Rolling Stone GERMANY

MEDIA KIT

PRICE LIST NO. 34, VALID AS OF JANUARY 1, 2027

2027

MEDIAHOUSE BERLIN.

THE BRAND

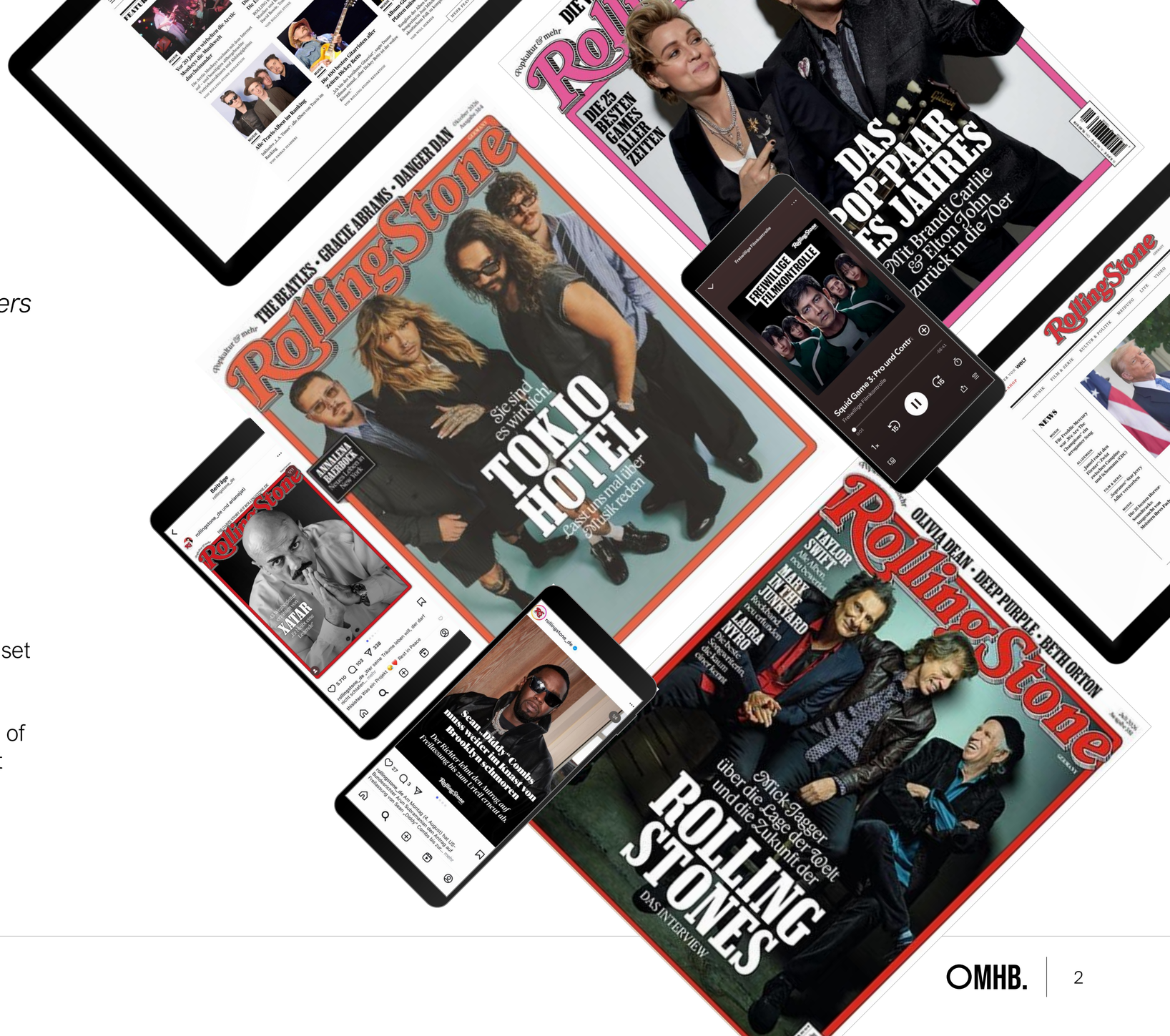
"Rolling Stone is the leading music media brand in Germany. We work with the best writers and photographers. Always with attitude - whether in the magazine or on our digital channels, live and direct.“

Sebastian Zabel, chief editor

It‘s most likely the most well-know music media brand worldwide. And it represents nothing less than extraordinary pop journalism: Rolling Stone.

But it‘s much more than just music – it conveys a mindset – and a way of life.

Rolling Stone tells of the power with which the children of rock’n’roll changed society. It knows all about the most exciting new artists. It curates and reviews the latest movies, series, literature, art and entertainment – and talks about politics and societal topics of our time.



REACH



PRINT
Approx. 45-55 K printed copies[1]

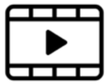


SOCIAL
0.4 million followers[3]



DIGITAL
2 million visits/month[2]
3.1 million page views/month[2]

RS GERMANY



VIDEO
5 K video visits/month[8]

YOUTUBE
60 K video views/month[7]

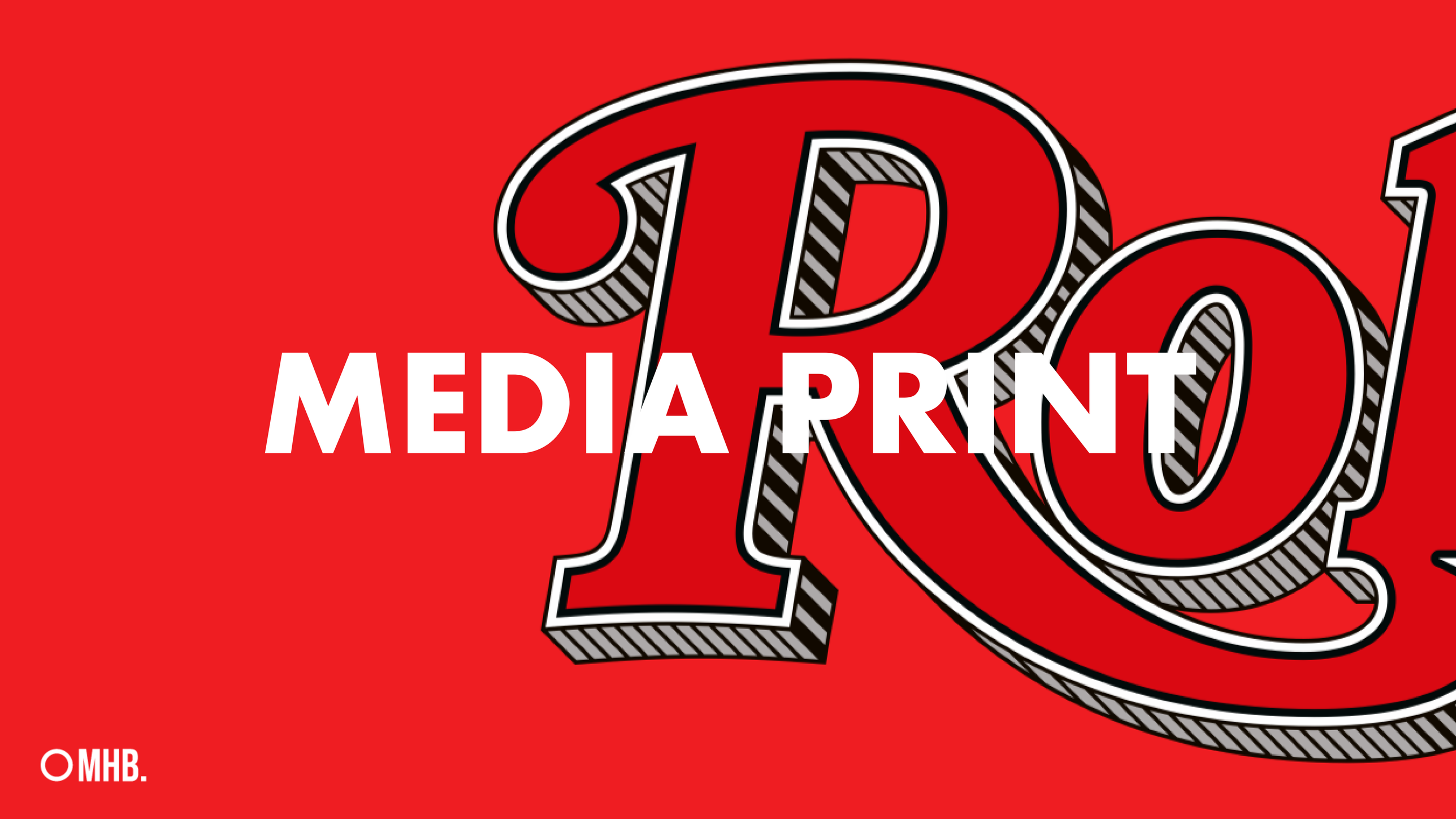


EVENT
4.5 K annual visitors
at *Rolling Stone Beach*



PODCAST
29.000 total streams & downloads/month[4]

Source: [1] Internal survey[2] Visits / Page Views Adobe Analytics Ø Jan. – Oct. 2026; [3] Total reach: Facebook, Instagram, X, TikTok, WhatsApp, YouTube, Threads – Dec. 26;[4] Total: Freiwillige Filmkontrolle, Rolling Stone Weekly – Ø Jan. – July. 2026[7] YouTube – Ø Jan.-Jul.. 2026,[8] Video Player Website - Ø Jan.-July 2026


MEDIA PRINT
MHB.

ROLLING STONE: A TRUE LOVE BRAND

#avidreaders

74% of Rolling Stone‘s readers pick up **the magazine at least four times** to read or browse through it.

#culturelovers

Rolling Stone‘s readers spend an average of **€142 every month** on concert-, festival-, or theatre visits.

#passionatecollectors

Over **60%** of Rolling Stone‘s readers **collect and archive** their issues.

#loyalty

84% of Rolling Stone‘s readers have been reading the magazine for **more than 10 years**.

Source: Internal reader survey, June 2025

SCHEDULE & SPECS

ISSUE NO.	STREET DATE	AD CLOSING DATE	FILE DELIVERY DATE
02/2027	01/29/27	12/25/26	01/04/27
03/2027	02/26/27	01/22/27	02/01/27
04/2027	03/25/27	02/18/27	02/28/27
05/2027	04/30/27	03/26/27	04/05/27
06/2027	05/28/27	04/23/27	05/03/27
07/2027	06/25/27	05/21/27	05/31/27
08/2027	07/30/27	06/25/27	07/05/27
09/2027	08/27/27	07/23/27	08/02/27
10/2027	09/24/27	08/20/27	08/30/27
11/2027	10/22/27	09/17/27	09/27/27
12/2027	11/19/27	10/15/27	10/25/27
01/2028	12/17/27	11/12/27	11/22/27

MAGAZINE FORMAT
232 mm x 302 mm (bleed)

TRIM
add 3 mm on all sides

MOTIVES WITH BLEED
Design elements of the advertisement that are not to be trimmed must be at least 8 mm away from the format border of the magazine.

PAPER
Cover: PT 1 | Content: 70g/m2 Holmen TRND 1.6.

PRINT
Cover: Offset | Content: Web offset

DIGITAL PRINT TEMPLATES
Cover: ISO coated_v2 300% (ECI)
Content: PSO INP (ECI)

FILE FORMATS
Layout files: PDF
Image files: Photoshop (Mac and PC)

RESOLUTION
Image components CT: 300 dpi = 120 L/cm
Linework LW: 1,200 dpi = 480 L/cm

PROCESSING
Adhesive binding

CONTACT / MAIL TO:
dispo@mediahouse-berlin.de

ROLLING STONE VINYL

ISSUE NO.	STREET DATE	AD CLOSING DATE	FILE DELIVERY DATE
Edition 1	Q2 2027	6 weeks before Street Date	One week after Ad Closing
Edition 2	Q4 2027		

Comprehensive and monothematic – with stories, interviews, reviews, and all the information on reissues, box sets, and new releases. **Rolling Stone Vinyl will be available at newsstands and online for three months**. Cross-media coverage with specials and special formats on web, social media, audio and video.

Pages:	148
Copy price:	€12.90
Distribution period:	approx. 3 month
Print run:	approx. 30,000 copies (planned)
Print ad pricing:	see regular Rolling Stone Ad prices

For more information – get in touch!



Cover mock-up – not final.

ADVERTISING FORMATS



MHB. | PRINT MEDIA

FORMATS | PRICES 2027



Bleed[1]
232 x 302

Price
€15.650



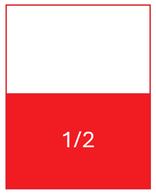
Bleed[1]
464 x 302

Price
€26,100



Bleed
232 x 302

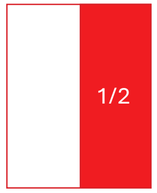
Price
€13,050



Horizontal
Bleed[1]
232 x 150

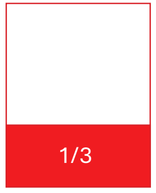
Price
€7,830

Combination discounts with
Musikexpress and/or
Metal Hammer available on request.



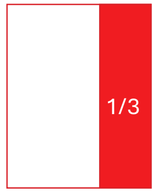
Vertical
Bleed[1]
108 x 302

Price
€7,830



Horizontal
Bleed[1]
232 x 103

Price
€5,220



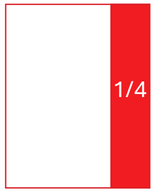
Vertical
Bleed[1]
71 x 302

Price
€5,220



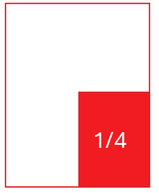
Horizontal
Bleed[1]
232 x 82

Price
€4,560



Vertical
Bleed[1]
56 x 302

Price
€4,560



Block
Type area
98 x 136

Price
€4,560

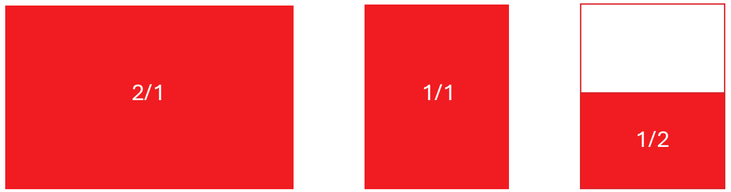
Prices are eligible to discounts and AE. All prices exclude VAT. | No placement guarantees for format smaller than full page ads.
[1]All bleed formats: add 3 mm trim around the edges.

NATIVE FORMATS



MHB. | PRINT MEDIA

NATIVE ARTICLE



2/1 – €**1.200**, 1/1 – €**1.000,** ½ - €**800**
Production costs + media

Got more to say? Place your advertising message in Rolling Stone with a **native article** in the magazine that carries a strong **editorial look and feel.**

Based on your content briefing and provision of image material, your promotional article is compiled by Rolling Stone authors. Up to two revision rounds are included in the production costs.

The content will be published with a cooperation labeling (marked as „ad“).



Production costs are not subject to discount and AE eligibility. All prices exclude VAT. Includes cooperation label, topic subject to editorial approval.

SECTION | GADGETS & PRODUCTS

1/8

1/8 - €250
Production costs + media

Do you have a product that is uniquely suited for Rolling Stone's readership?

Then booko a placement it in our "New Gadgets" section—**we recommend tools and products** related to our readers' interests in every issue of Rolling Stone.[1]

The content will be published with a cooperation labeling (marked as „ad").



Visual appearance

Production costs are not subject to discount and AE eligibility. All prices exclude VAT. Includes cooper label, topic subject to editorial approval.

SECTION SPONSORSHIP



MHB. | MEDIA PRINT

SECTION SPONSORING



Price
€9,900

In Rolling Stone Germany, we regularly present **longer articles**, known as magazine features, on special, **hand-picked topics chosen by the editorial team.**
These features can be sponsored by you as **a cooperation partner**. Get your brand and advertising message closer than ever to the editorial content.
The following topics are currently planned:

RS 03 / 27: **TRAVEL (ITB 16-18/03/27):** Pop culture destinations, city breaks, festival trips
RS 05 / 27: **FUTURE OF MUSIC**
RS 09 / 27: **TECH & GADGETS (IFA 04-08.09.26):** Hi-fi, TV, streaming, consumer electronics
RS 09 / 27: **CARS (IAA 07-12.09.27):** E-mobility, tuning, bikes, cult brands, the significance of cars in pop culture
RS 01 / 28: **ENJOYMENT (International Green Week, January 2028** – *may be postponed to 02 / 28):* Drinks, easy cooking, bar culture, meat vs. meatless

See p. 6 for publishing dates. Additional topics available on request.

Prices are not subject to discounts but AE. All prices are exclusive of VAT.
Sponsorship subject to editorial approval.

AD SPECIALS



MHB. | PRINT MEDIA

AD SPECIALS | PRICES 2027

SUPPLEMENTS

	Weight	*Price*
Price per 1,000 copies		
a) Shipping edition	up to 20 g	€121
	up to 30 g	€128
	up to 40 g	€132
b) Subscription circulation[1]	up to 20 g	€146
	up to 30 g	€165
	up to 40 g	€183

INSERT

Scope	*Price*
4 pages	€124
8 pages	€130
12 pages	€132
16 pages	€136
4 pages	€152
8 pages	€169
12 pages	€183
16 pages	by weight

STICKERS

Type	*Price*
Postcards	€115
Brochures/Other	on request
Product samples	on request
Postcards	€128
Brochures/Other	on request
Product samples	on request

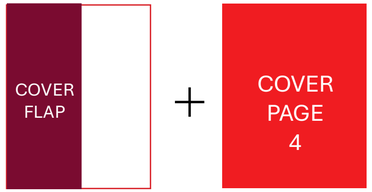
[1]Prices include weight-based postage costs. Additional postage costs for enclosed items measuring 2.5 to 30 mm will be charged separately.
Prices may increase if the nature of the ad specials makes processing difficult and causes additional costs.
ALL AD SPECIALS ARE SUBJECT TO EDITORIAL APPROVAL.

AD SPECIALS | FORMATS 2027

	SUPPLEMENTS	INSERT	STICKERS
	Total circulation Partial allocation on request Minimum print run 12,000 copies	Total circulation	Total print run
	The current planned print run must be requested four weeks before the first day of sale.		
FORMATS			
Minimum formats	105 mm wide 148 mm high	114 mm wide, 158 mm high Includes 3 mm milling margin and 3 mm head trim	70 mm wide, 90 mm high Distance to trim min. 20 mm Distance to the binding min. 30 mm
Maximum formats	205 mm wide 280 mm high	216 mm wide, 291 mm high Including 3 mm milling margin, 3 mm top and bottom margins and side trim	190 mm wide, 195 mm high Distance to trim at least 20 mm Distance to the binding min. 30 mm
Weight	Maximum weight depending on format and size		
Paper weight		2 pages min. 150 g/m2 4 pages min. 100 g/m2 8 pages min. 100 g/m2 12 pages, min. 56 g/m2 16 pages, min. 56 g/m2	
Processing instructions		Running direction parallel to the spine	Distance from top to bottom edge of adhesive strip min. 148 mm Adhesive tolerance +/-10 mm 2 pages Postcard min. 150 g/m2 4 pages or more min. 52 g/m2

ALL AD SPECIALS SUBJECT TO EDITORIAL APPROVAL.

AD SPECIALS | INDIVIDUAL COVER FLAP



Price
On request.

Book an **impressive cover presence** on Rolling Stone Germany with a cover flap that can be designed according to your wishes.

The cover flap is a half-page overlay on the magazine cover and can be **designed by you both outside and inside**.

In addition, cover page 4 is included.



All ad specials subject to editorial approval.

AD SPECIALS | WRAPPED ENVELOPE



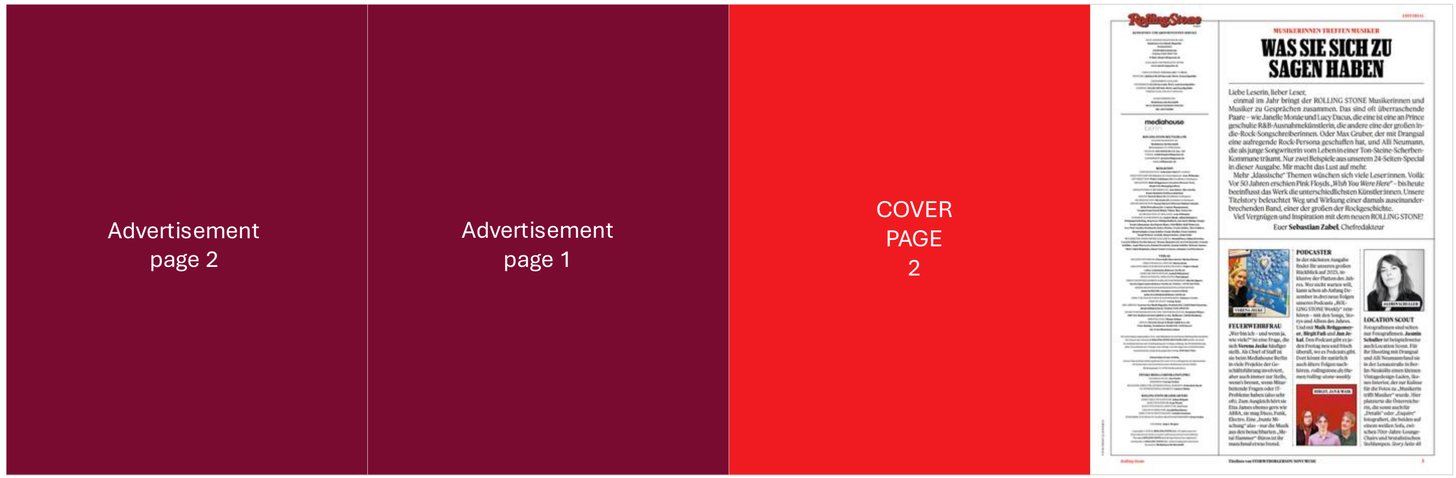
Price
On request.



Price
On request.

The wrap-around envelope can be booked as a single- or double-sided envelope for **particularly eye-catching advertisement** in Rolling Stone Germany, including cover page 2.

Inside view



Exterior view



All ad specials subject to editorial approval.

AD SPECIALS | COVER GATE FOLDER

In this version, the advertising campaign appears on the outside flaps and continues on the inside. The ROLLING STONE cover is revealed only when the folder is opened. Since the cover is concealed when closed, this execution is available exclusively in the subscriber edition.

Price
On request.

The Covergate combines the ROLLING STONE cover with a high-impact brand presence. The cover remains visible on the outside; open it to reveal the campaign across the entire inside spread — bold, unexpected and impossible to miss.

Price
On request.



AD SPECIALS | SPECIFICATIONS

DELIVERY ADDRESS

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

DELIVERY

14 working days before the first day of sale, free of charge to the printing plant. Ad specials must be delivered in such a way that they can be processed without additional effort.
Pallets and accompanying documents must be marked with the exact number of items and the object title, issue no., year, and advertiser.

In the case of brochures and product samples, acceptance of an order is dependent on the successful completion of a trial run.

To this end, the client must provide the publisher with approximately 50 original samples in their original packaging with the desired display specifications four weeks before the first day of sale. Bulky brochures and product samples must be positioned on the advertising page in such a way that the magazines can be packed crosswise. In the case of inserts that are particularly difficult to process, charges will be calculated based on the product sample rate.

In any case, 10 binding samples with the desired stand specifications must be submitted at least 6 weeks before the first day of sale.

SUBSIDY

A processing subsidy of 2% is required.

RIGHT OF TRANSFER

When setting dates, Mediahouse Berlin reserves the right prefer supplements for sub-areas to supplements for the entire edition or larger occupancy units
.

Mediahouse Berlin reserves the right to reject orders for product samples that cannot be easily disposed of with waste paper. If necessary, the costs for separate disposal must be borne by the client.

DIGITAL MEDIA



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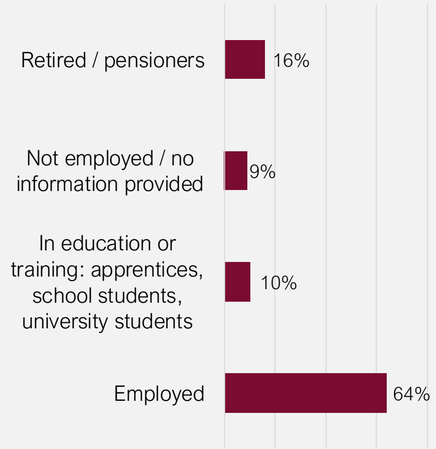
USER DEMOGRAPHY

GENDER

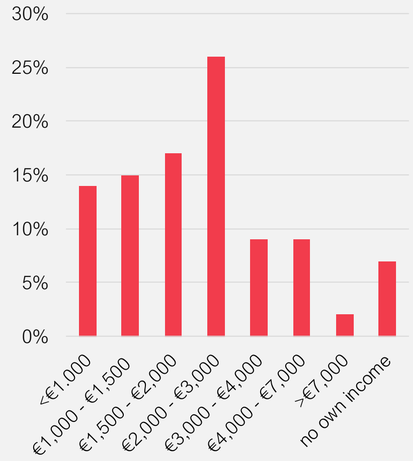


55% men 45% women

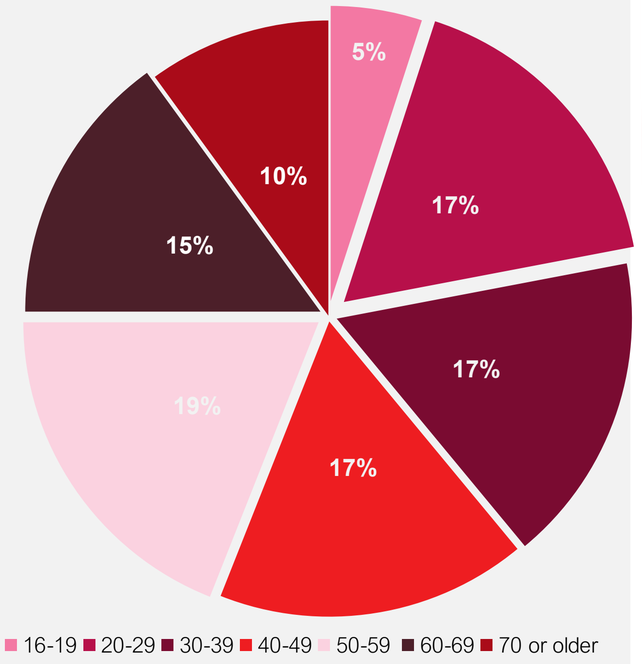
OCCUPATION



HHNE



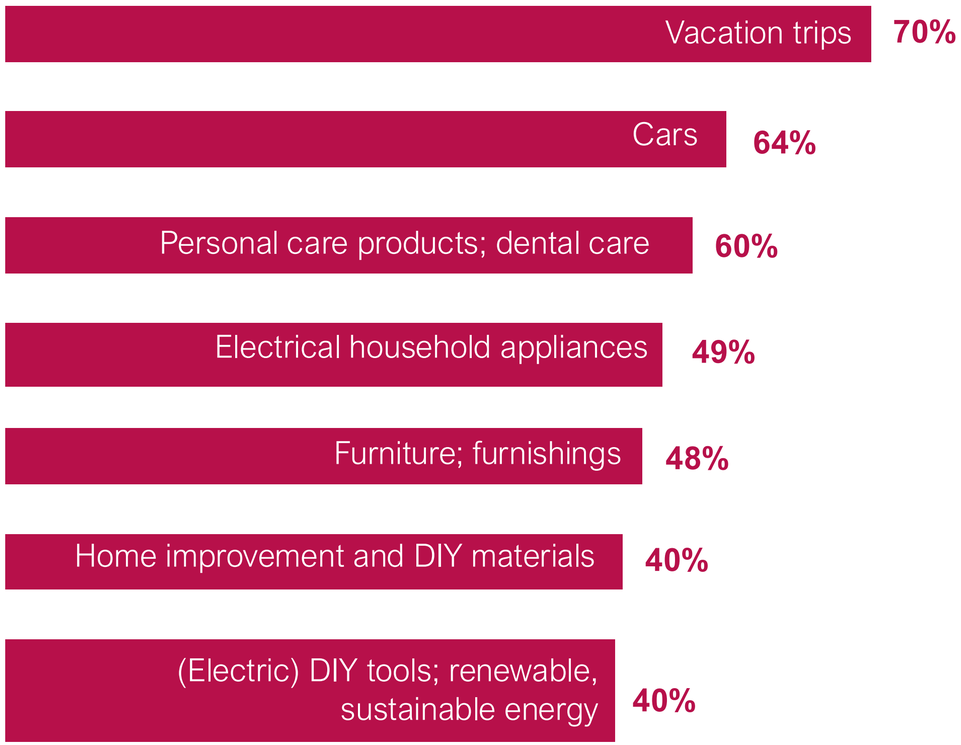
AGE



Source: agma, August 2026

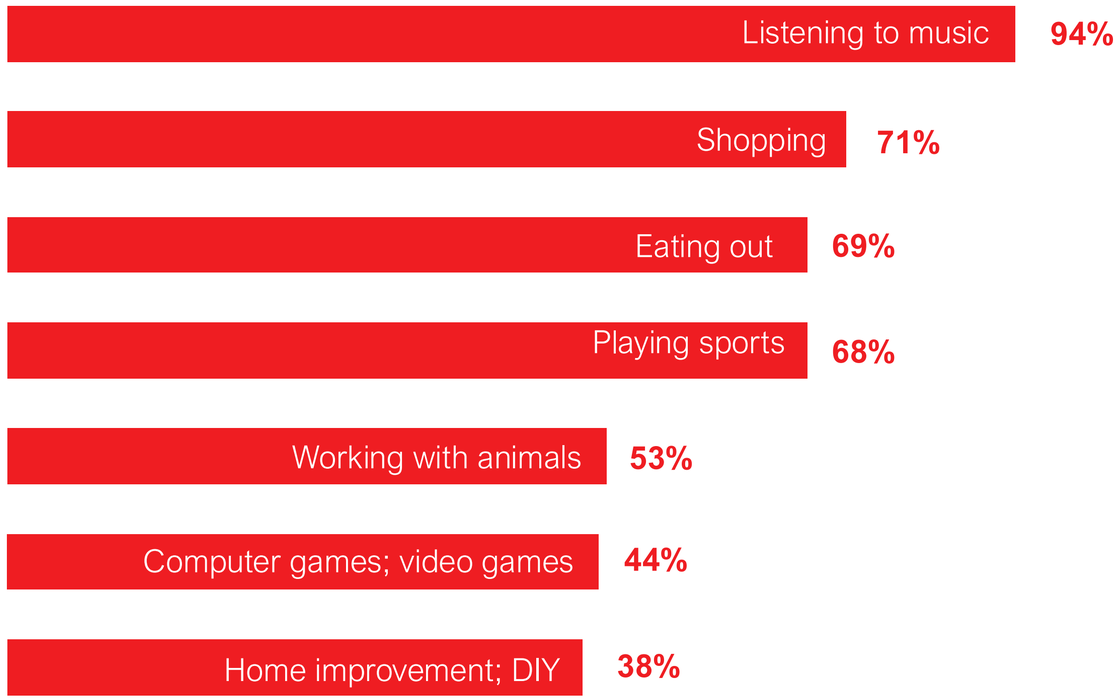
PRODUCT INTEREST

rollingstone.de users show **strong/very strong product interest** in the following areas:



LEISURE ACTIVITIES

rollingstone.de users engage with the following topics **at least once a month**:



Source: agma/b4p, August 2026

DISPLAY CPM OVERVIEW

	DESKTOP	MOBIL	RUN OF SITE	HOMEPAGE
SINGLE SPACE	(Content) Sitebar Ad (Wide) Skyscraper Banner 1:1 | 2:1 | 3:1 | 4:1 (Sliding) Medium Rectangle (Sliding) Halfpage Ad Billboard Interscroller Native Ad Click Out Superbanner Cube Ad	Content (Sliding) Ad 2:1 | 1:1 Content Ad 6:1 | 4:1 | 3:1 (Sliding) Medium Rectangle (Sliding) Premium Rectangle Mobile Cube Ad (Sliding) Halfpage Ad Carousel Ad Mobile Horizontal Interscroller AdBundle	*(=ROS | Rotation on the website desktop & mobile)* **€60**	or **ROS + PREMIUM TARGETING** **€80**
MULTI SPACE	Sliding Skin Page Skin (Dynamic) Fireplace Takeover Cinema Ad Wallpaper Value Ad Cinema Ad	Take Over	*(=ROS | Rotation on the website desktop & mobile)* **€90**	or **ROS + PREMIUM TARGETING** **€120**

Ads are displayed on multiple screens, i.e., the booked inventory is delivered between desktop and mobile devices depending on availability.
For surcharges for targeting, see the following chart.
25% surcharge on the gross price for advertising media larger than specified in the technical specifications.

All advertising formats can be viewed in the **SHOWROOM**. Technical specifications can be found under **TECHSPECS**.
The premium targeting segments can be viewed in the **DATA SEGMENT FINDER** (bookability depends on inventory availability).

Prices are eligible for discounts and AE. Minimum booking volume of €3,500

TARGETING SURCHARGES

TECHNICAL TARGETING

GEO TARGETING
(up to 5) Postal codes, cities, states, areas

TIME
Time, day of the week

FREQUENCY CAPPING

CONTEXTUAL TARGETING
Brand safety

Free

BASIC TARGETING

SOCIO TARGETING
Gender, education, age, marital status, HHNE

BASIC INTEREST
Fashion, LOHAS, luxury, city breaks, etc.

CONTEXTUAL TARGETING
Standard segments, brand suitability segments

15% surcharge on the run of site gross CPM

PREMIUM TARGETING

DECISION-MAKER TARGETING
Decision-makers, department, company size, turnover, industry

USER INVOLVEMENT TARGETING[1]

CONTEXTUAL TARGETING
Custom segments

ISP TARGETING[2]

Separate price category – see previous page.

Additional basic targeting is possible here at no extra charge.

[1]Usage and reading behavior, scroll depth and number of articles read,[2] Internet service provider targeting

FIXED PLACEMENTS



MHB. | MEDIA DIGITAL

WEBSITE SPONSORSHIP

Maximum visibility for one week (Mon-Fri) on rollingstone.de – your advertising material will be permanently displayed across the entire site, both desktop and mobile, ensuring **exclusive attention** during a period that is particularly relevant for advertising your product or service.

All ad slots outside the content area will be occupied exclusively by your advertising message.
This includes the home page as well as all articles.

1 week | 400,000 AI | **€50,000**



Prices are eligible for discounts and AE.

NATIVE ADVERTISING



MHB. | DIGITAL MEDIA

NATIVE ARTICLE PLUS

Our Native Article Plus allows you to place your message where your target audience actually will take notice.

With **an editorial look and feel**, professionally edited and search engine optimized, your article ensures maximum visibility and a lasting impact. The article is promoted by display banners and native ad placements, including a guaranteed number of impressions (AI).

Benefit from **credible content marketing** that informs, inspires, and builds trust.

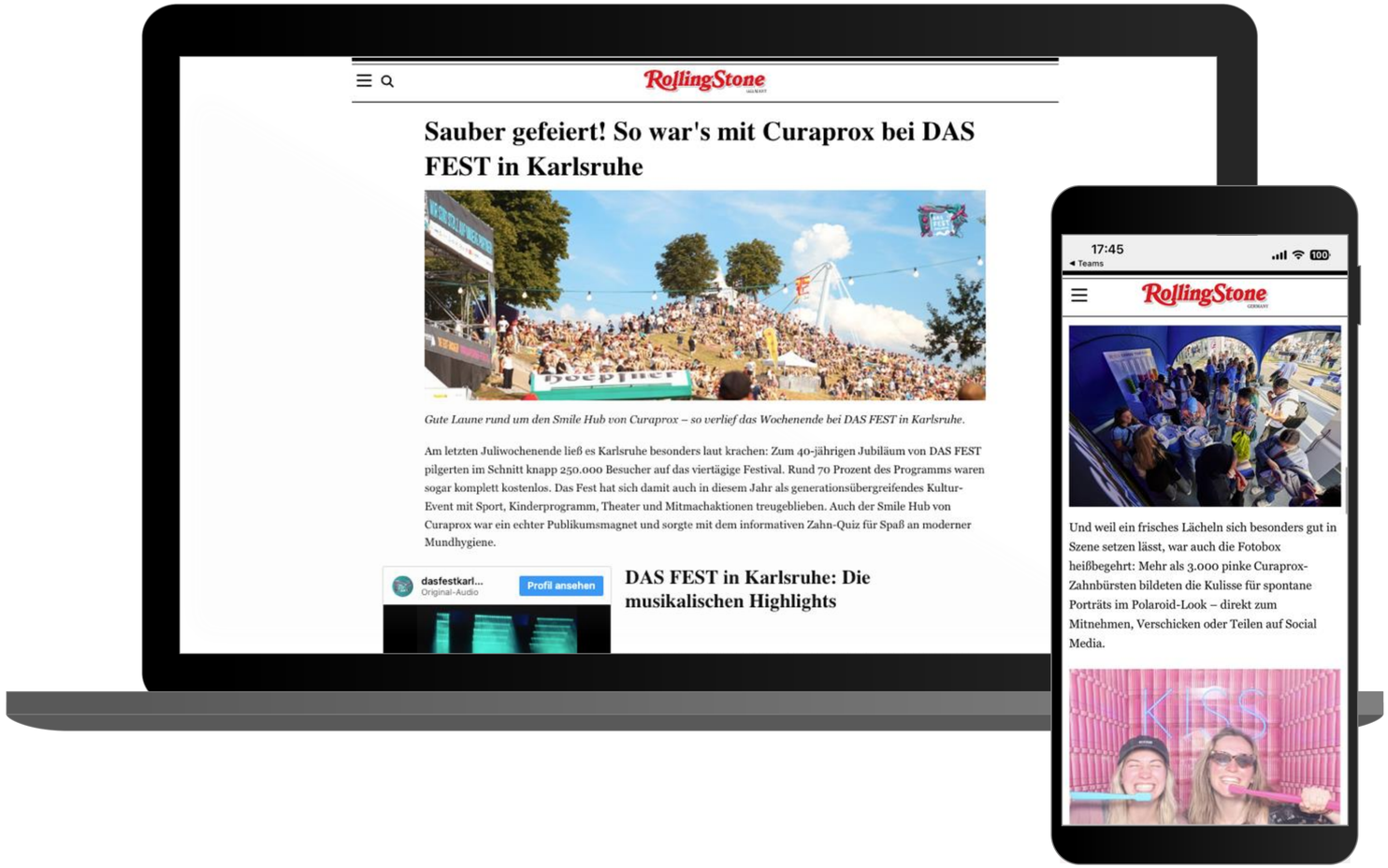
Sample packages:

S

2 weeks | 540,000 AI | **€24,000**

M

4 weeks | 670,000 AI | **€29,000**



Prices are eligible for discounts and AE. Plus production costs: €3,500 (not eligible for discounts or AE) – production costs include article production and banner creation, including 2 correction loops.
Custom packages available upon request. Calculation based on standard display single space and native image/text ad.

NATIVE HUB PLUS

Strengthen your brand presence with a Native Hub – the **exclusive thematic environment for your content**.

Here **you can bundle up to five high-quality native articles** in a **central hub** that provides readers with guidance and positions your brand as a competent expert. The Native Hub is advertised via display banners and native ad placements, with a guaranteed number of impressions (AI).

In the Native Hub, you can present your range of topics **in a clear and sustainable way**. On request, it can also be individually programmed in the so-called Magazine Hub![1]

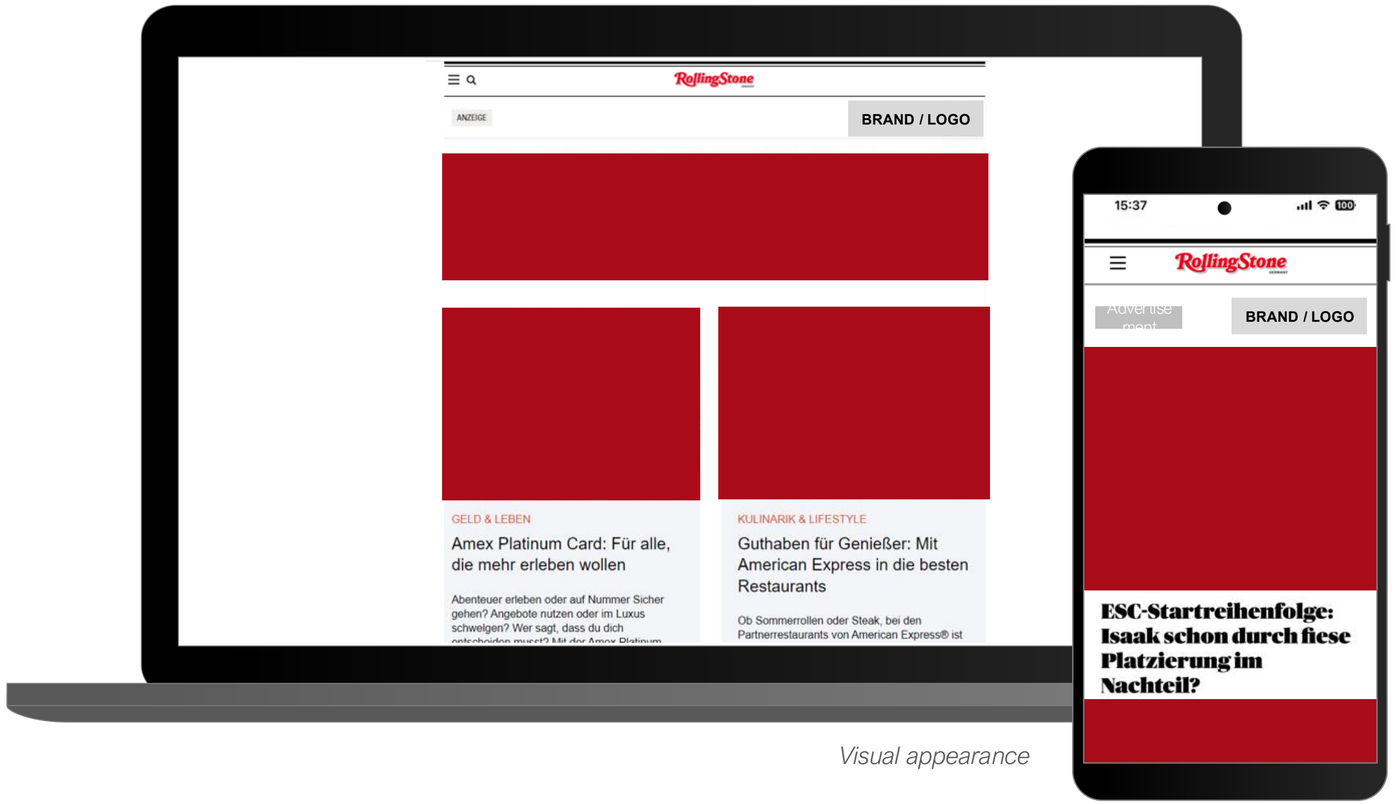
Sample packages:

S

4 weeks | 2-5 native articles | 960,000 AI | **€45,000**

M

8 weeks | 2-6 native articles | 1,200,000 AI | **€56,250**



Visual appearance

Prices are eligible for discounts and AE. Plus production costs: €9,500 for 5 articles plus €750 per additional article (not eligible for discounts or AE) – production costs include article production and banner creation, including 2 correction loops. Individual packages available on request. Calculation based on standard display single space and native image/text ad.

[1] Magazine Hub production costs available on request.

BRAND GALLERY

With the Brand Gallery, you can go beyond classic native articles: in addition to text, you can **enhance** your content with **images, videos, audio streams, and infographics**. This creates an **interactive reading experience** that visually reinforces your message and anchors your brand in the reader's memory. The Brand Gallery is advertised via display banners and native ad placements, with a guaranteed number of impressions (AI).

It's ideal for **presenting complex topics in an exciting way** and inspiring your target group with emotional storytelling.

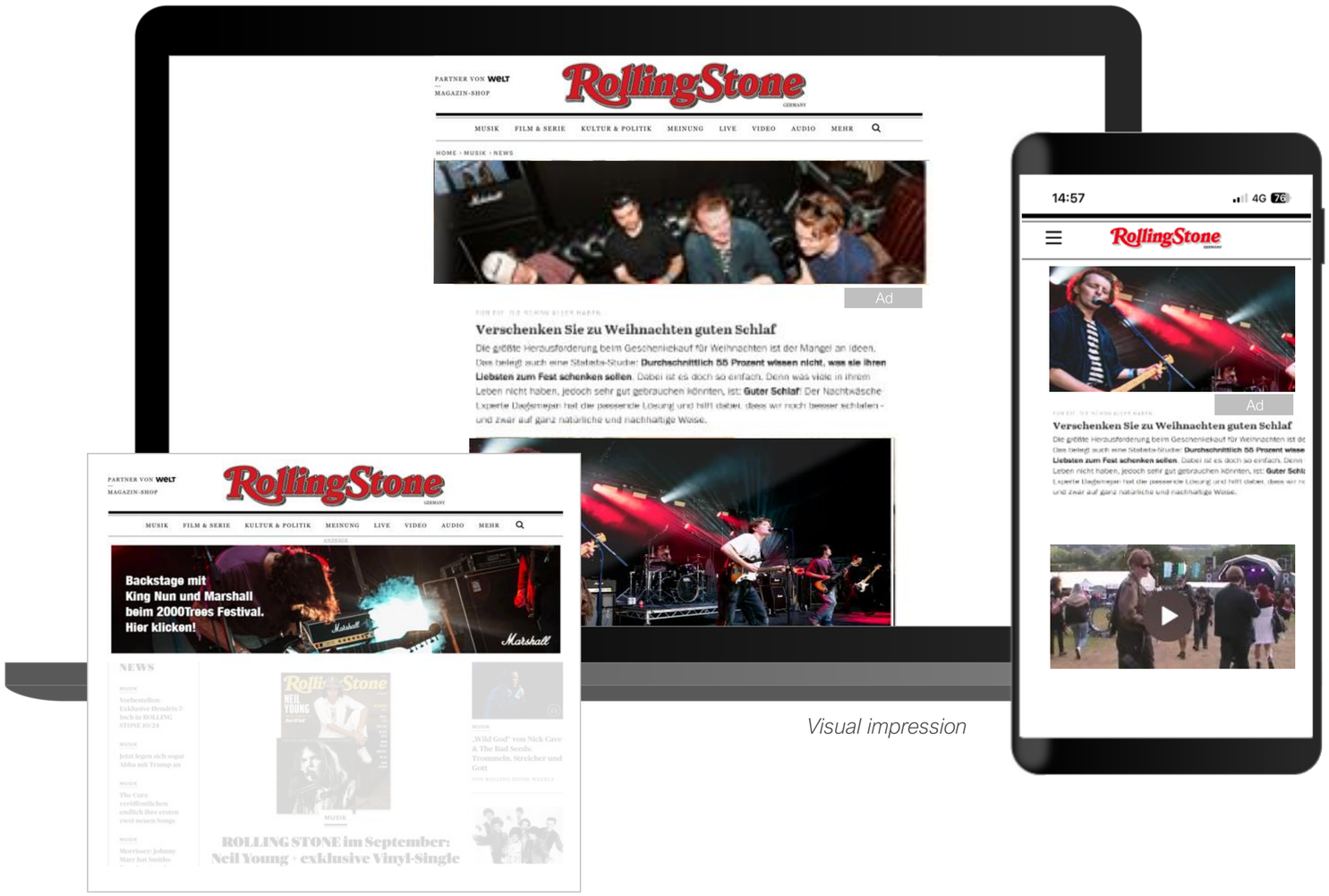
Sample packages:

S

3 weeks | 540,000 AI | **€24,000**

M

4 weeks | 670,000 AI | **€29,000**



Visual impression

Prices are discountable and AE-eligible. Plus production costs: €3,500 (not discountable and not AE-eligible) – production costs include article production and banner creation, including 2 correction loops.
Individual packages available on request. Calculation based on standard display single space and native image/text ad.

BRAND STORY PLUS

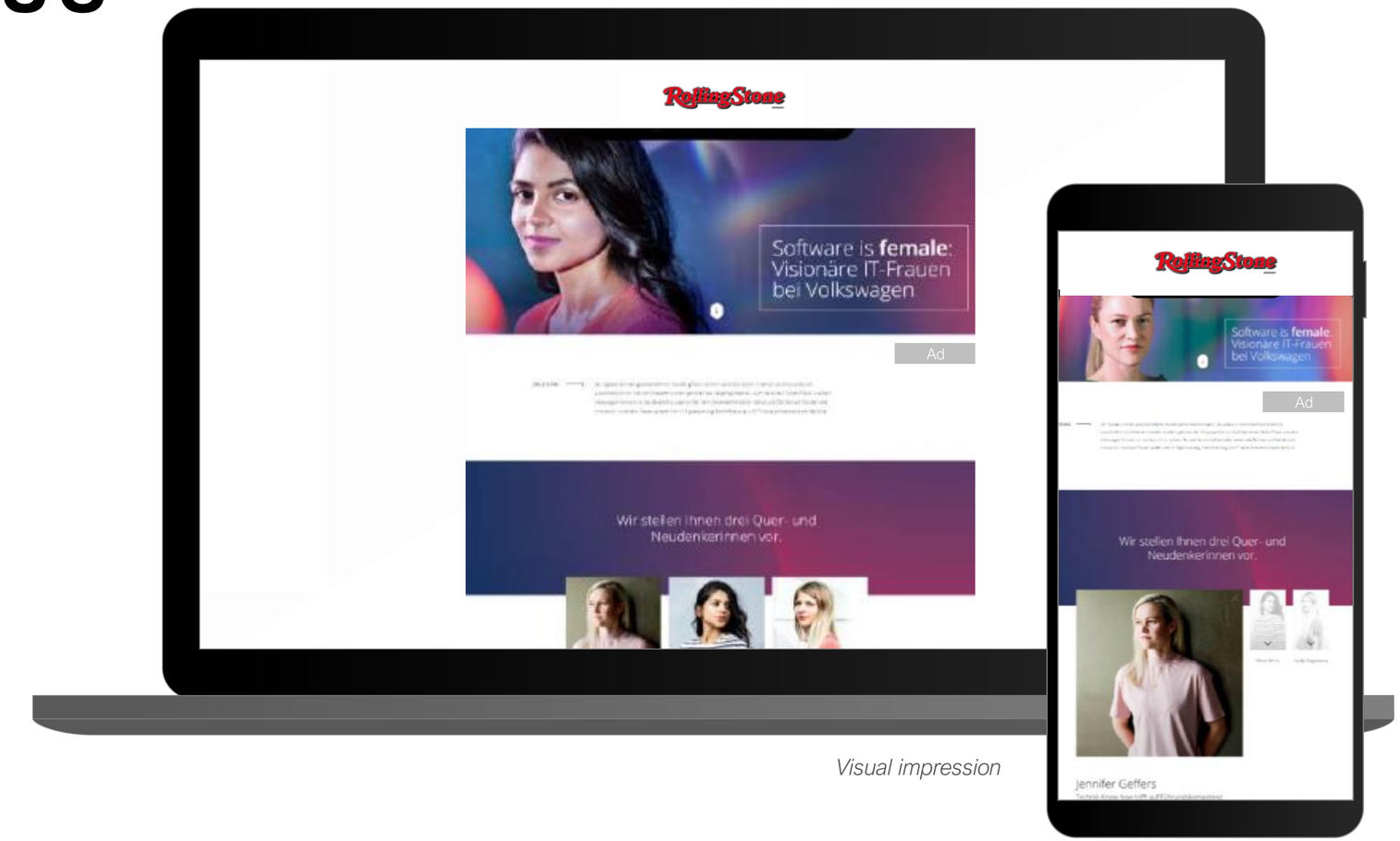
Storytelling with journalistic narrative expertise—that's what sets our **premium product** Brand Story apart! Credible, entertaining, and informative advertising.

We generate genuine emotions, and your advertising message stays **in the minds of users** with your individual story. The Brand Story is advertised via display banners and native ad placements, with a guaranteed number of impressions (AI).

Your message is presented in a **unique design** as part of a microsite, ensuring maximum brand impact.

Sample package:

6 weeks | 1,540,000 AI | **€70,000**

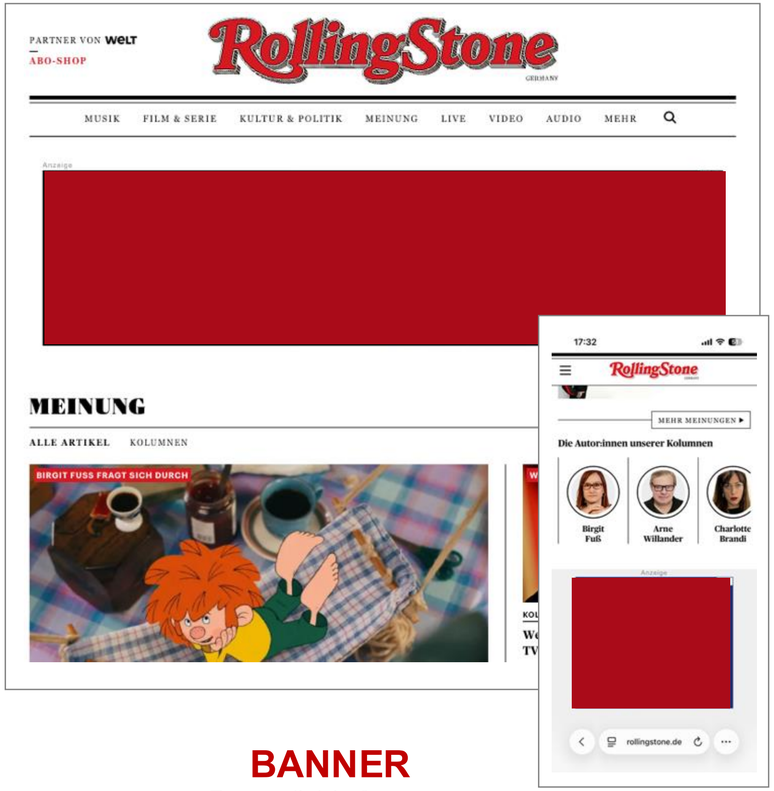


Visual impression

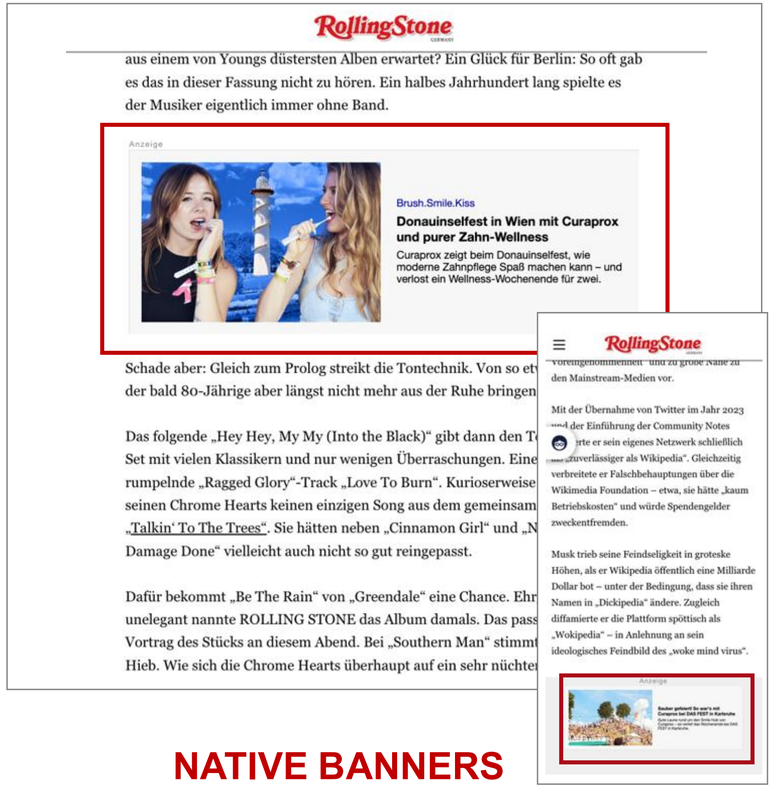
Prices are discountable and AE-eligible. Plus production costs: from €12,500 (not discountable and not AE-eligible) – production costs include article production and banner creation, including 2 correction loops. Individual packages available on request. Calculation based on standard display single space and native image/text ad.

BANNER DELIVERING ADVERTISING REACH

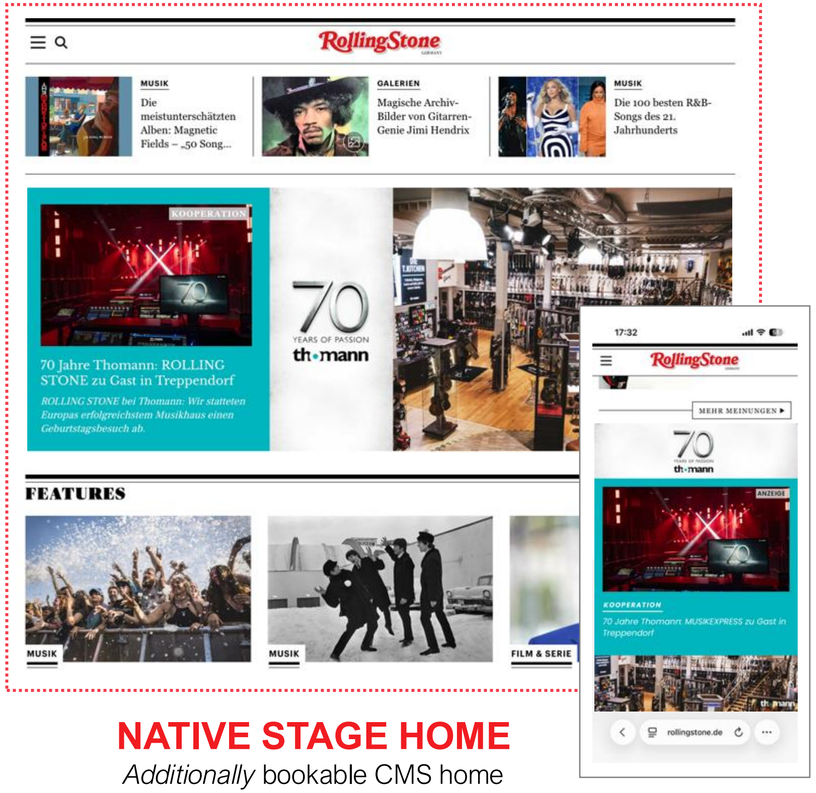
All native products (Native Article Plus, Native Hub Plus, Brand Gallery, and Brand Story Plus) gather the guaranteed reach (in Ad Impressions) as stated on the respective product charts through (native) banner. These are, by default, as follows :



BANNER
For available formats,
see page 26



NATIVE BANNERS
(Desktop & Mobile)



NATIVE STAGE HOME
Additionally bookable CMS home
Fixed placement for 1 week/20,000 promo impressions (desktop & mobile)
€3,000[1]

[1]Price is discountable and AE-eligible. Plus production costs: €500 (not discountable and not AE-eligible), duration: 1 week

NEW: PERFORMANCE INTEGRATION

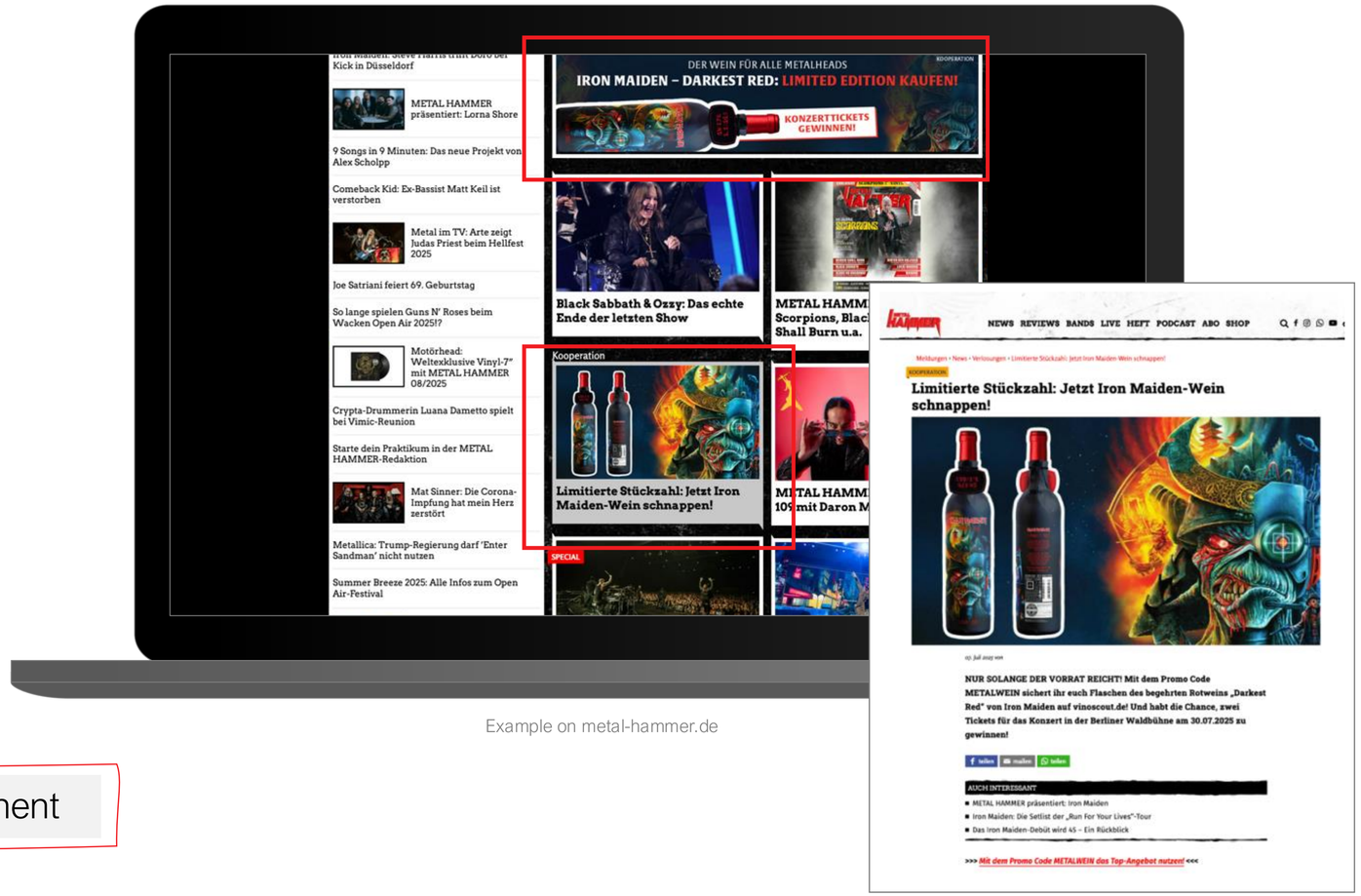
In addition to maximised native integration, you‘d also like a performance-driven component?

A google-indexed **performance integration** is perfect for focusing directly on the sale of a product:
Your product is presented in a customized text article and positioned for maximum sales optimization, including a shop link.

Media assets include CMS placements, on the homepage and on article pages, as well as on social media to drive traffic and ensure maximum attention for your campaign!

With **a fixed price (base price) and performance components on top,** this model offers maximum flexibility!

Sample package:



Example on metal-hammer.de

4 weeks | Fixed fee of at least **€10,000** | plus performance component

Plus production costs of €2,000. Fixed price (base price) and performance component are not eligible for discounts or AE. Plus production costs (not eligible for discounts or AE). Performance component cannot be offset against the base price. Deep integration subject to editorial approval.

SOCIAL MEDIA



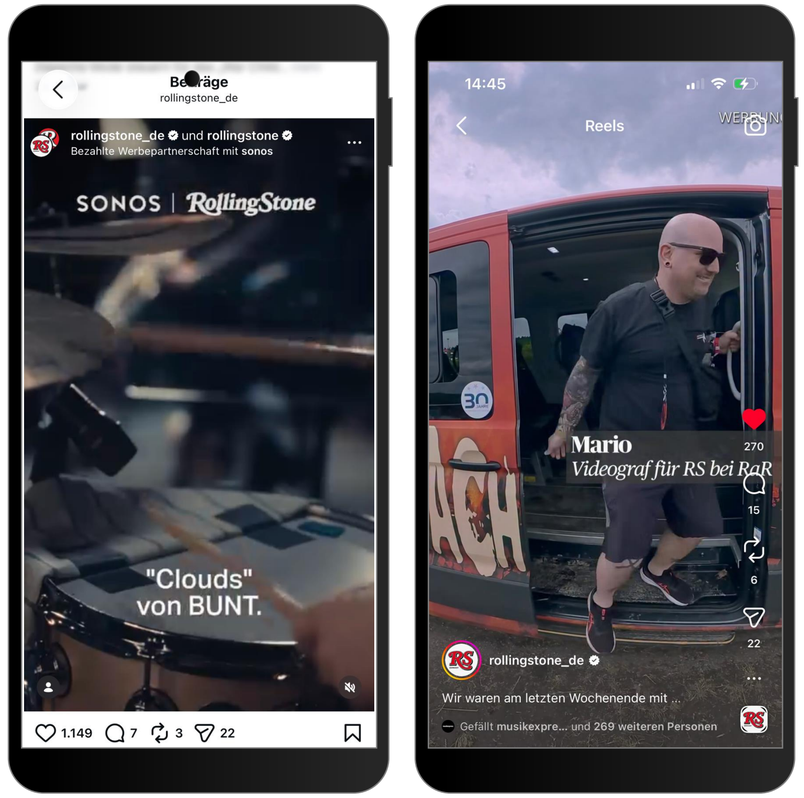
MHB. | DIGITAL MEDIA

MULTICHANNEL VIDEO TIMELINE POST

INSTAGRAM · FACEBOOK · TIKTOK · YOUTUBE SHORTS

Reach the ROLLING STONE Germany community with your brand message across our social media channels – optionally as a collaborative post on Instagram and Facebook.
From event coverage and interviews to product showcases, we develop tailored social content, tell your brand story and publish it on our channels as clearly labelled advertising.
Optional co-branding partnership:
ROLLING STONE is visibly integrated into the communication – for example, as “powered by ROLLING STONE”.

Concept development and production by Mediahouse Berlin.



4.000 € | Production costs depend on the concept and scope of work.

SPONSORED POST | FOCUS: BRANDING

FACEBOOK & INSTAGRAM

Spread your message with sponsored social media posts on Rolling Stone's channels – optionally including a brand handshake.

Your post is delivered to your **target audience** using precise targeting, including a call-to-action button linking either to your preferred digital destination or to native content on our site.

The sponsored post is designed with a **branding focus** and aims to generate **maximum** reach and impressions within the target audience.



Image | 2 weeks | 500,000 AI | **€4,000**

Video | 2 weeks | 400,000 AI | **€4,000**

Prices are subject to discounts and AE. Image or video and text must be provided. Wording subject to editorial approval.

SPONSORED POST | FOCUS: PERFORMANCE

FACEBOOK & INSTAGRAM

Spread your message with sponsored social media posts on Rolling Stone's channels – optionally including a brand handshake.

Your post is delivered to your **target audience** using precise targeting, including a call-to-action button linking either to your preferred digital destination or to native content on our site.

The performance-focused sponsored post is **optimized for link clicks** and **guarantees** a predefined number of **clicks** to your digital destination or native content on our site, while also ensuring reach for your message.



Image *or* video | 2 weeks | 100,000 AI | 500 clicks | **€4,000**

Price is discountable and AE-eligible. Image or video and text must be supplied. Wording subject to editorial approval.

SPONSORED POST

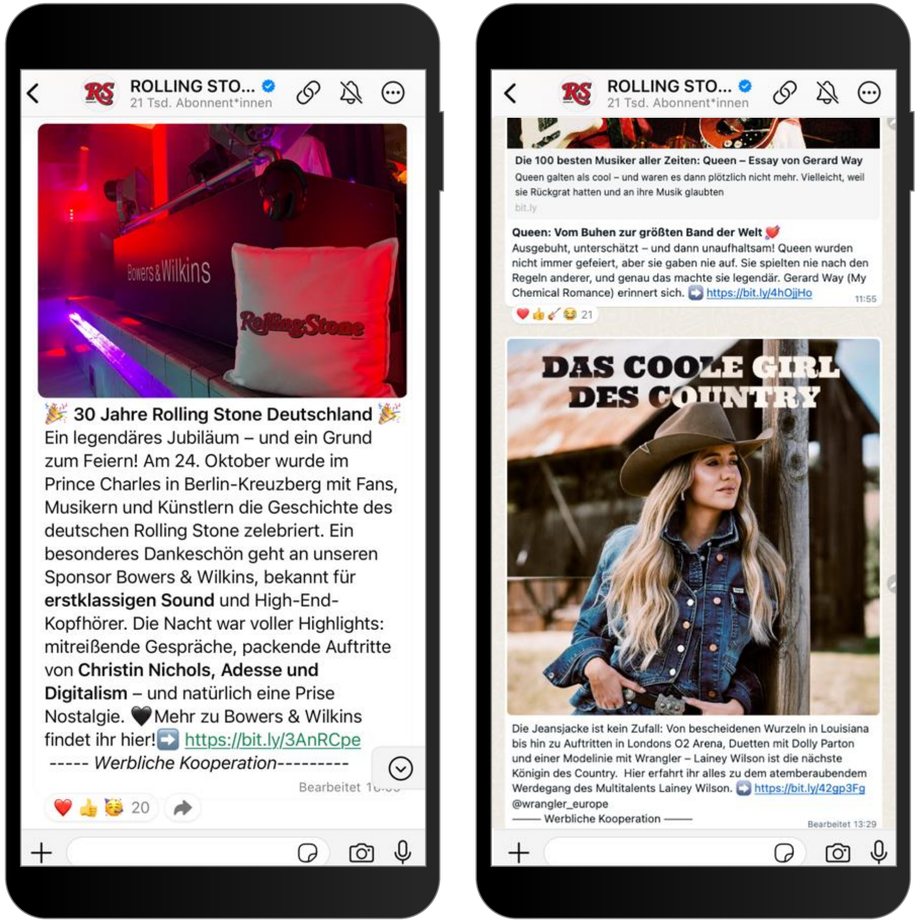
WHATSAPP

This is where you'll find **Rolling Stone's most loyal brand fans!**

Your advertising message will appear **directly between editorial posts** on the channel[1] – with immediate user response possible (via emojis/shares)!

Posts with **interactive elements** (e.g., voting) for greater engagement are also possible at no extra charge!

Image/video | 16,500 followers | **€1,400**



[1]Marked as an advertising collaboration. Price is discountable and AE-eligible. Image or video and text must be provided. Wording subject to editorial approval.

AUDIO, VIDEO & DIRECT MAIL

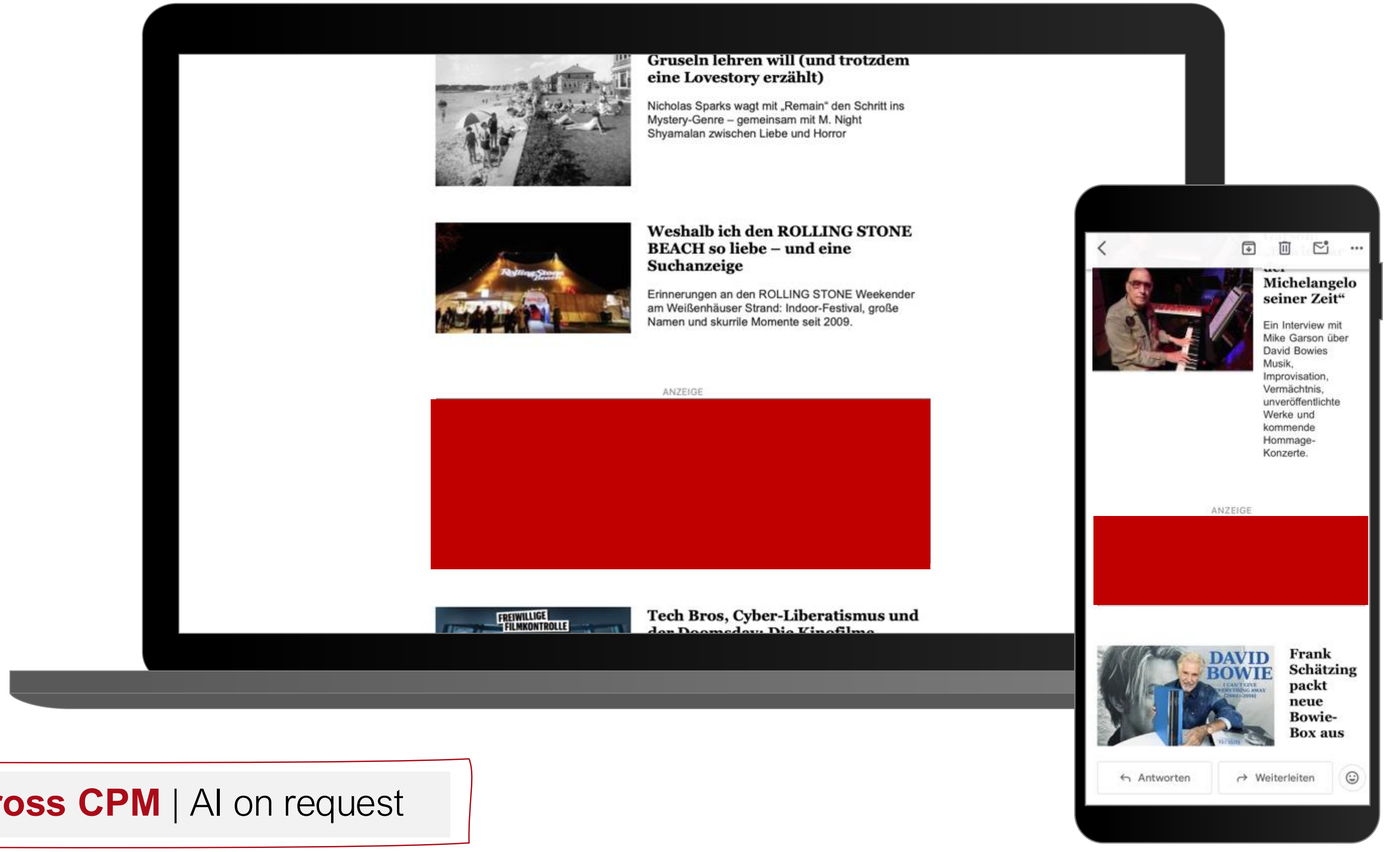


MHB. | DIGITAL MEDIA

NEWSLETTER BREAKING AD

The **Rolling Stone newsletter is published weekly** to 3,800 subscribers[1] , targeting an engaged audience that identifies with the brand and its content.

Your advertising is integrated between editorial content, allowing you to benefit from **trust in the content** and **existing brand loyalty**.



Breaking Ad | Volume booking | min. 4 weeks | **€60 gross CPM** | AI on request

[1]As of Aug. 2026. Price is discountable and AE-eligible. Breaking Ad (600px x 200px) must be delivered. Minimum booking volume for podcast-only booking without additional media components: €3,500

PODCAST INTEGRATION

According to a survey conducted in August 2025, **almost half the German population** (**49%**) **consumes podcasts at least occasionally**.

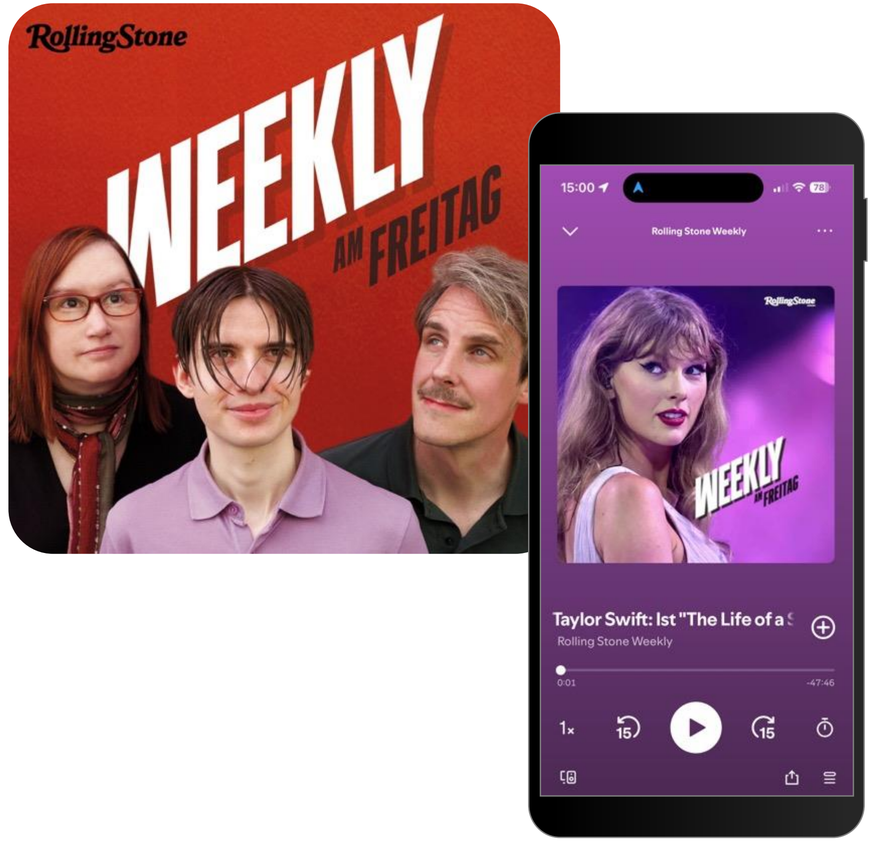
27% of podcast users spend up to an hour per week listening to podcasts, while 14% spend three to five hours listening.[1]

With our ever-growing news podcast **Rolling Stone Weekly,** culture lovers get a weekly treatment from our creators.

Exemplary booking volumes
(as part of a cross-media package):

Audio spot[2] | up to 20 sec. | midroll & postroll | 8 weeks | 10,000 AI | **€600**

Native audio spot[3] | up to 30 sec. | preroll | 6 weeks | 10,000 AI | **€1,200**



[1]Bitcom Research, bitcom.org, August 2025;[2] Spots must be delivered;[3] Native ad produced by iq, production costs: €1,000.
Prices are discountable and AE-eligible. Minimum booking volume for podcast-only bookings without additional media components: €3,500

PODCAST INTEGRATION

According to a survey conducted by in August 2025, **almost half of Germans** (**49%**) **listen to podcasts from time to time**.
27% of podcast users spend up to an hour per week listening to podcasts, while 14% listen for three to five hours.[1]

With our film and series podcast **Freiwillige Filmkontrolle**, streaming and cinema fans can find weekly reviews including insightful commentary on current and niche topics, on classics, decaded, genres, directors, filmmakers and more.

Exemplary booking volumes
(as part of a cross-media package):

Audio spot[2] | up to 20 sec. | midroll & postroll | 6 weeks | 10,000 AI | **€600**

Native audio spot[3] | up to 30 sec. | preroll | 4 weeks | 10,000 AI | **€1,200**



[1]Bitcom Research, bitcom.org, August 2025;[2] Spots must be delivered;[3] Native ad produced by iq, production costs: €1,000. Prices are eligible for discounts and AE. Minimum booking volume for podcast-only bookings without additional media components: €3,500.

POP CULTURE BRAND ROTATION

Take advantage of the full reach and **pop culture power** of all podcasts by Rolling Stone, Musikexpress and Metal Hammer!

Place your ad in our podcast episodes for **6 weeks based on volume,** or opt for a spoken host read ad to **maximize** listener **attention**!

Exemplary booking volumes:

Audio spot[1] | up to 20 sec. | midroll & postroll | 8 weeks | 50,000 AI | **€2,250**

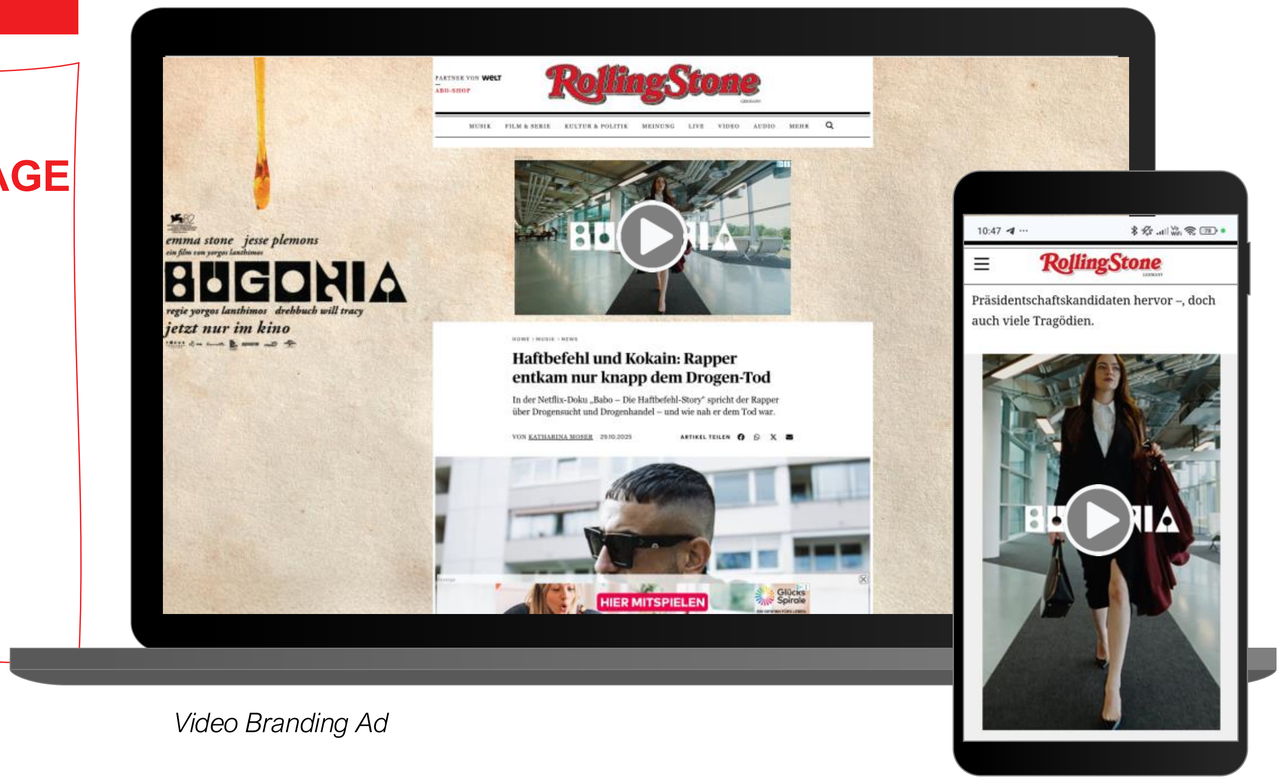
Native audio spot[2] | preroll up | to 30 sec. | 6 weeks | 40,000 AI | **€4,000**



[1]Spots must be delivered;[2] Native ad produced by iq, production costs: €1,000.
Prices are eligible for discounts and AE. Minimum booking volume for podcast-only bookings without additional media components €3,500

INPAGE VIDEO FORMATS

	ADVERTISING	RUN OF SITE	HOMEPAGE
MOBILE	InText Horizontal Video Ad Horizontal Video Interscroller Vertical Video Sitebar Ad	*(=ROS | Rotation on the website desktop & mobile without targeting)* **€60**	**€80**
DESKTOP	Movie Ad In-text horizontal video ad In-text vertical video ad Horizontal Video Interscroller Mobile Vertical Video Interscroller Video Branding Ad*		



Video Branding Ad

Mobile Vertical Video Interscroller

Ads are displayed on multiple screens, i.e., the booked inventory is delivered between desktop and mobile devices depending on availability.

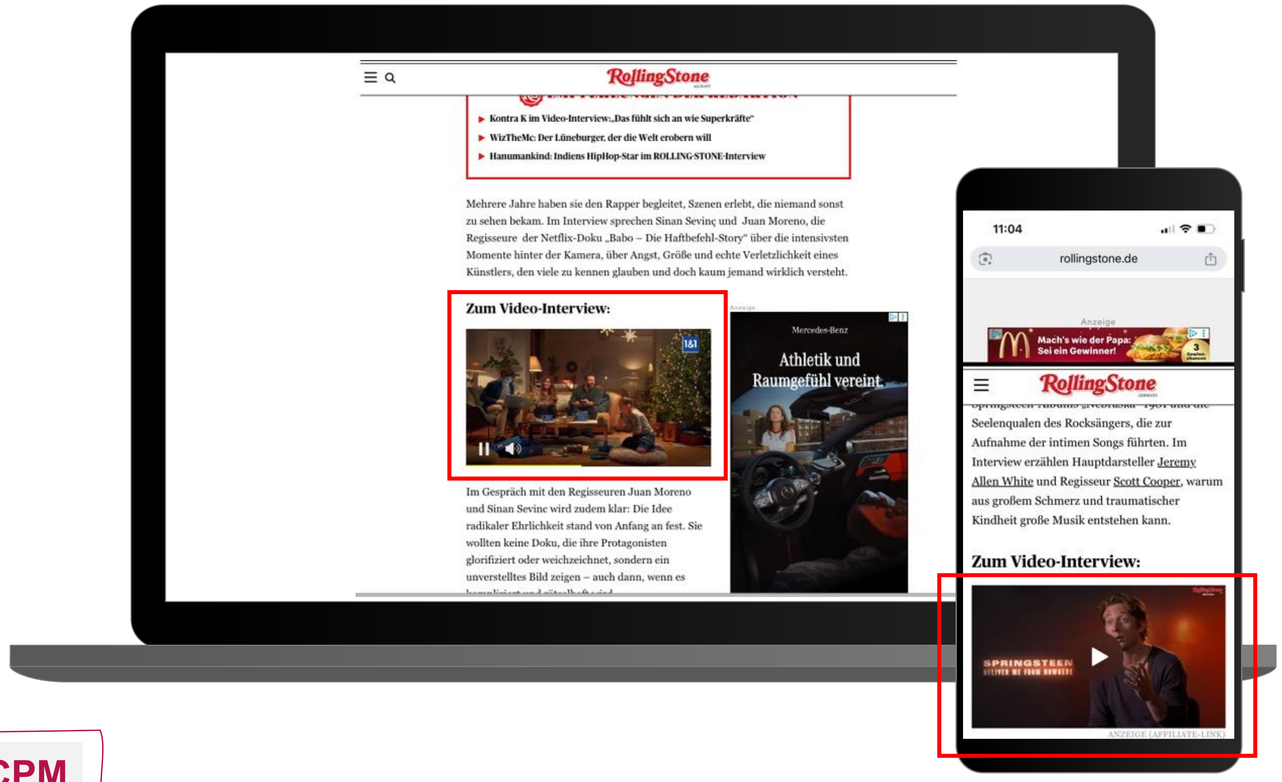
All advertising formats can be viewed in the **SHOWROOM**. Technical specifications can be found under **TECHSPECS**.

Prices are eligible for discounts and AE. Minimum booking volume of €3,500. *Video Branding Ad + 50% multi space surcharge

INSTREAM VIDEO FORMATS

Instream advertising reaches users at an attention-grabbing moment because it is **consumed directly in the content flow**. It offers high visibility and usually very good view-through rates thanks to non-skippable ads.

Place your commercial as instream advertising **directly within our editorial moving image content** on our website—in a high-quality environment with high visibility and strong attention.



Non-skippable up to 30 seconds,
Vertical video ad | Volume booking | **€80 gross CPM**

Bumper ad | up to 6 seconds | Volume booking | **€60 gross CPM**

Prices are discountable and AE-eligible. Minimum booking volume of €3,500

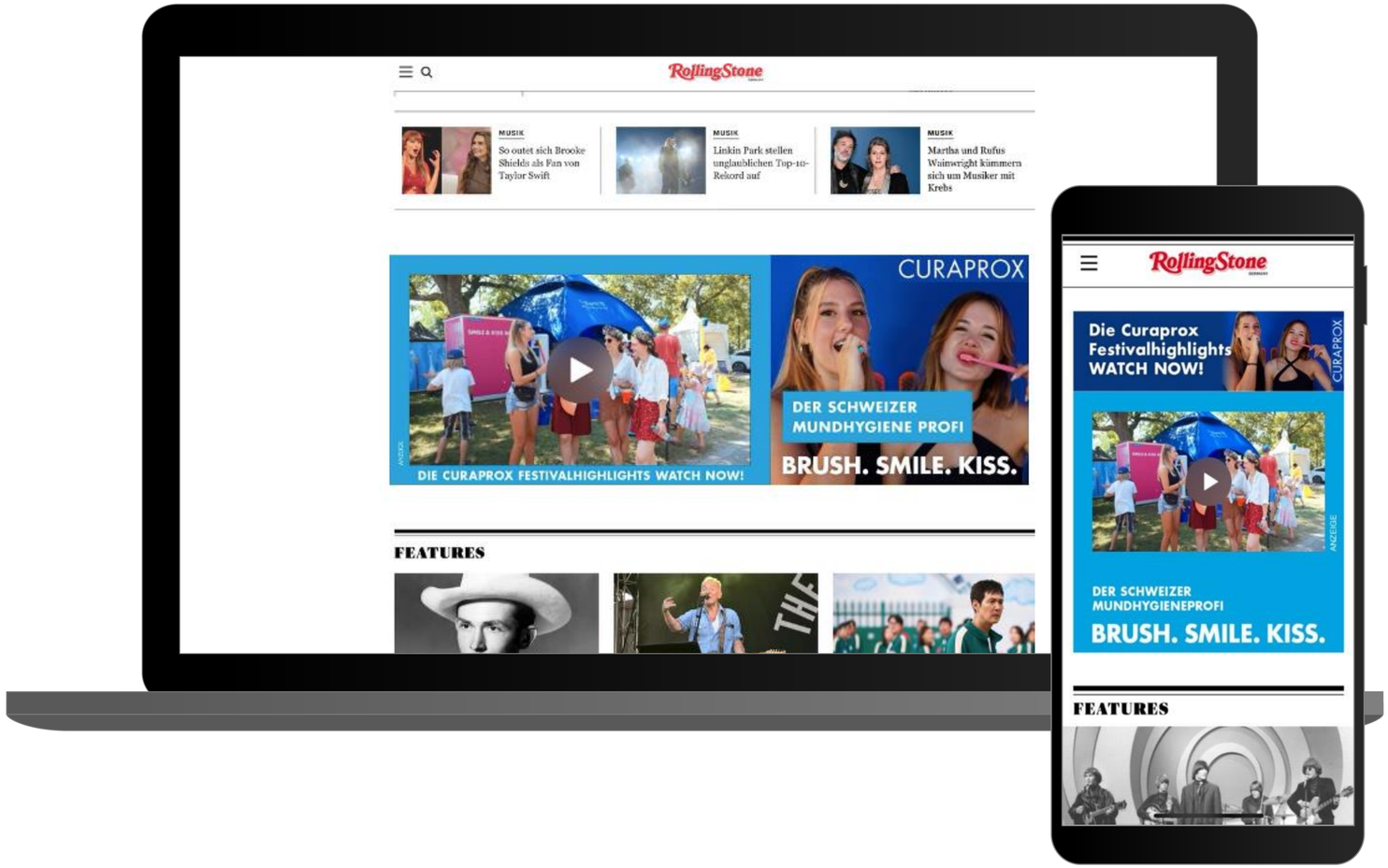
HOME VIDEO STAGE

Your video content **presented in an eye-catching way** on rollingstone.de‘s homepage!

The customizable space in the editorial environment of the Rolling Stone homepage is **integrated via CMS** and therefore is a special feature that can only be booked and implemented in collaboration with Rolling Stone.

Ideal for **event activations, brand presentations,** or promoting to livestreams – all in an eye-catching position.

1 week | 20,000 promo impressions | **€5,000**



Price is discountable and AE-eligible. Plus production costs of €500.

FORMATS

MHB.

ROLLING STONE ORIGINALS

STORYTELLING MADE FOR BRANDS

Our strength lies in our understanding of pop culture, our journalistic credibility and our close connection to artists. We tell stories that go beyond the latest release, creating formats with a distinctive voice and perspective.

We develop each format for multiple media from the outset — across print, digital, audio, video and live — with a storytelling approach tailored to each channel.

POTENTIAL PARTNERSHIPS
- Presenting or season partner
- Brand and product integration
- Extensions across selected Rolling Stone channels

FORMAT SPOTLIGHT· CAFÉ CHRIS
Podcaster and identity coach Chris Schmidt talks to musicians about personality, personal growth and life beyond the latest release.
Pilot season: 4 episodes — launching in Q1 2027

FIRST-SEASON-PARTNER
Help launch new formats and support the first season at an attractive introductory rate.
Starting at €5,000



OMHB.

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