



Rolling Stone

2021
MEDIA KIT

media **impact** —



RollingStone®

REACH & TARGET GROUP



-



TARGET GROUP²

- ✓ Male: 59%
- ✓ Between 20–39 years old 35%
- ✓ Household Net Income > €3,000: 43%

- ✓ Offers comprehensive information about the pop and rock scene - well-founded and equally entertaining
- ✓ Informs about the most important new album releases and reissues
- ✓ Keeps pop cultural topics such as film & TV, culture and politics in focus alongside music

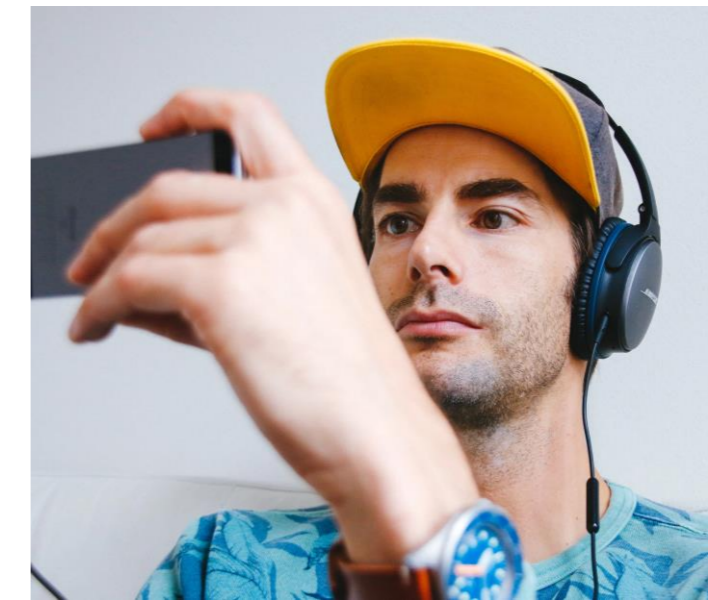
RollingStone USER



Tom, 41
Musician



Lisa, 23
Festival-Visitor



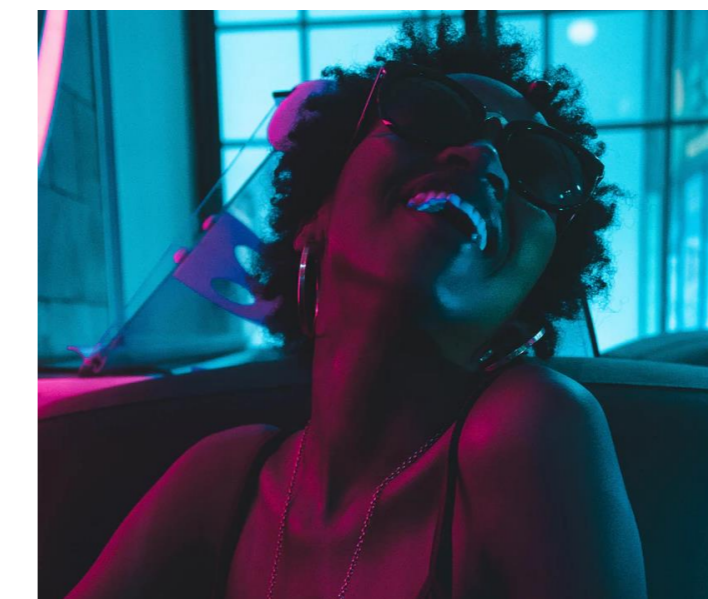
Leon, 36
Binge-Watcher



Stefan, 46
Bands/Artists



Fabian, 34
Concert Fan



Laura, 27
Clubber

TOPICS AND COLUMNS

EDITORIAL CONCEPT



Music

News, Reviews, Storys



Film & TV

Tools, Devices, Apps



Live

Concerts, Festivals



Politics

Storys



Highlights

Forum, Das Archiv, #IMA2019



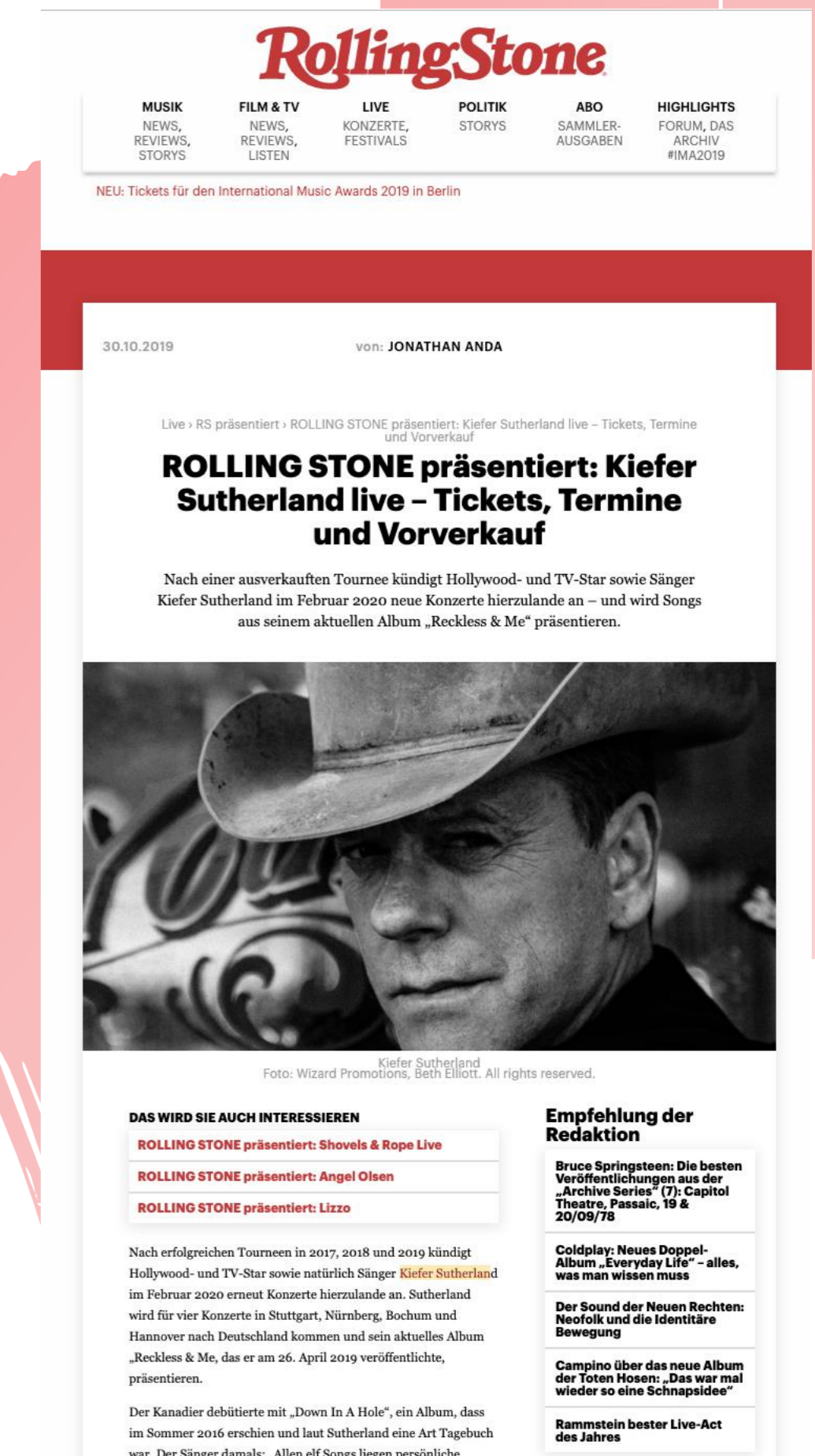
Subscription

Special Sub, Collector's Edition

UNDERSTANDABLE, OPINIONATED, INFORMATIVE

GOOD REASONS FOR *RollingStone*

- ✓ *RollingStone* is the world's most renowned brand in music journalism and an authority on pop culture reporting - on a high level yet still understandable for everyone.
- ✓ Perfect search engine placement in the music-, live- and entertainment sector for high visibility and external traffic.
- ✓ Individual customer requests for campaigns can be implemented in an uncomplicated manner - agility of a startup within the Axel Springer Group.



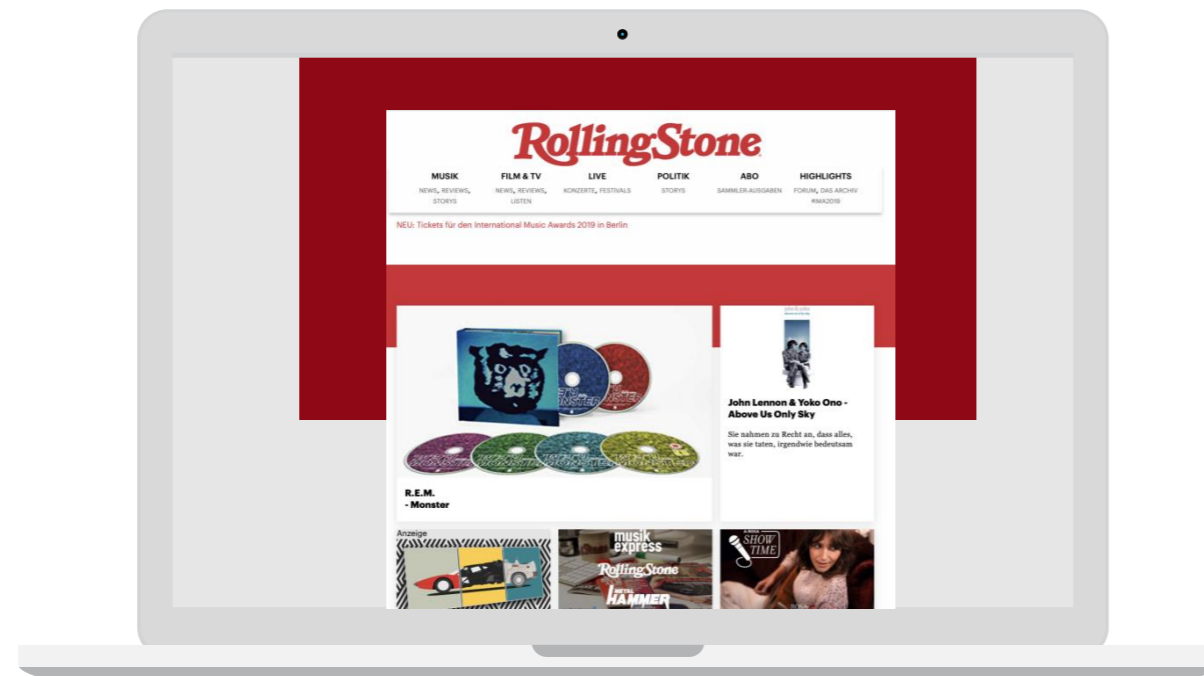


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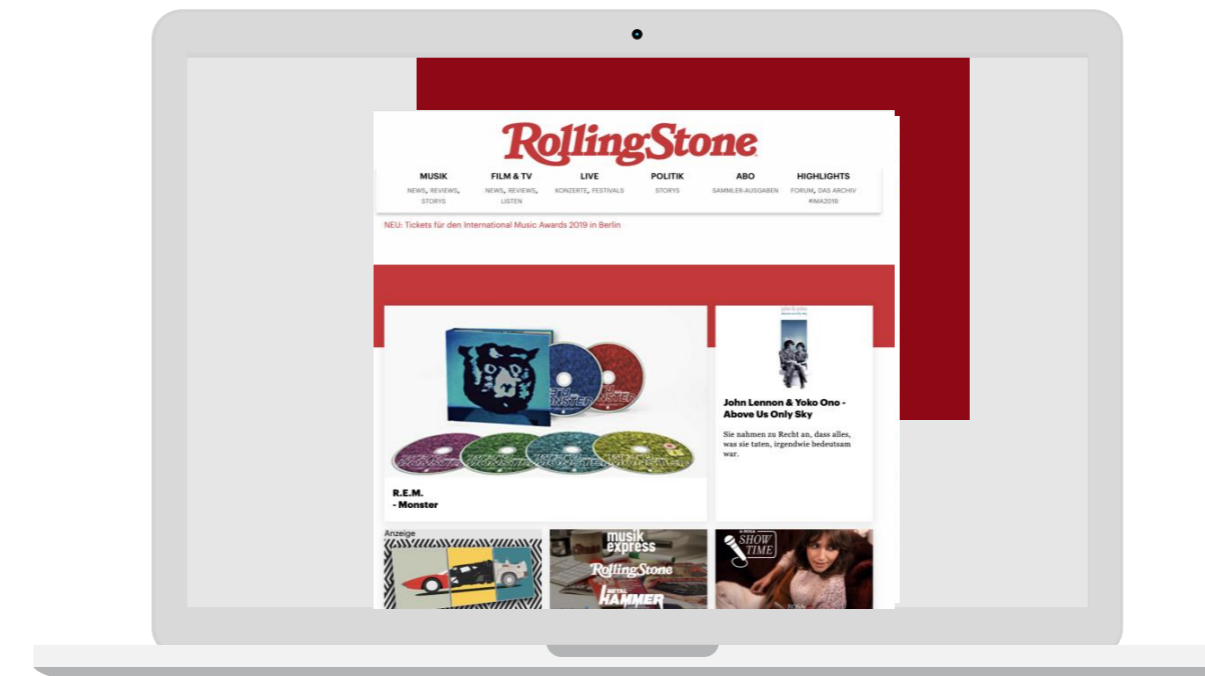
RollingStone[®]

ADVERTISING FORMATS

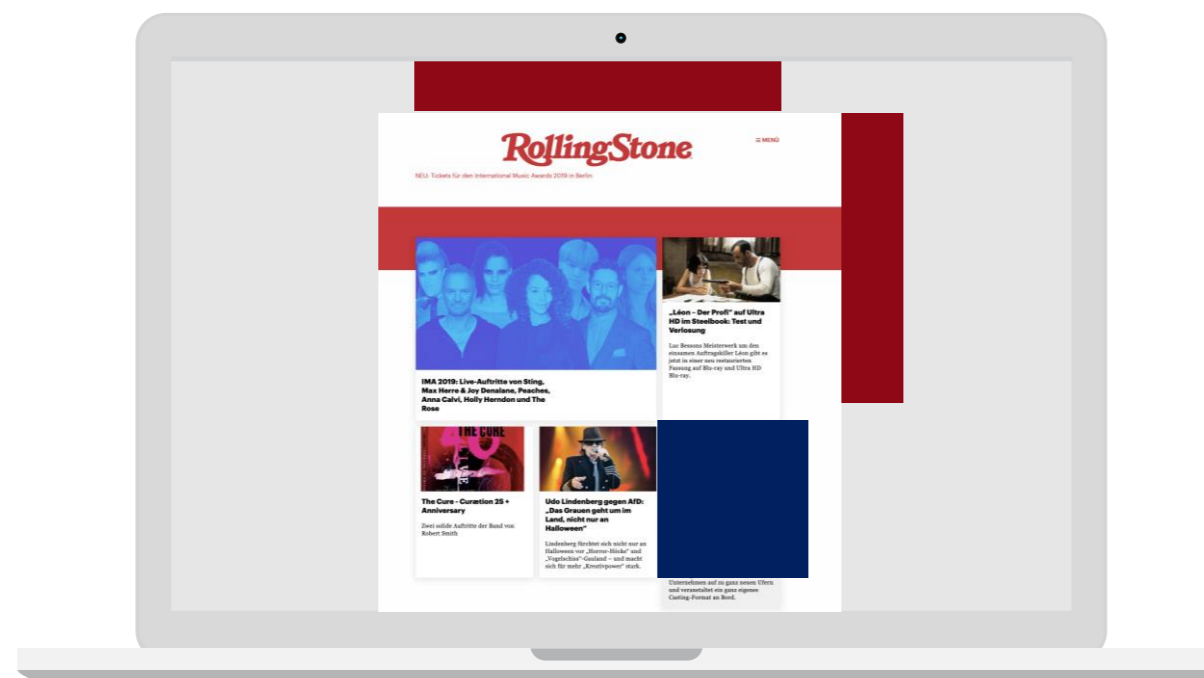
EXTENSIVE, INTERACTIVE & DIVERSE DISPLAY ADS ON ROLLING STONE



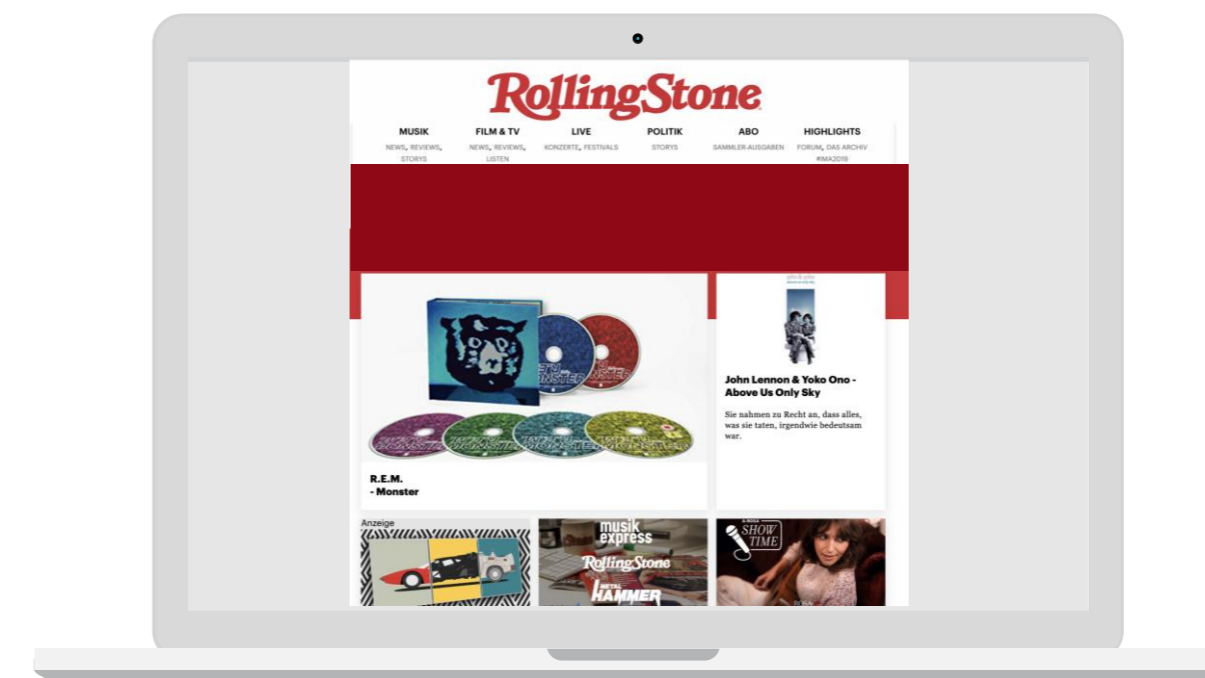
FIREPLACE



WALLPAPER



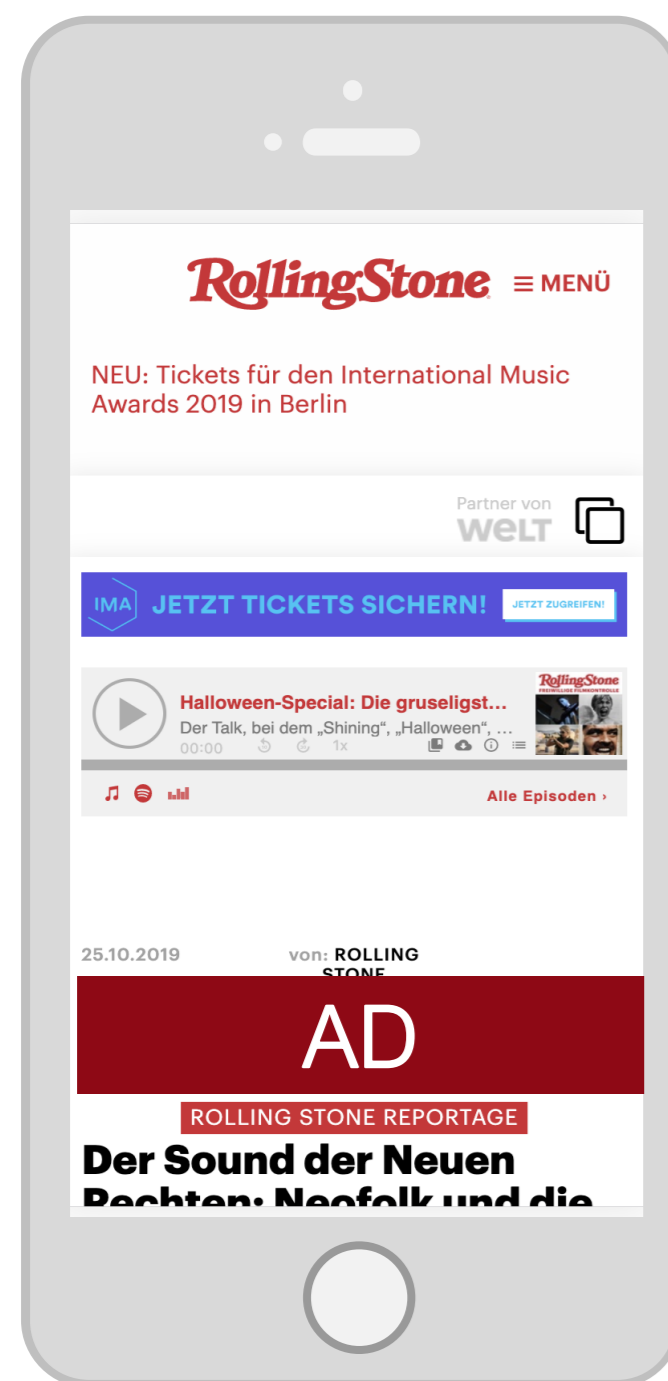
AD BUNDLE



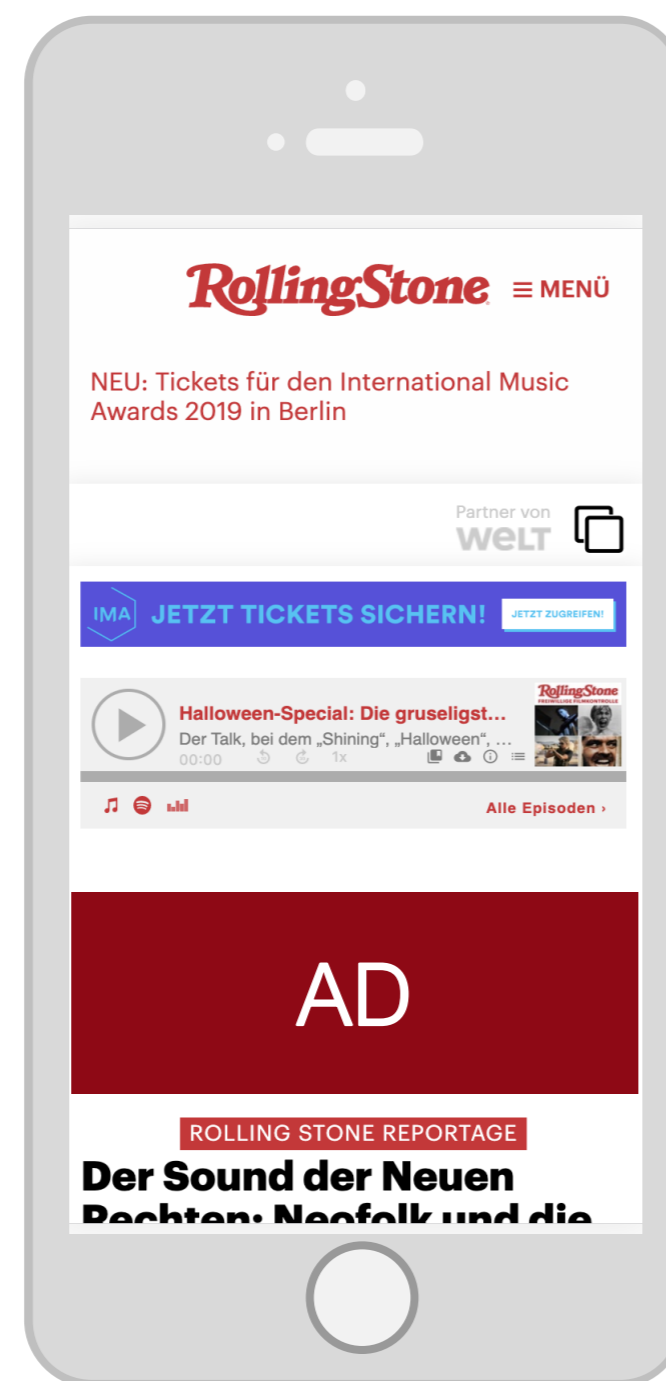
BILLBOARD

EXTENSIVE, INTERACTIVE & DIVERSE

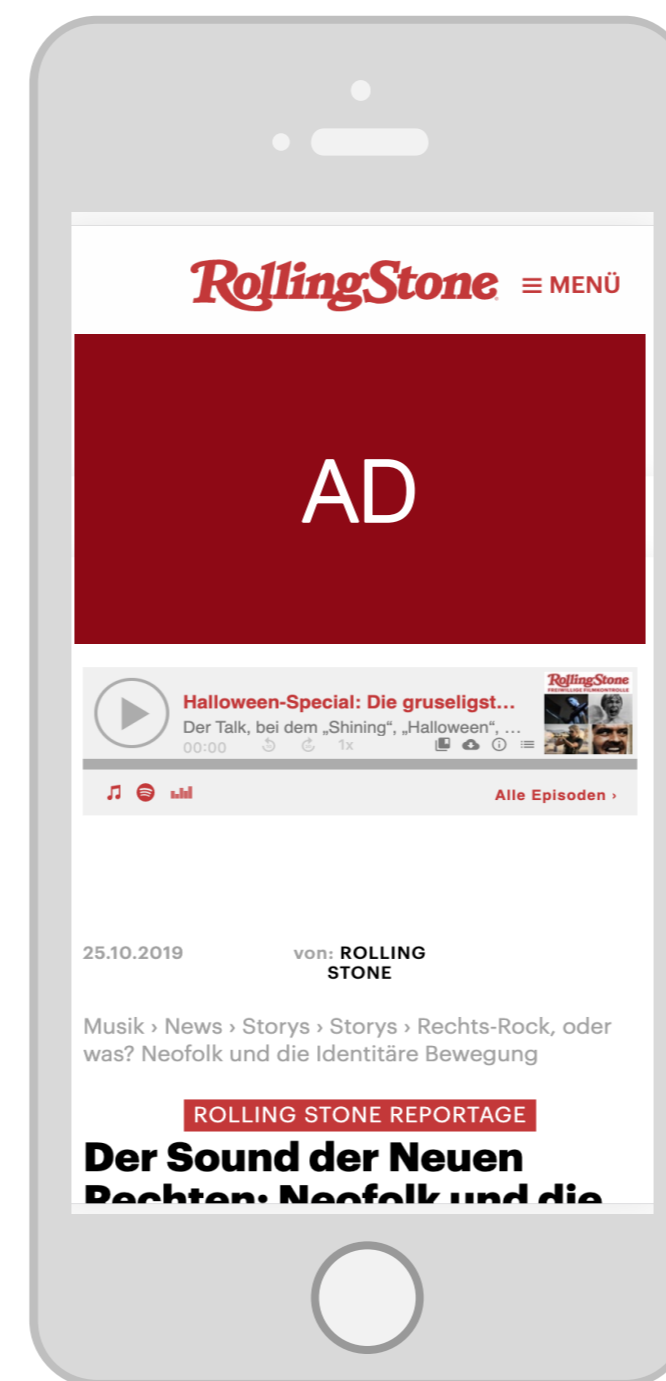
MOBILE ADS ON ROLLING STONE



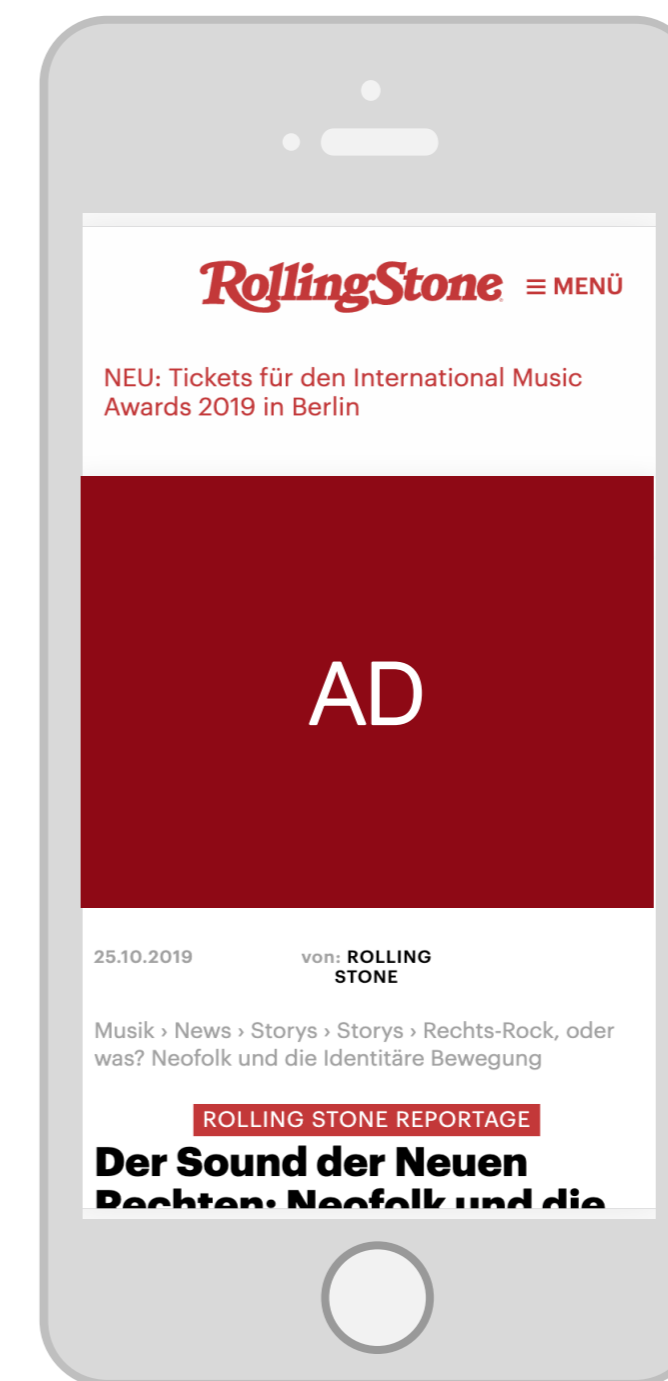
Content Ad 6:1



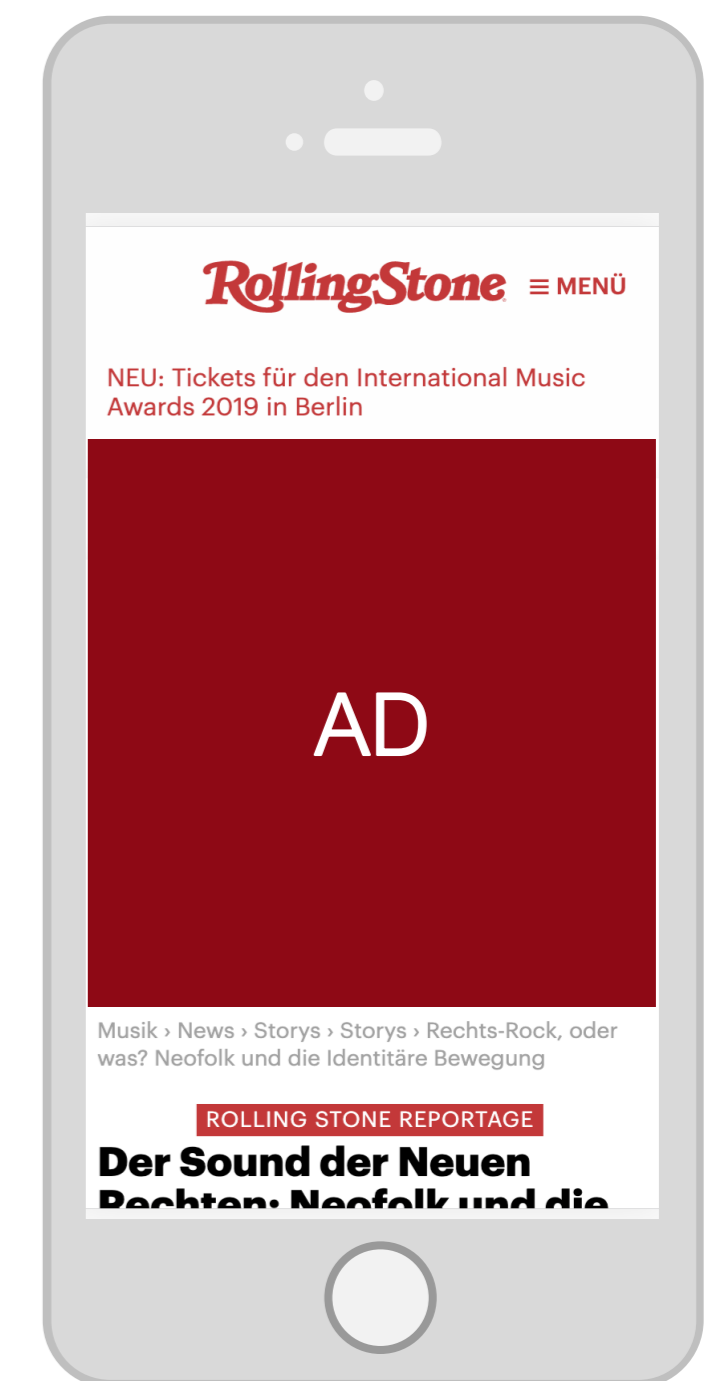
Content Ad 4:1



Content Ad 2:1



Mobile Medium Rectangle



Content Ad 1:1

DRAW ATTENTION FOR YOUR PRODUCT WITH THIS EYE CATCHER

HOMEPAGE DAY / WEEK

- ✓ Attention-grabbing plus exclusive branding formats inspire users.
- ✓ Available as a daily fixed placement or as a weekly package.
- ✓ Package includes multiscreen placement on Rolling Stone homepage + First Contact¹

Reach: 50.000 Als / Day
350.000 Als / Week

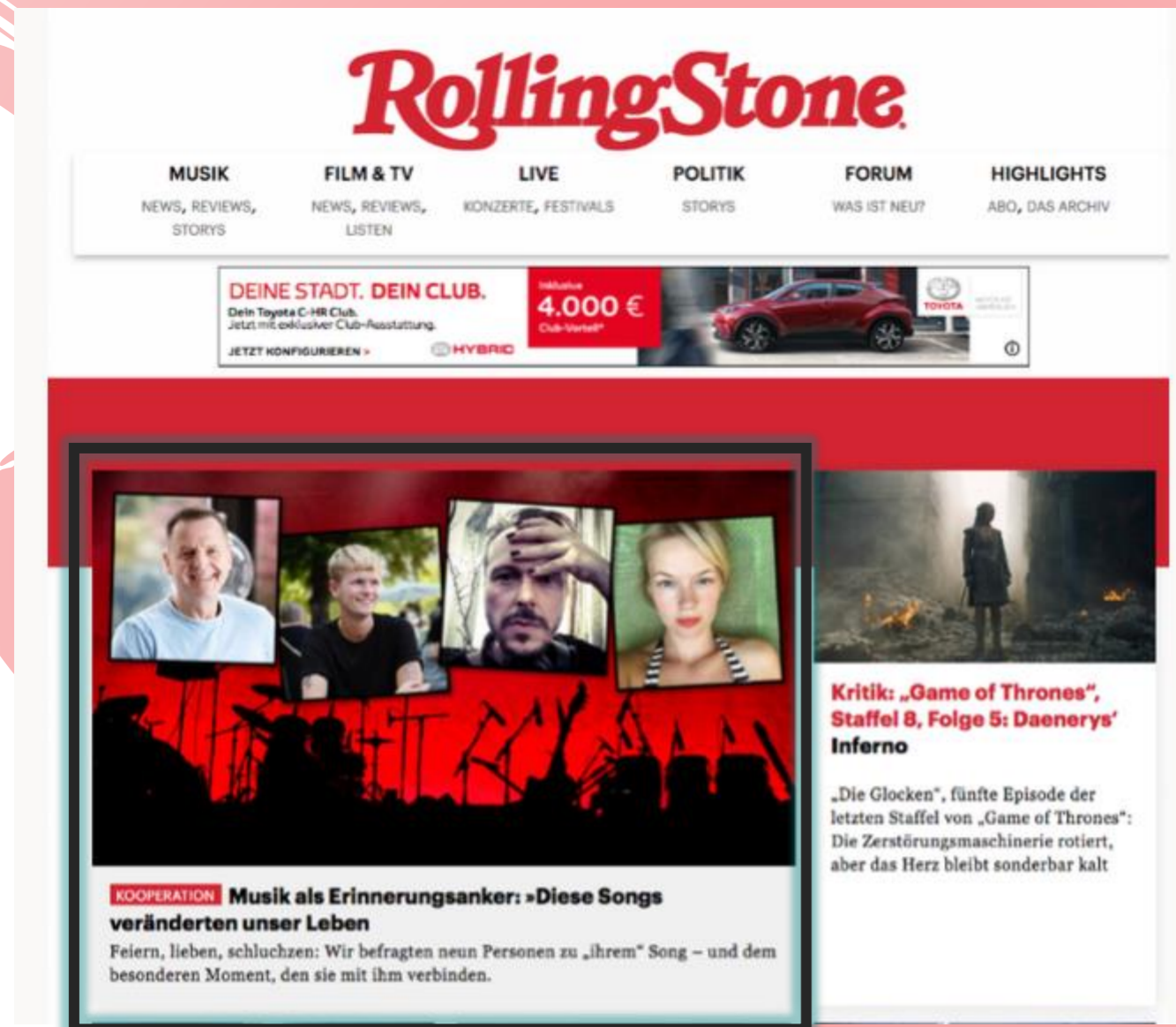
Pricing: 3,500€ / Day
4,500€ / Week

DOUBLE DYNAMIC SITEBAR

MOBILE MEDIUM
RECTANGLE

STRONG PRESENCE IN THE EDITORIAL SECTION

A-TEASER



- ✓ Place your offer in the A-Teaser of the Rolling Stone homepage (editorial section)
- ✓ Logo Integration & Advertisement label
- ✓ The linking is either to the partner website or a specific landing page
- ✓ Exclusive 3 day fixed placement¹ campaign
- ✓ Multiscreen playout

Reach: 20.000 Views / 3 Days

Pricing²: 5,000€

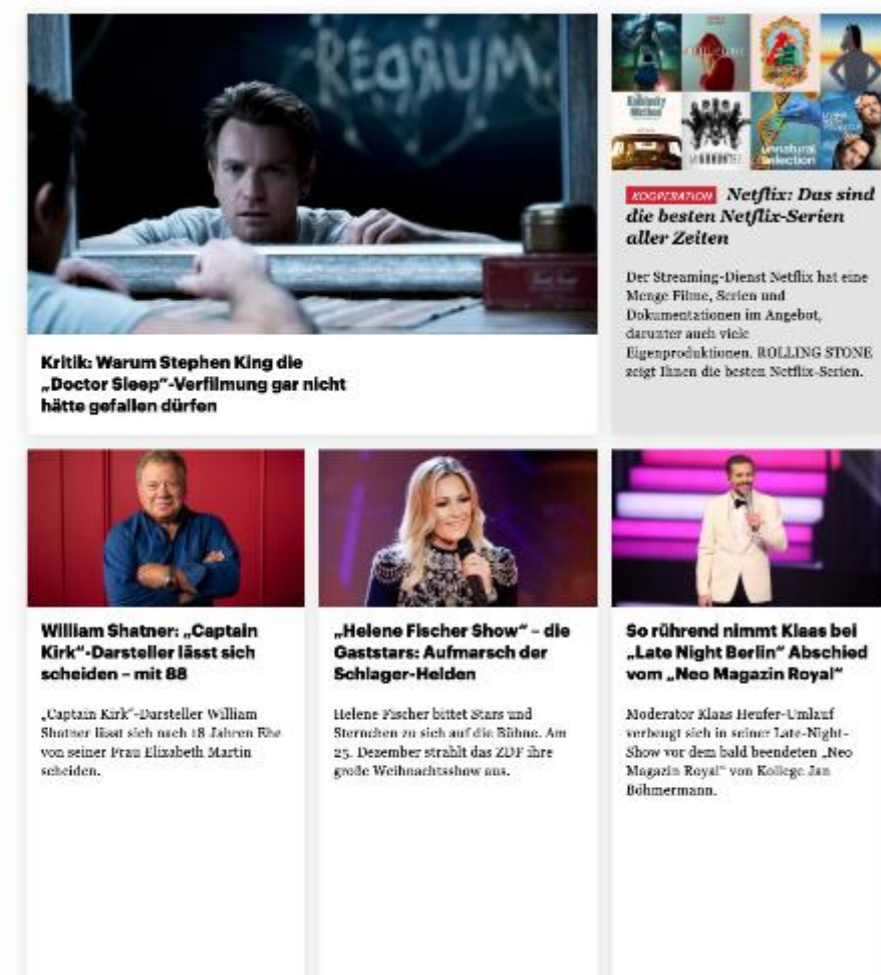
11 ¹ Release on the part of the editorial team. Only 1-2 x per week and only bookable Monday to Friday. Look & feel must differ from editorial contribution. Ad identification via Rolling Stone (installation in CMS, no AdServer space). The A-Teaser rotates.
² Exklusive Creation Costs

IMPRESSIVE THEMED STAGE EXCLUSIVELY PRESENTED BY YOUR BRAND

TOPIC SPECIAL



SPONSOR HEADER



ADVERTORIAL



SPONSOR HEADER



RollingStone.de offers customers the opportunity to present a topic special exclusively for 1 - 4 weeks. Your customer logo is integrated in the presenting header.

- ✓ Exclusive customer presence on special launch and article pages
- ✓ Individual **Sponsoring-Header** („presented by ...“)
- ✓ Traffic feed via editorial homepage teaser, AdBundle and Mobile medium rectangle
- ✓ Includes creation and integration of an **Advertorial**¹
- ✓ Multiscreen-playout

Topic Special S

- 1 week
- 300.000 AIs

19,000 €²

Topic Special M

- 2 weeks
- 600.000 AIs

29,000 €²

Topic Special L

- 4 weeks
- 1.200.000 AIs

42,000 €²

media **impact**

STRONG PRESENCE IN THE EDITORIAL ENVIRONMENT

HOMEPAGE – ADVERTORIAL STAGE



- ✓ Integration of a **homepage stage** on the start page with color adjusted background and **customer design**.
- ✓ Attractive visualization
- ✓ Includes 3 Advertorials S incl. Sponsored Post



Advertorial Stage S

- 2 weeks
- 750.000 Als¹

35,000 €²

Advertorial Stage M

- 4-6 weeks
- 1.500.000 Als¹

53,000 €²



INTEGRATIVE ADVERTISING

ADVERTORIAL
BRAND STORY
SPECIALS

Your story with the power of ROLLING STONE

Do you have a message for the music affine target group?
Do you want to connect readers and your brand with customized stories?

The Axel Springer Brand Studio creates stories that fit your target group and campaign goals. Moreover, readers get added value by the exciting stories.

Our editorial team offers editorial storytelling at the highest level, has been convincing readers with stories for years and thus creates maximum brand awareness!

PRESENT YOURSELF ON YOUR OWN PAGE ON ROLLING STONE

ADVERTORIAL

All of our Advertorials are individually designed. Due to the editorial presentation in the look & feel of **ROLLING STONE**, your brand is presented in a first-class environment.

We integrate your product natively on our website and point out clearly the sender. This allows you to address our users directly and also activate them through the following additional measures:

- ✓ Raffles
- ✓ Votings
- ✓ Integrated Videos
- ✓ Linkout to external Shop- or Produktsites

Advertorial XS

- 1 week
- 250.000 AIs

7,700 €¹

Advertorial S

- 2 weeks
- 500.000 AIs

11,500 €¹

Advertorial M

- 4 weeks
- 1.000.000 AIs

18,000 €¹

Advertorial L

- 6 weeks
- 1.500.000 AIs

24,500 €¹



STORYTELLING AT IT'S BEST!

BRAND STORY



Let us tell your story exclusively with the **ROLLING STONE** brand:

We offer informative and exclusively researched texts, enrich them with exciting videos, playlists, large photo productions, informative graphics or interactive engagement tools such as 360-degree images, quizzes and image galleries.

- ✓ Editorial-style story with the look and tonality of Rolling Stone
- ✓ Clear sender of the brand due to your logo integration
- ✓ Close coordination and communication with the customer

Brand Story package XS

- 4 weeks
- 5.000 Views

17,500 €¹

Brand Story package S

- 4 weeks
- 10.000 Views

35,500 €¹

Brand Story package M

- 6 weeks
- 15.000 Views

50,000 €¹

Brand Story package L

- 6-8 weeks
- 62.500 Views

62,500 €¹

SOCIAL MEDIA SPONSORED POST

- ✓ Inclusion of your campaign in the Facebook newsfeed and on Instagram with ROLLING STONE as sender
- ✓ High reach and brand connection of ROLLING STONE and your brand
- ✓ Precise targeting possible

3 Sponsored Post

- 1 week
- 250.000 Views

4,800 €



FACEBOOK

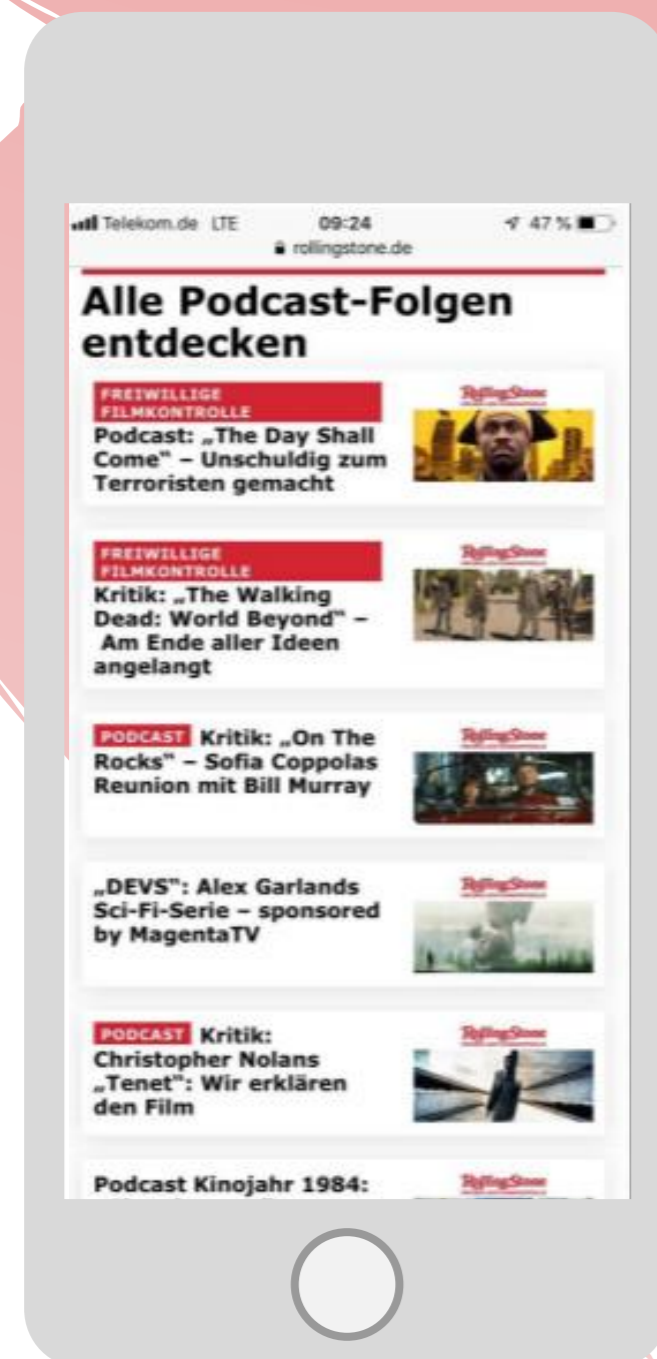


INSTAGRAM

INTEGRATION IN EVENTS, PODCASTS, INTERVIEWS & VIDEOS

FURTHER INTEGRATION EXAMPLES

- ✓ Events
- ✓ Podcasts
- ✓ Interviews
- ✓ Videos



Podcast integration

Interview integration
„Auf ein Flens mit...“



Social media support

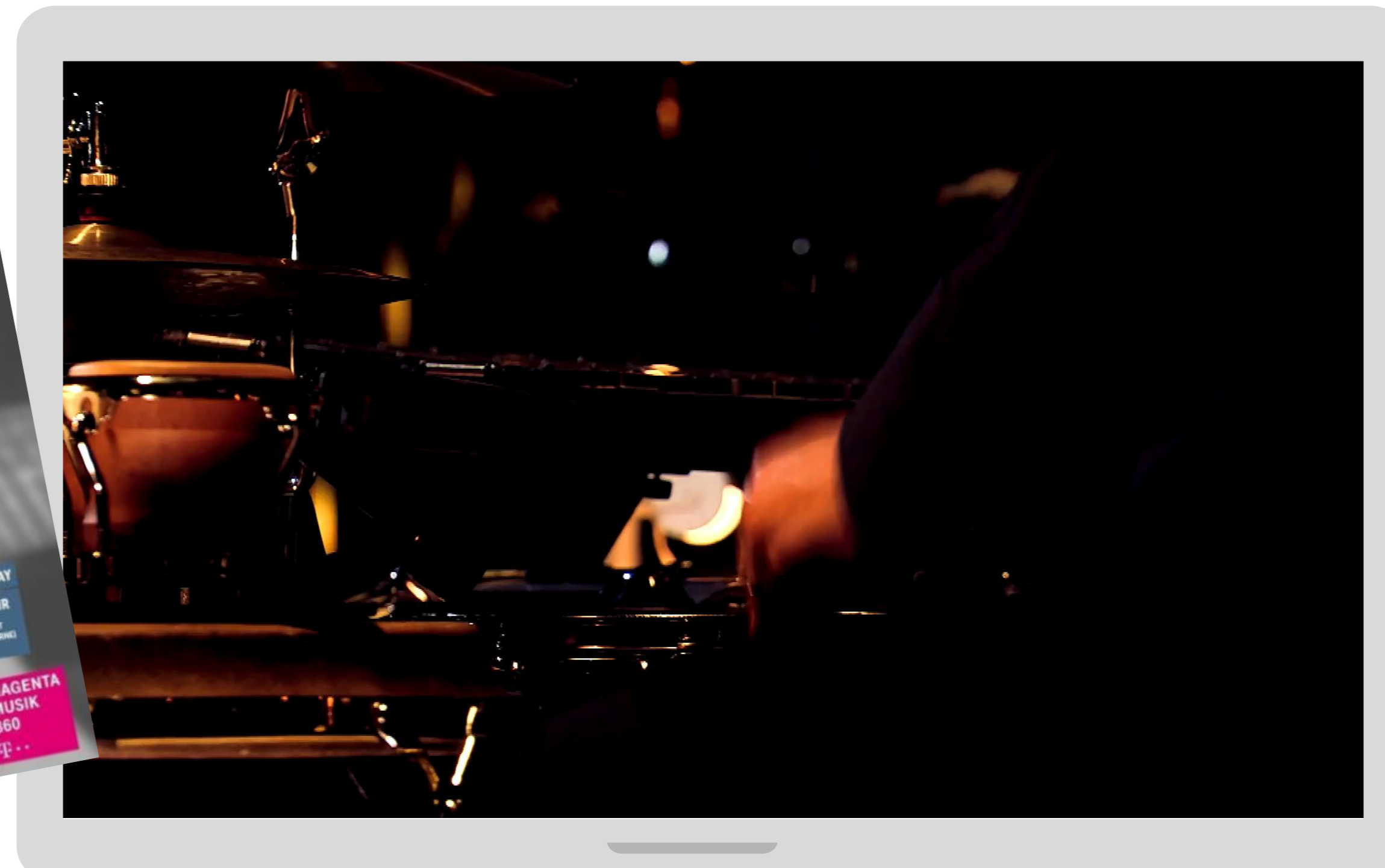
How do you combine music and beer? The solution is an interview series by Rolling Stone in cooperation with **Flensburger Brauerei**.

In the monthly series "On a Flens with..." Rolling Stone asks various artists for a **casual interview**.

The highlight: Each interview lasts only **as long as it takes to drink a bottle of Flens**. Parallel to this, the interview series is supported by a strong social media support.

#DAHEIMDABEIKONZERTE

BEST CASE - MAGENTA MUSIK 360



#DaheimDabeiKonzerte
by Magenta Musik

A summer without festivals and concert experiences? This has never happened before.

That's why the editorial teams of Rolling Stone, Musikexpress and Metal Hammer got together to put on an **artistical highlight** unlike any other in Germany.

Each day for over a month, a virtual **concert** took place right at the **user's** home.



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THE ASMB MUSIC FAMILY

3 EXCITING BRANDS - 1 STRONG PORTFOLIO

THE ASMB MUSIC FAMILY

ROLLING STONE

Anyone who has seen the 14-meter-long truck with the unique red lettering roll through New York understands the significance of ROLLING STONE: It is the most famous music brand in the world.

But the red logo stands for much more than music; it stands for an attitude to life, it's a lifestyle. It used to be called rock'n'roll. Since 1994, ROLLING STONE been telling stories in Germany.

MUSIKEXPRESS

The first issue appeared in July 1969. MUSIKEXPRESS focuses on the identity-forming effect of pop music.

In 2021, the magazine is fresher than ever before with in-depth analyses of current music trends from electro, indie, hip hop and pop, as well as their historical roots. Pop culture is more than music. That's why MUSIKEXPRESS takes an in-depth look at personalities and phenomena from film, literature and lifestyle and art.

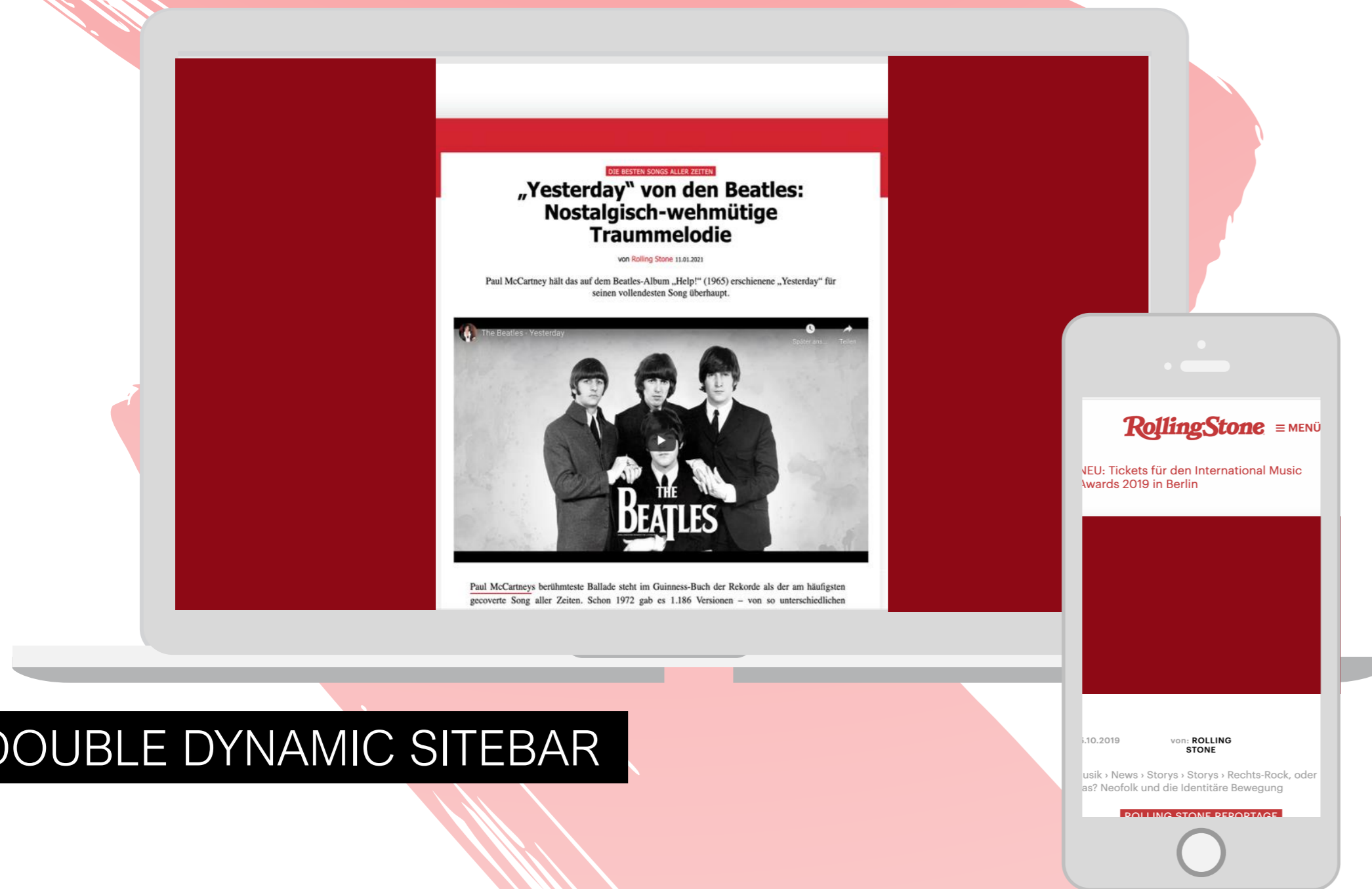
METAL HAMMER

The connection between artists and fans, from metal subculture to mainstream rock, as well as the essential passion for hard music and the associated attitude to life. That's what METAL HAMMER stands for.

The comprehensive balance across the entire hard'n'heavy genre with all its shades and affiliations, succeeds extremely light-footed and like no other.

BENEFIT FROM THE BRAND FAMILY OF MUSIC TITLES

MUSIC HOME BUNDLE



DOUBLE DYNAMIC SITEBAR

MOBILE MEDIUM
RECTANGLE

- ✓ Reach every kind of music fans by **combining the titles.**
- ✓ As daily fixed placement or directly as weekly package on **Rollingstone.de, Musikexpress.de & Metal-Hammer.de**
- ✓ Package includes multiscreen placement on Rolling Stone, Musikexpress and Metal Hammer Homepage + **First Contact¹**

Reach: 100.000 Als / Day
750.000 Als / Week

Pricing: 7,000€ / Day
52,500€ / Week

WIR FREUEN UNS AUF DIE GESPRÄCHE MIT IHNEN.

DIGITAL SALES



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