



FACTS AND FIGURES 2021

THE MAGAZINE FOR HIFI, SURROUND, HIGH END, MUSIC

CONTENT

01 PRINT

02 EVENTS

03 CONTACT

AUDIO

AUDIO



PRINT

EDITORIAL CONCEPT



IN-HOUSE TEST LAB + 43 YEARS OF TESTING + INNOVATIVE TESTING PROCEDURES

Under the AUDIO media brand we offer the trade interesting options, as well as the opportunity to work with us beyond editorial reporting: company portraits, audio reports, themed booklets and much more.

For over 43 years AUDIO has been the leading monthly test and advice magazine for HiFi, surround, high end and music.

CATEGORIES



CIRCULATION REPORT

DEMOGRAPHIC DATA * IVW 1/2021



35,161
copies
Print run



20,517
copies
Print run sold



20,974
copies
Print run distributed



6,485
copies
Subscriptions

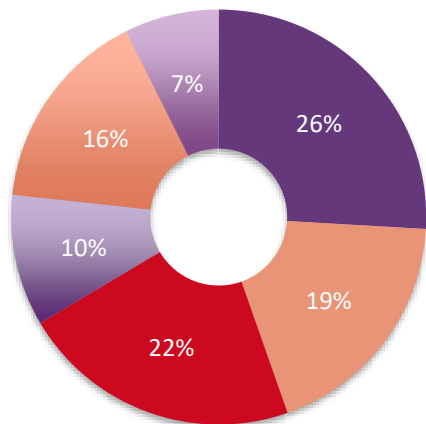


THE TARGET GROUP

Innovators willing to invest, trendsetters and early adapters - Opinion formers and multipliers

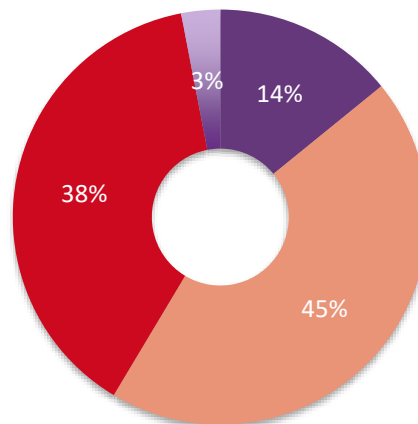
Base: AUDIO 2020 reader survey

MAGAZINE USE



- Subscriber
- Regularly (approximately 5 - 10 issues / year)
- Occasionally (2 - 4 issues per year)
- Read the website more often than the magazine (twice a month or more)
- Both seldom or rather sporadically
- not specified

ALTERSSTRUKTUR



- less 40 years
- less 60 years
- over 60 years
- not specified

ADVERTISEMENT PRICES AND FORMATS

AUDIO

Price list no. 45 vom 01/01/2021

Classifieds section:

B+W, 2c, 3c, 4c

1/1 page € 5,250

1/2 page € 2,700

1/3 page € 1,950

Millimetre price for designed classifieds €7

Combination prices for AUDIO and stereoplay

Printing specifications

*Bleed: 4 mm trim on periphery

Crossover advertisements In the case of advertisements to be printed across the gutter, two separate pages are to be delivered. Please pay attention to gutter excess

Bleed advertisements: In the case of bleed advertisements graphic and text elements must be at least 1.5 cm from the outer edge.

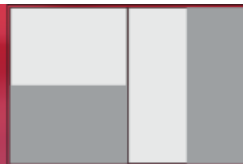
All prices are plus the statutory rate of valueadded tax, bleed and gutter printing without charge. Further formats on request.



1/1 page

Type area W 185 x H 250 mm
Bleed* W 210 x H 280 mm

€ 8,950



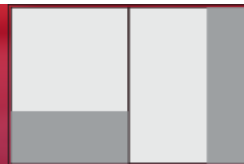
1/2 page horizontal

Type area W 185 x H 123 mm
Bleed* W 210 x H 137 mm

1/2 page vertical

Type area W 90 x H 250 mm
Bleed* W 102 x H 280 mm

€ 4,900



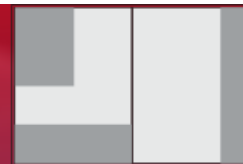
1/3 page horizontal

Type area W 185 x H 81 mm
Bleed* W 210 x H 95 mm

1/3 page vertical

Type area W 58 x H 250 mm
Bleed* W 70 x H 280 mm

€ 3,450



1/4 page

Type area W 90 x H 123 mm
Bleed* W 102 x H 137 mm

1/4 page horizontal

Type area W 185 x H 60 mm
Bleed* W 210 x H 74 mm

1/4 page vertical

Type area W 43 x H 250 mm
Bleed* W 55 x H 280 mm

€ 2,800

APPOINTMENTS



We will be happy to inform you of the focal points of each issue in advance in our subject preview.

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ISSUE	PUBLICATION	CLOSING DATE FOR ADVERTISEMENTS	CLOSING DATE FOR PRINT DOCUMENTS	EVENTS AND THEME SPECIALS		
02/21	08 th Jan, 2021	07 th Dec, 2020	10 th Dec, 2020			
03/21	05 th Feb, 2021	11 th Jan, 2021	14 th Jan, 2021		Award of Device of the Year prize "Goldenes Ohr"	Munich
04/21	05 th Mar, 2021	08 th Feb, 2021	11 th Feb, 2021			
05/21	09 th Apr, 2021	11 th Mar, 2021	16 th Mar, 2021			
06/21	07 th May, 2021	12 th Apr, 2021	15 th Apr, 2021	13 th - 16 th May, 2021	HIGH END	Munich
07/21	11 th Jun, 2021	12 th May, 2021	18 th May, 2021			
08/21	09 th Jul, 2021	14 th June, 2021	17 th June, 2021			
09/21	06 th Aug, 2021	12 th July, 2021	15 th July, 2021			
10/21	10 th Sept, 2021	16 th Aug, 021	19 th Aug, 2021			
11/21	08 th Oct, 2021	13 th Sept, 2021	16 th Sept, 2021			
12/21	05 th Nov, 2021	08 th Oct, 2021	13 th Oct, 2021	23 th – 24 th Oct, 2021	Deutsche HiFi Tage	Darmstadt
01/22	10 th Dec, 2021	15 th Nov, 2021	18 th Nov, 2021		Xmas-Shopping-Guide	

EVENTS

OUR EVENTS AT A GLANCE



<p>More dynamics, more flexibility, more experience</p>	<p>HIGH-END ON 18,000 m²</p>	<p>HIGH-END ON 18,000 m²</p>	<p>START-UP COMPETITION</p>	<p>ISF TRAINING COURSES</p>
<p>TECVERSUM relies on a top-class conference programme of lectures and showcases. At the same time, visitors can experience the latest technologies, try out products and participate in the extended supporting programme.</p>	<p>The German Hi-Fi Days have been thrilling thousands of hi-fi and video fans at the Darmstadtium Congress Centre since 2017. Audiophiles can enjoy the dream hi-fi systems of their favourite brands for a weekend - and they do so year after year.</p>	<p>Fascination of technology At entertainya! everything revolves around home cinema, TV and surround sound. The special exhibition offers breathtaking home cinema screenings, picture-packed TV sets and sound-powerful sound systems - or in short: home entertainment in a class of its own!</p>	<p>The great start-up competition - founders from all over Germany compete in 10 categories: From Apps to Health Care to Food, everything is included. The winners can look forward to media services worth a total of € 500,000 plus € 16,000 cash</p>	<p>Knowledge transfer in proven cooperation with the Imaging Science Foundation, we train certified image calibrators for TV sets and projectors in a training course lasting several days. In addition to providing sound basic knowledge and an introduction to measurement technology, previous participants particularly appreciated the instructive practical part of the seminar.</p>
<p>www.tecversum.com</p>	<p>www.deutsche-hifi-tage.de</p>	<p>www.entertainya.de</p>	<p>www.breakthrough-award.com</p>	

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SWIFT (BIC) : HYVEDEMMXXX

TERMS OF PAYMENT

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2% cash discount for payment within 8 days of invoice date.
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