Dummy-Cover



PRINT



DIGITAL



HEFT-CD



SOCIAL
MEDIA



?
INDIVIDUELLE
IDEEN...

The collaborative festival special of ROLLING STONE, MUSIKEXPRESS and METAL HAMMER will be included in the overall edition of Issue 06/2019 and will provide a concise preview of selected festivals with all the major open air and relevant information. He is the inspiration and constant companion for this year's festival summer.

In addition to the calendar we publish an exclusive festival booklet CD.

On our websites and social media channels, major specials extensively cover all the relevant festivals, including pre and post coverage, information, videos and picture galleries.

WE OFFER

Reach with quality!

With the crossmedia festival special in our media, you can reach almost **7 million** contacts.

11. International Music Award

A COMPLETELY NEW MUSIC PRIZE
THAT RECOGNIZES COMMITMENT
AND INNOVATIVE POWER..

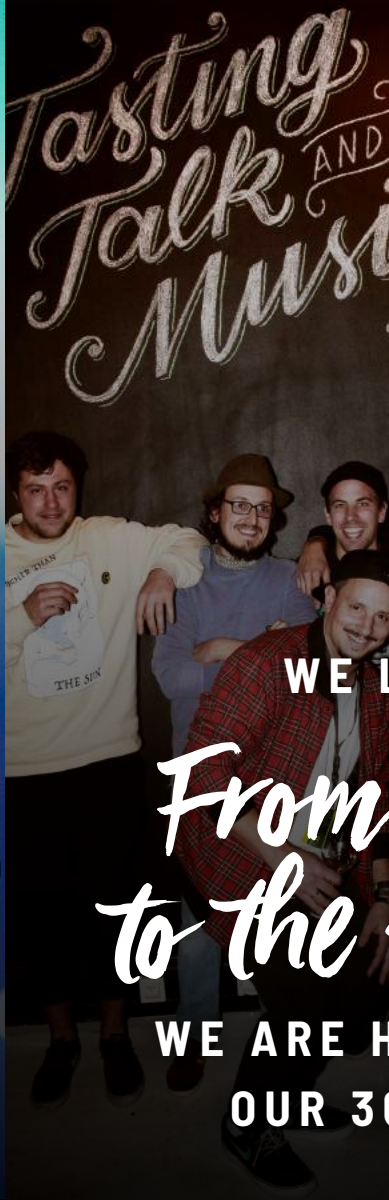
- ★ INDEPENDENT, FAIR & DIVERSE
- ★ GLAMOROUS & INTERNATIONAL
- ★ AMAZING & UNFORGETTABLE

BERLIN, autumn 2019

The **International Music Award** is a completely new music award that recognizes commitment and innovation.

A jury consisting of journalists and celebrities selects world-famous artists in various categories: independent, fair and diverse. The surprising staging and international musicians such as Ed Sheeran make the event an unforgettable evening.

Medially we accompany the award on all our channels –
"ALL YEAR LONG"!



WE LOVE WHAT WE DO!

*From the first idea
to the smallest detail.*

WE ARE HAPPY TO PROVIDE YOU
OUR 360 ° / EVENT CASES!

Your local contact

NATIONAL

Region Mitte + Musiktitel national
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BeNeLux
Mediawire International
Anita Rodwell
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