musikexpress

MEDIA KIT

PRICE LIST NO. 52, VALID FROM 01/01/2027

2027

MEDIAHOUSE BERLIN.

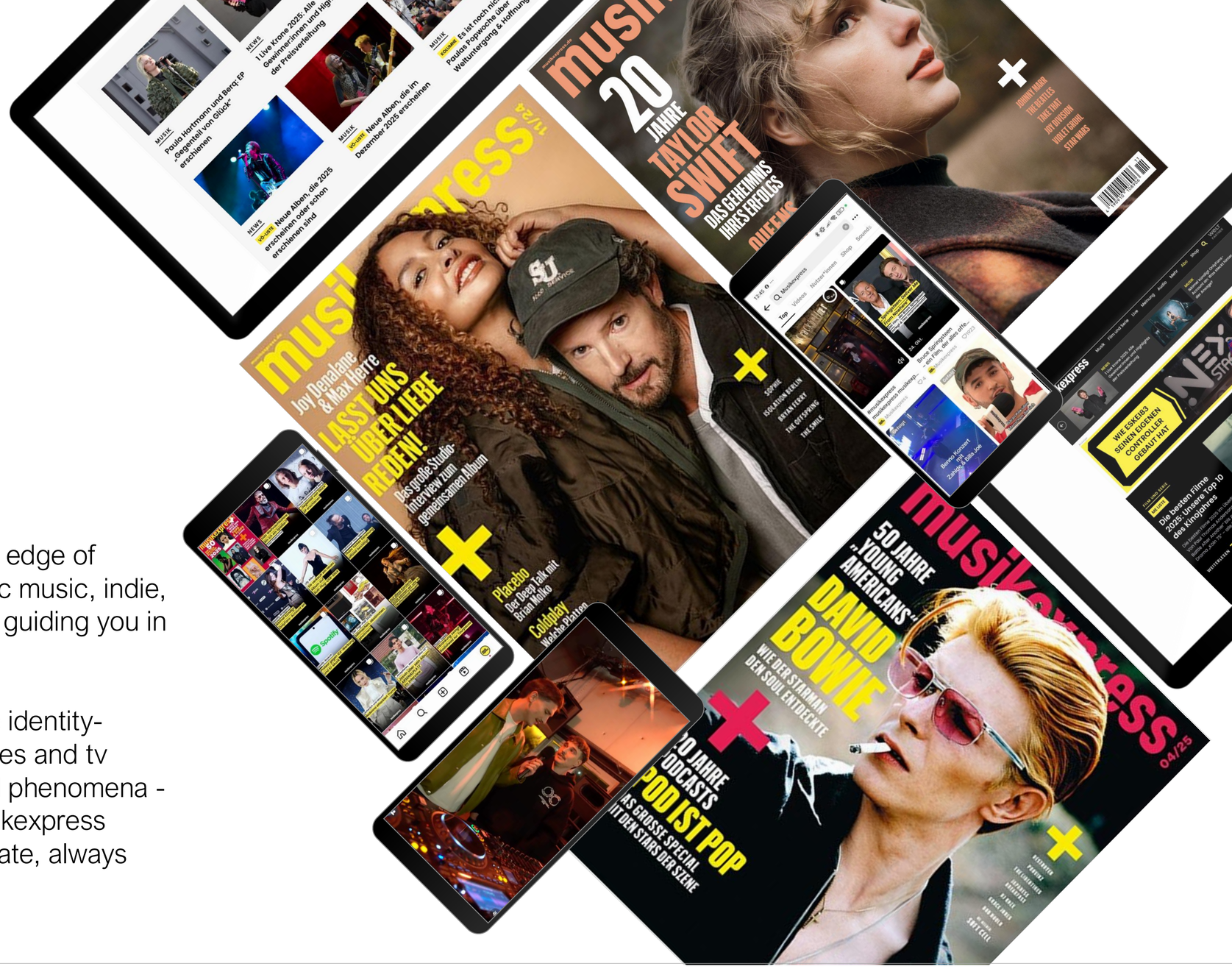
THE BRAND

„THE radar for newcomers and trends for over 50 years:
***Musikexpress** stands for living pop culture in all its diversity.“*

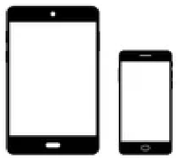
Hella Wittenberg, Head of Content

Musikexpress has always been on the cutting edge of what’s new and trendy. Whether it is electronic music, indie, rap or pop - MUSIKEXPRESS is the compass guiding you in current pop culture.

Ever since 1969, Musikexpress stands for the identity-forming effect of pop. Exciting new acts, movies and tv shows, fashion and lifestyle, personalities and phenomena - with expertise, fun and a strong opinion, Musikexpress reflects the spirit of the times. Always up-to-date, always close at hand, always crossmedia.



REACH



SOCIAL

117k followers[3]



DIGITAL

0.5 million visits/month[2]
0.8 million page views/month[2]

musik express



PRINT

Approx. 35-45 thousand printed copies[1]

Source: [1] Internal survey[2] Visits / Page Views Adobe Analytics Ø Jan. – Oct. 2026; [3] Total reach: Facebook, Instagram, X, WhatsApp, YouTube, TikTok, Threads – Sep. 26

musikexpress

MEDIA PRINT

MHB.

SCHEDULE & SPECS

musikexpress

ISSUE NO.	STREET DATE	CLOSING DATE	FILE DELIVERY DATE
02/2027	01/08/27	12/09/26	12/16/26
03/2027	02/12/27	01/13/27	01/20/27
04/2027	03/12/27	02/10/27	02/17/27
05/2027	04/16/27	03/17/27	03/24/27
06/2027	05/14/27	04/14/27	04/21/27
07/2027	06/11/27	05/12/27	05/19/27
08/2027	07/16/27	06/16/27	06/23/27
09/2027	08/13/27	07/14/27	07/21/27
10/2027	09/10/27	08/11/27	08/18/27
11/2027	10/08/27	09/08/27	09/15/27
12/2027	11/05/27	10/06/27	10/13/27
01/2028	12/03/27	11/03/27	11/10/27

MAGAZINE FORMAT
210 mm x 285 mm (bleed)

TRIM
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 | Contents: 53g/m2 Holmen View

PRINT
Cover: Offset | Content: Web offset

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

ADVERTISING FORMATS

MHB.

MEDIA PRINT

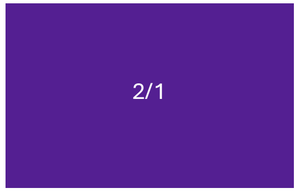
musikexpress

FORMATS | PRICES 2027



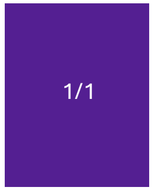
Bleed[1]
210 x 285

Price
€16,110



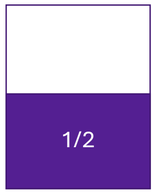
Bleed[1]
420 x 285

Price
€26,850



Bleed[1]
210 x 285

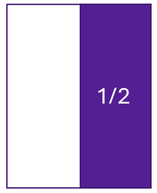
Price
€13,420



Horizontal
Bleed[1]
210 x 142

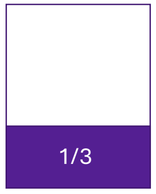
Price
€8,050

Combination discounts with Rolling Stone and/or METAL HAMMER available on request.



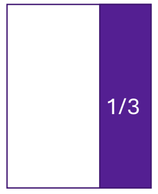
Vertical
Bleed[1]
97 x 285

Price
€8,050



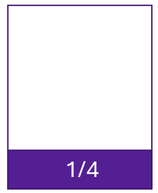
Horizontal
Bleed[1]
210 x 95

Price
€5,370



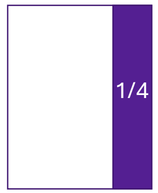
Vertical
Bleed[1]
66 x 285

Price
€5,370



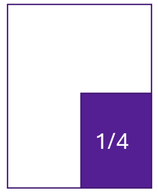
Horizontal
Bleed[1]
210 x 71

Price
€4,700



Vertical
Bleed[1]
51 x 285

Price
€4,700



Block
Type area
87 x 123

Price
€4,700

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.

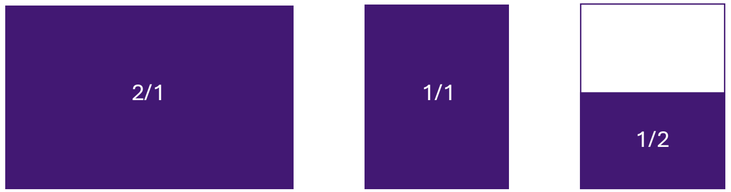
NATIVE FORMATS

MHB.

MEDIA PRINT

musikexpress

NATIVE ARTICLE



2/1 – €**1,200**, 1/1 – €**1,000**, ½ - €**800**
Production costs + media

Got more to say? Place your advertising message in Musikexpress 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 Musikexpress authors. Up to two revision rounds are included in the production costs.

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



Welche Situation wäre für eure Musik die beste?
DN: Wenn man sich in einem kleinen, vernebelten Laden befindet. Mit Stroboskoplichtern. Auf dem Dancefloor. Aber es ist trotzdem so dunkel, dass schlecht erkennbar ist, wie viel Platz wirklich um einen herum ist. Die Wände sind quasi nicht sichtbar.
KB: Das beschreibt für mich die perfekte Live-Show von uns. Ich mag es, wenn wir im Dunkel verschwinden.

Wie passt das mit eurem neuen Album WE WERE JUST HERE zusammen, bei dem es auch darum ging, den Gesang mehr in den Vordergrund zu bringen?
KB: Das ist ein Widerspruch, stimmt schon. Aber auch das muss zusammen funktionieren: Meine Stimme vordergründiger, wir als Band hintergründiger.

Ist das Leben in der Musikindustrie so, wie ihr euch das zu Beginn vorgestellt habt?
KB: Ach, wir haben nicht an irgendwas geglaubt. Unser Bassist meinte, er würde sich ein Gesichtstattoo stechen lassen, wenn wir jemals einen Vertrag bekommen würden.
DN: Unser Ziel war, auch mal in Dublin live zu spielen. Als das funktionierte, überlegten wir uns nur, welche Orte wir noch sehen wollen.
KB: Wir nehmen alles so, wie es kommt. Hauptsache, wir können zusammen Musik machen und kriegen unsere Freunde dazu, auch mal Eintritt zu zahlen, um ein Konzert von uns zu sehen. *[lacht]*

Abgesehen von der Pub-Kultur: Wie verbunden fühlt ihr euch mit eurer Heimat?
KB: Im Kopf bin ich immer in Irland. Gerade unser Ort, Dundalk, ist ein einziger Vortex. Wer da vorbeischaut, will gar nicht mehr weg. Ich auch nicht.
DAVID: Ja, Dundalk ist der perfekte Ort. Es ist klein genug, sodass jeder jeden kennt, aber er ist auch groß genug, dass es sich nicht klaustrophobisch anfühlt. Genau der richtige Platz, um was auszuprobieren und eine Band zu gründen.

Gibt es in Sachen Drinks Neues, das ihr austesten wollt?
KB: Ich habe die Woche erst was Neues ausprobiert! Und zwar war ich in New York und habe da einen Mix aus Frozen Margarita und Bier getrunken. Lecker!
DN: Ich denke, dass das noch groß werden könnte. Ich werde es auf jeden Fall nach Irland mitnehmen als Serviervorschlag. Aber ich will auch dringend mal nach Mexiko, um da Pulque auszutesten.

Ihr klingt wie Profis. Ihr habt bestimmt einen Tipp, wie man Hangover wegkriegt.
KB: Sicher, habe ich erst neulich wieder für gut befunden. Dafür fängt man mit einem Aperol Spritz an, isst dann Austern, geht über zu Ramen und Sake und kippt einen Margarita drauf. Das Ganze schließt man mit diesem japanischen Frozen-Mango-Dessert ab. Klingt jetzt vielleicht viel, aber es ging mir danach besser als vor dem Trinken. Ich habe mich wieder richtig jung gefühlt. Als wär ich noch mal 15!
DN: *[lacht]* Also ich würde einfach immer noch mehr Guinness raufschütten.
Hella Wittenberg

Mehr zu JUST MUSTARD Seit 2015 machen Katie Ball (Gesang), David Noonan (Gitarre/Gesang), Mete Kalyon (Gitarre), Rob Clarke (Bass) und Shane Maguire (Schlagzeug) als Just Mustard zusammen Musik. Ihr erstes Album veröffentlichte die Noiserockband aus dem irischen Dundalk 2019. Nach dem Debüt WEDNESDAY erschien zwei Jahre später HEART UNDER und im Herbst 2025 die dritte Platte WE WERE JUST HERE. Robert Smith ist großer Fan – also nur logisch, dass sie The Cure bei ihrer Tour 2026 supporten werden. Am 10. bis 12. Juli 2026 zum Beispiel in Berlin.

musikexpress pur

Mehr zu An der Bar
In unserer Bar-Serie finden sich Künstler:innen mit ME-Host Hella Wittenberg in gemütlicher Atmosphäre am Tresen zum Deep Talk zusammen. Mehr dazu auch auf unserer Webseite www.musikexpress.de.

18+ ANZEIGE

Eskei83 mit seinem selbst entwickelten DJ-Controller

Foto: Can Yavuz

WIE ESKEI83 DAS DJ-SETUP DER ZUKUNFT GEBAUT HAT

Gemeinsam mit glo entwickelte Eskei83 im Rahmen der NEX STAGE Challenge seinen eigenen DJ-Controller – ein Unikat aus Technik, Kreativität und Community-Power.

Pulsierende Beats wehen durch die hanseatische Clubnacht. In ihrem Zentrum, im legendären Docks, steht an diesem Abend Eskei83. Der Dresdner DJ tut, wofür er seit Jahren bekannt ist: Er steht im Schaltzentrum, steuert nicht nur Sounds und Beats, sondern auch die Stimmung. Mitreißend, konzentriert, vorwärtsgewandt.

Vor ihm steht zum ersten Mal ein Gerät, das Blicke auf sich zieht: ein brandneuer, von ihm entwickelter DJ-Controller, gebaut für seinen Stil, seine Geschwindigkeit, seine Art, Musik live zu denken. Entstanden ist der Controller als Teil der NEX STAGE Challenge, die Artists dazu inspiriert, ihre kreativsten Ideen Wirklichkeit werden zu lassen.

„Ich bin jemand, der gern Dinge anders macht, und NEX STAGE by glo war die perfekte Plattform, um genau das umzusetzen: kreativ, individuell und mit echtem Impact“, erzählt er. Die Arbeit am Controller begann mit einer simplen Frage: Wie kann er sein Setup einfacher und flexibler machen? Ein Controller ist für DJs schließlich mehr als nur ein Werkzeug. Er ist die Schnittstelle zwischen Künstler und Musik, zwischen Kreativität und Präzision.

„Die Idee, meine Performance mit einem komplett eigenen Controller auf das nächste Level zu bringen – und das gemeinsam mit der Community – hat mich sofort gepackt“, sagt er. Im Rahmen der Challenge entwickelte er ein robustes Setup aus CNC-gefrästem Material und 3D-Druck-Elementen – präzise, modular und tourtauglich.

Die größte Herausforderung dabei? All die Technik in ein kompaktes, stabiles Gehäuse zu bekommen, das auch auf Tour funktioniert. Man habe viel improvisiert, Hacks gefunden und sei letztendlich zu einem Ergebnis gekommen, von dem Eskei83 vollends begeistert ist.

Nicht nur in puncto Handhabe, auch optisch ist das Gerät ein Statement. Für das finale Design holte Eskei83 den Dresdner Graffiti-Künstler Slider ins Boot. Dessen handgesprühte Oberfläche macht den Controller zu einem echten Unikat – laut, bunt, individuell. „Ich wollte, dass das Gerät nicht nur funktioniert, sondern auch visuell für meine Community steht“, sagt der Künstler zufrieden.

Die eigene Geschichte

Zelte abbrechen: Malte Huck hörte 2020 als Bassist bei AnnenMayKantereit auf und startete sein Soloprojekt BEACHPEOPLE.

„My good friend died, your son was born.“ Diese Zeile hat es in sich. Malte Huck nuschelt sie fast im unprätentiösen Akustik-Song „*You Must Be Out Of Your Mind*“, der stilistisch zu den schlichtesten Stücken seines Debüts zählt. „Im Prinzip ist das gesamte Album von diesem Satz überschattet. Hintergrund dieser Zeile ist der Tod eines sehr guten Freundes. Ich wollte die Chance ergreifen, das in einem Song unterzubringen, der musikalisch sehr leicht ist. Diese Stelle taucht zudem mitten in der Strophe auf, nicht im Refrain.“ HAS-BEEN besitzt so einige Stolperfallen, auch in harmonisch anmutenden Liedern geht es um sensible Themen. Der Musiker aus Leipzig verhandelt etwa schädliche Gewohnheiten, aber auch seine Depression. Es hat gedauert, bis der 31-Jährige sich an seine eigene Geschichte heranwagte. Während die Texte seiner letzten EP (2023) noch vage anmuteten, streift er jetzt zum Beispiel im Lo-Fi-Piano-Pop „*Stand-up Comedy*“ offen das Thema Sucht. Das geschieht auch in humorvoller Form. „Ich möchte sogar, dass gewisse Elemente in meiner Musik lustig sind. Aber es soll nicht klamaukig werden. Es ist sehr schwer, beim Schreiben diese Balance zu finden. Deshalb trägt der Song auch diesen Titel: Stand-up ist eine Kunstform, die sehr unterschätzt wird.“ Huck nähert sich zudem seiner Kindheit an, singt auch über Reue und Fehler. Oft gewinnt man den Eindruck, als ob er in manchen Passagen liebevoll sein früheres Ich adressiert.

Trotz der Nahbarkeit sowie Anspielungen auf seine Helden Bob Dylan und Jeff Buckley ist HAS-BEEN kein puristisches Singer/Songwriter-Album. Huck hat zwar alle Lieder auf der Gitarre oder dem Klavier geschrieben. Aber man hört auch Samples, Noise, grobe Drums und abrupte Cuts aus der Produktion. „Es geht in den Texten teils um schlimme Erfahrungen, das sollte sich auch im Klang widerspiegeln. Manchmal sollte es unangenehm werden. Ich wollte, dass man Atmer und Knackser hört. Alles soll etwas unaufgeräumt wirken, aber in dieser Unordnung habe ich ganz viel kuratiert.“ Am saubersten klingt der warme und melodische Folk-Pop-Song „*Leaving The Band*“, den man als melancholische Aufarbeitung der Zeit nach Hucks Austritt von AnnenMayKantereit lesen kann: Da verließ jemand eine große Band und singt nun über die eigene, kleine Welt. Aber der Text ist ambivalent. Es geht auch um Schwarze Künstler wie Drake und Kendrick Lamar, deren Biografien oder Aufstiegsgeschichten mit Hucks Lebensumständen nichts zu tun haben. „Ich kann meine eigene Geschichte im Kontext von sozialen Ungerechtigkeiten oder von Privilegien betrachten. Nur was mache ich in dem Moment, in dem es mir einfach schlecht geht? Vielleicht ist es ja auch wichtig, dass man eben traurig sein kann, wenn man traurig ist. Im Anschluss kann das ja reflektiert werden. Doch ich bin mir darüber bewusst, dass Kontextualisierung ein Privileg sein kann.“

Huck verarbeitet auf HAS-BEEN mit eigenbrötlerischen Sounds sowie introvertierten Texten seine Zwanziger. Und er blickt auch in die Zukunft: „I stopped to count the numbers and then I started to dream again“, lautet eine Zeile. „Ich träume davon, mich und meine Kunst nicht mehr daran zu messen, wie oft ein Song geklickt wird. Denn das entscheidet nicht darüber, ob der gut oder schlecht ist.“
Philipp Kressmann

FOTO: WOULDEN

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

SECTION SPONSORSHIP

musikexpress

MHB.

MEDIA PRINT

SECTION SPONSORSHIP

Price
€9,900

In Musikexpress, we regularly present longer articles, known as magazine features, on **special, hand-picked topics** chosen by the editorial team.

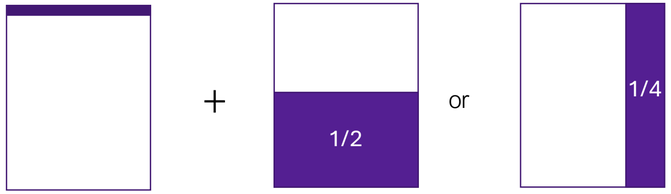
These features can be sponsored by you as **a cooperational partner**. Get your brand and advertising message closer than ever to the editorial content.

Thematic Partnership Opportunities 2027:
Women Who Move Music, Music in the Streaming Era, The Sound of Technology, Queer Music & Culture, Club Culture & Nightlife, Music in Film, TV & Games, Sustainability, Music & Mental Health, Sounds of the World, Pop Culture Travel Destinations
Additional topics available upon request!



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

SECTION | AT THE BAR



+ or

Price
€10,200

Price
€7,100

We invite current artists to chat at the bar—to talk about their current topics, releases, or anything that springs to their mind!

Place your product (spirits for example), as part of a sponsorship **in the immediate vicinity of the editorial interview** on "AT THE BAR."

In addition, "AT THE BAR" will also be extended to digital, video, and social media – for **further details/prices for a cross-media package, please contact us!**



Prices are subject to discount and AE eligibility. All prices exclude VAT.
Sponsorship subject to editorial approval!

AD SPECIALS

MHB.

MEDIA PRINT

musikexpress

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	€112
Brochures/Other	on request
Product samples	on request
Postcards	124
Brochures/Other	on request
Product samples	on request

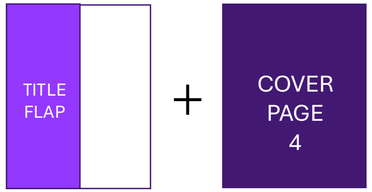
[1]Prices include weight-based postage costs. Additional postage costs for enclosed items measuring 2.5 to 30 mm will be charged separately.
Prices may increase if the nature of the ad specials makes processing difficult and causes additional costs.
ALL AD SPECIALS ARE SUBJECT TO EDITORIAL APPROVAL.

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 TITLE FLAP



Price
On request.

Book an **impressive cover presence** on Musikexpress 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** on **both the outside and inside**.

In addition, cover page 4 is included.



All ad specials subject to editorial approval.

AD SPECIALS | WRAPPED ENVELOPE



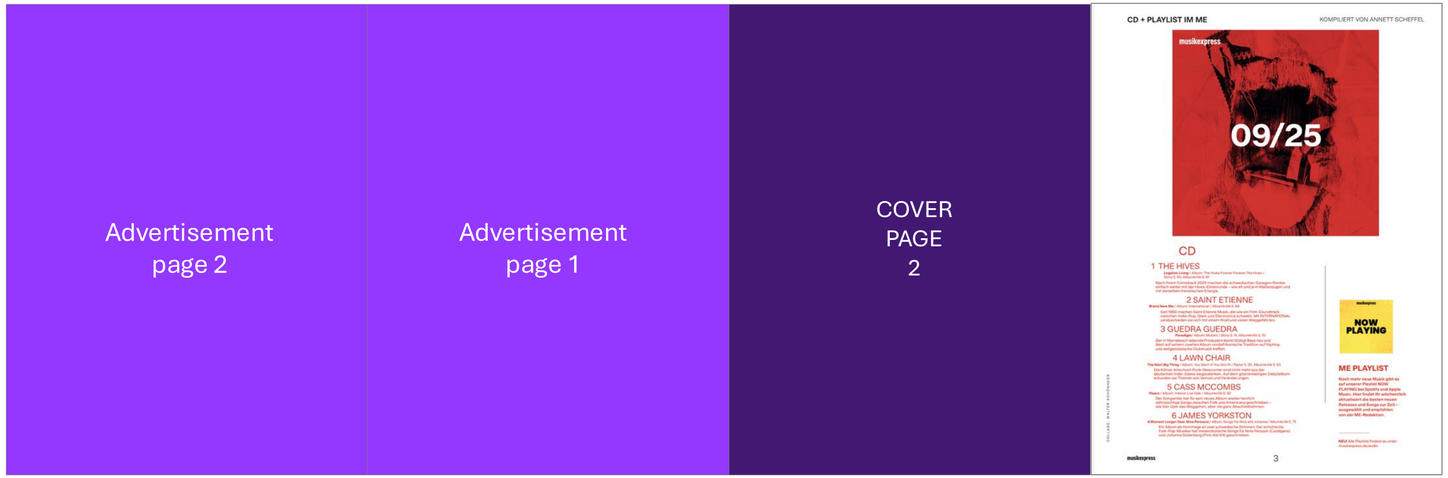
Price
On request.



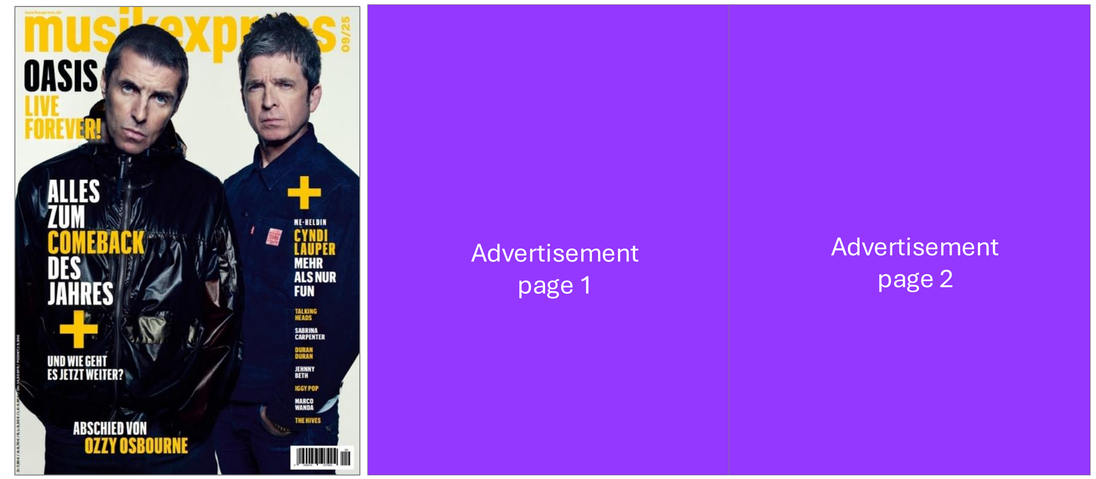
Price
On request.

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

Inside view



Exterior view



All ad specials subject to editorial approval

AD SPECIALS COVER GATE FOLDER

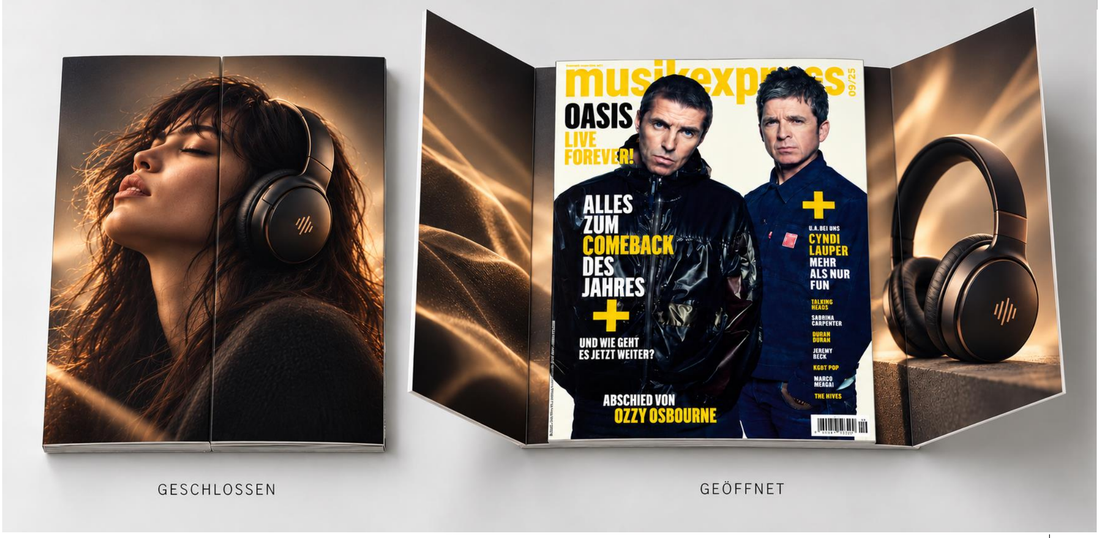
The Covergate combines the MUSIKEXPRESS cover with a high-impact brand presence. The cover remains visible on the outside; open it to reveal the campaign across the entire inside spread — bold, unexpected and impossible to miss.

Price
On request.



In this version, the advertising campaign appears on the outside flaps and continues on the inside. The MUSIKEXPRESS 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.



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 number, 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.

All ad specials subject to editorial approval.

musikexpress

DIGITAL MEDIA

MHB.

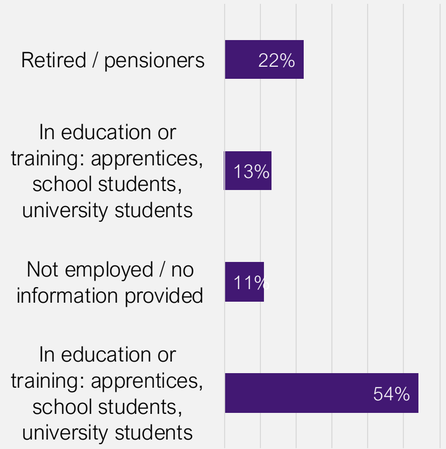
USER DEMOGRAPHY

GENDER

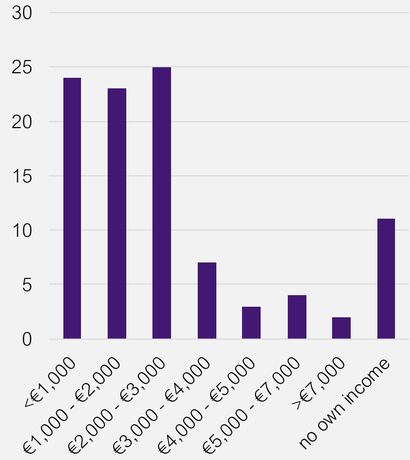


55% men | 54% women

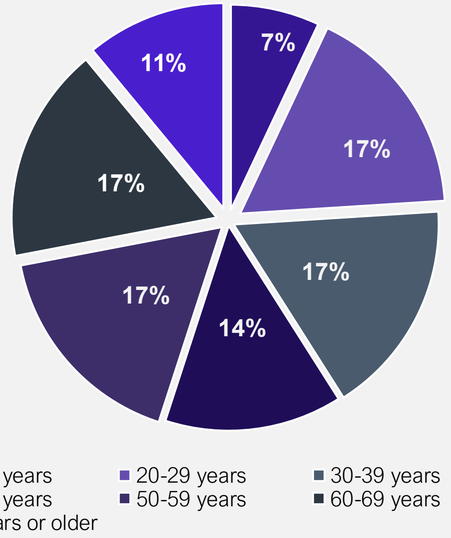
OCCUPATION



HHNE



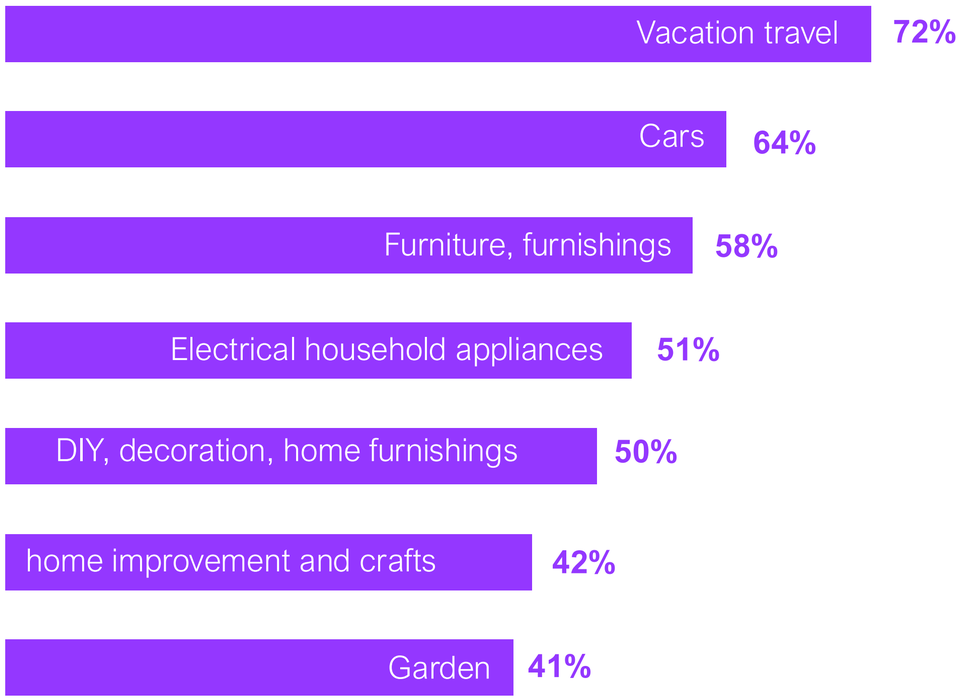
AGE



Source: agma, August 2026

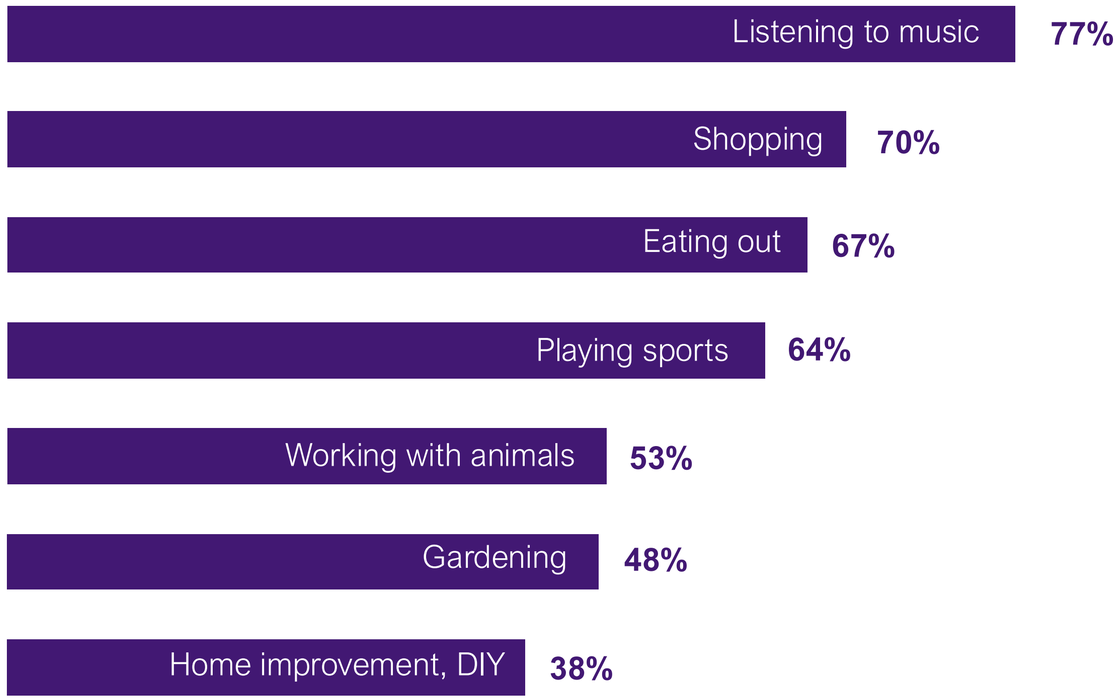
PRODUCT INTEREST

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



LEISURE ACTIVITIES

musikexpress.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 or ROS + PREMIUM TARGETING
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**	**€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**	**€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

NATIVE ADVERTISING

MHB.

DIGITAL MEDIA

musikexpress

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 prepared and search engine optimized, your article ensures maximum visibility and a lasting impact. The article is promoted via display banners and native ad placements, with a guaranteed number of impressions (AI).

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

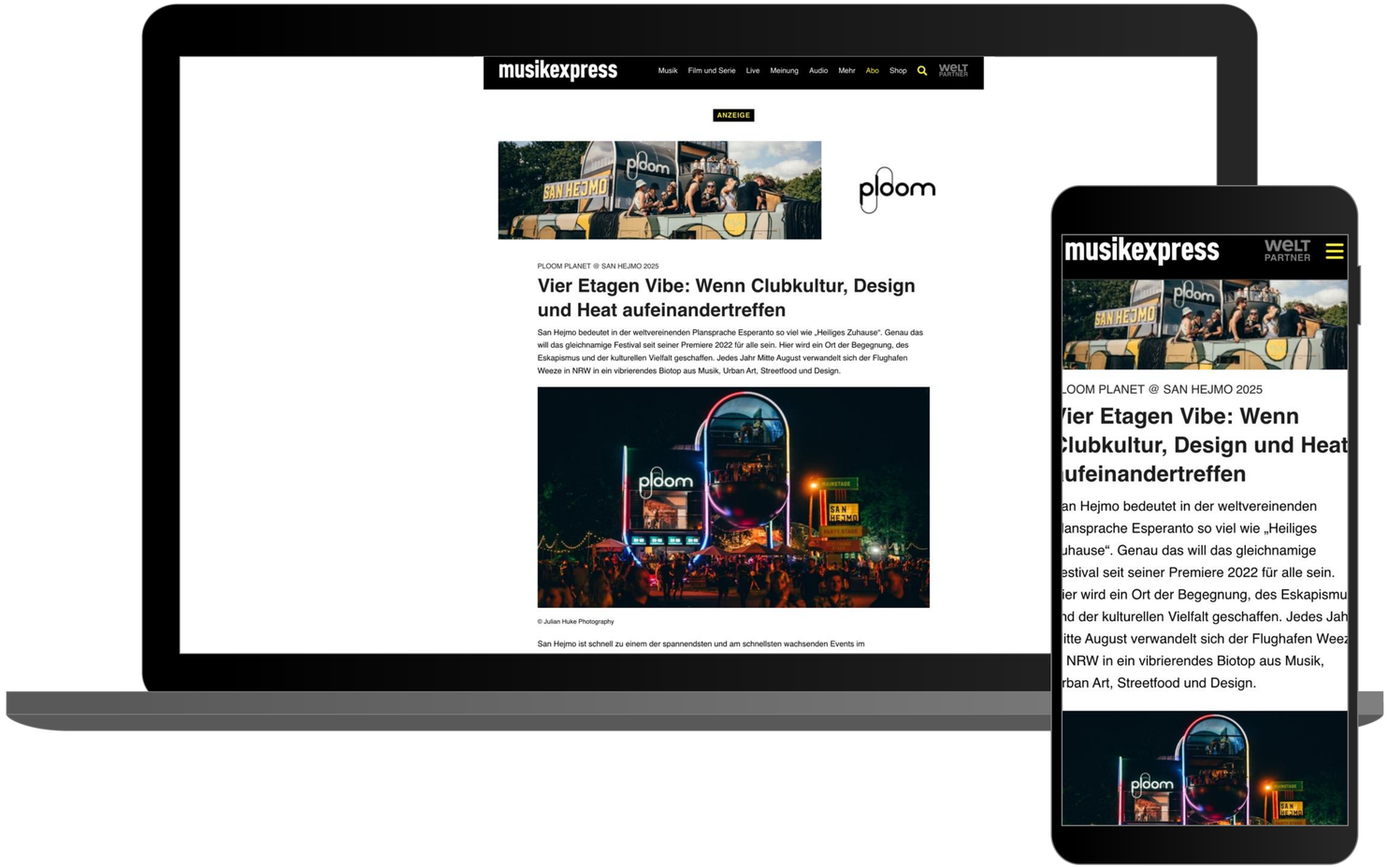
Sample packages:

S

6 weeks | 540,000 AI | **€24,000**

M

7 weeks | 670,000 AI | **€29,000**



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. 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]

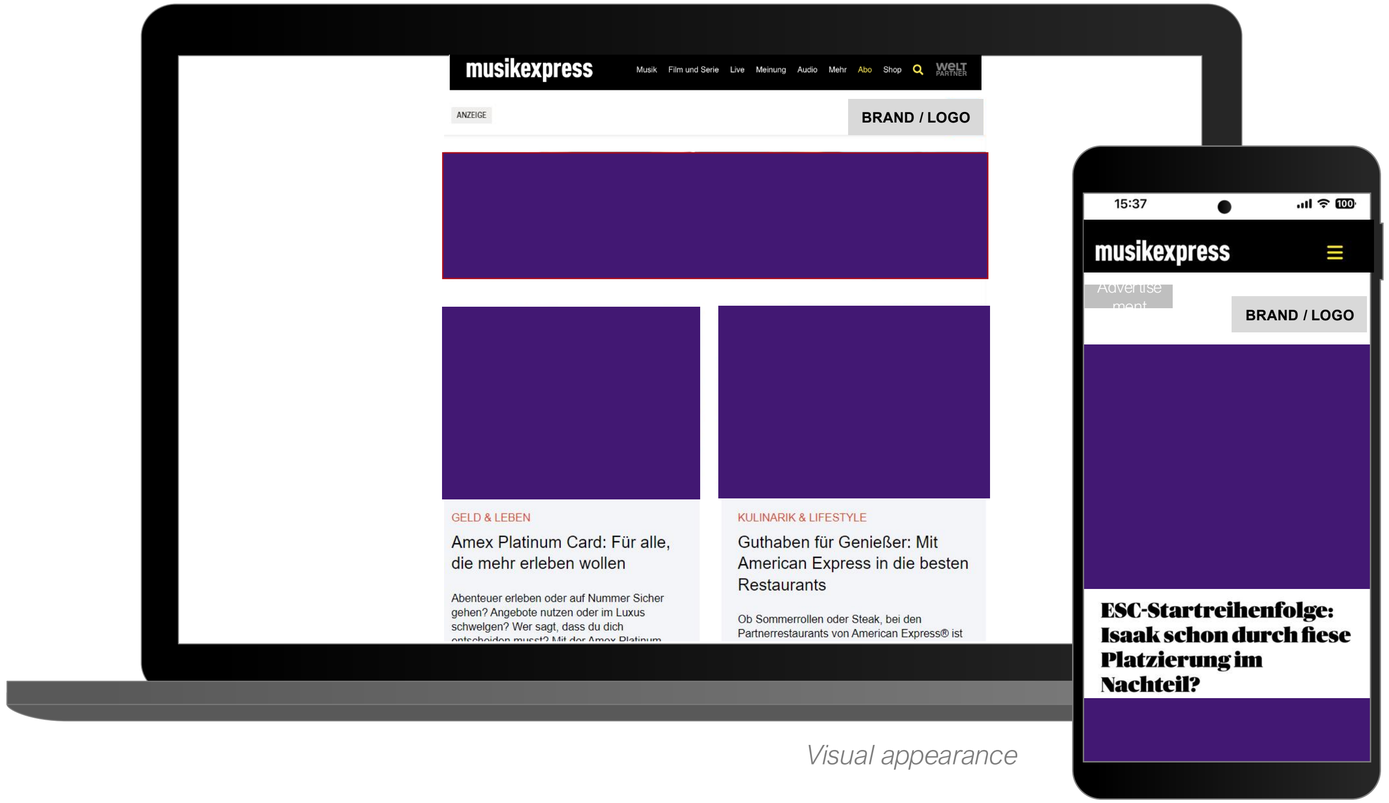
Sample packages:

S

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

M

10 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.

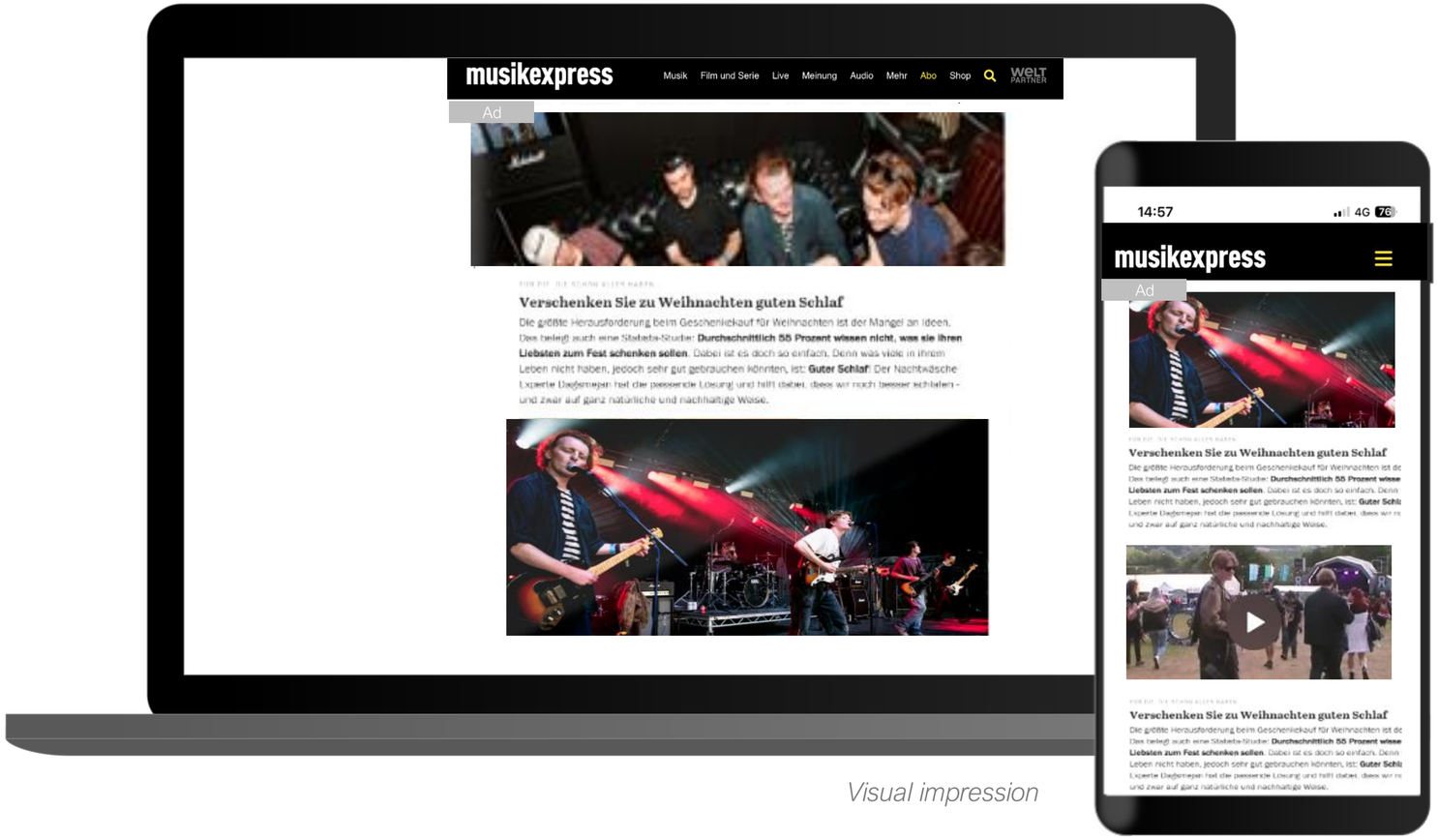
Sample packages:

S

6 weeks | 540,000 AI | **€24,000**

M

7 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

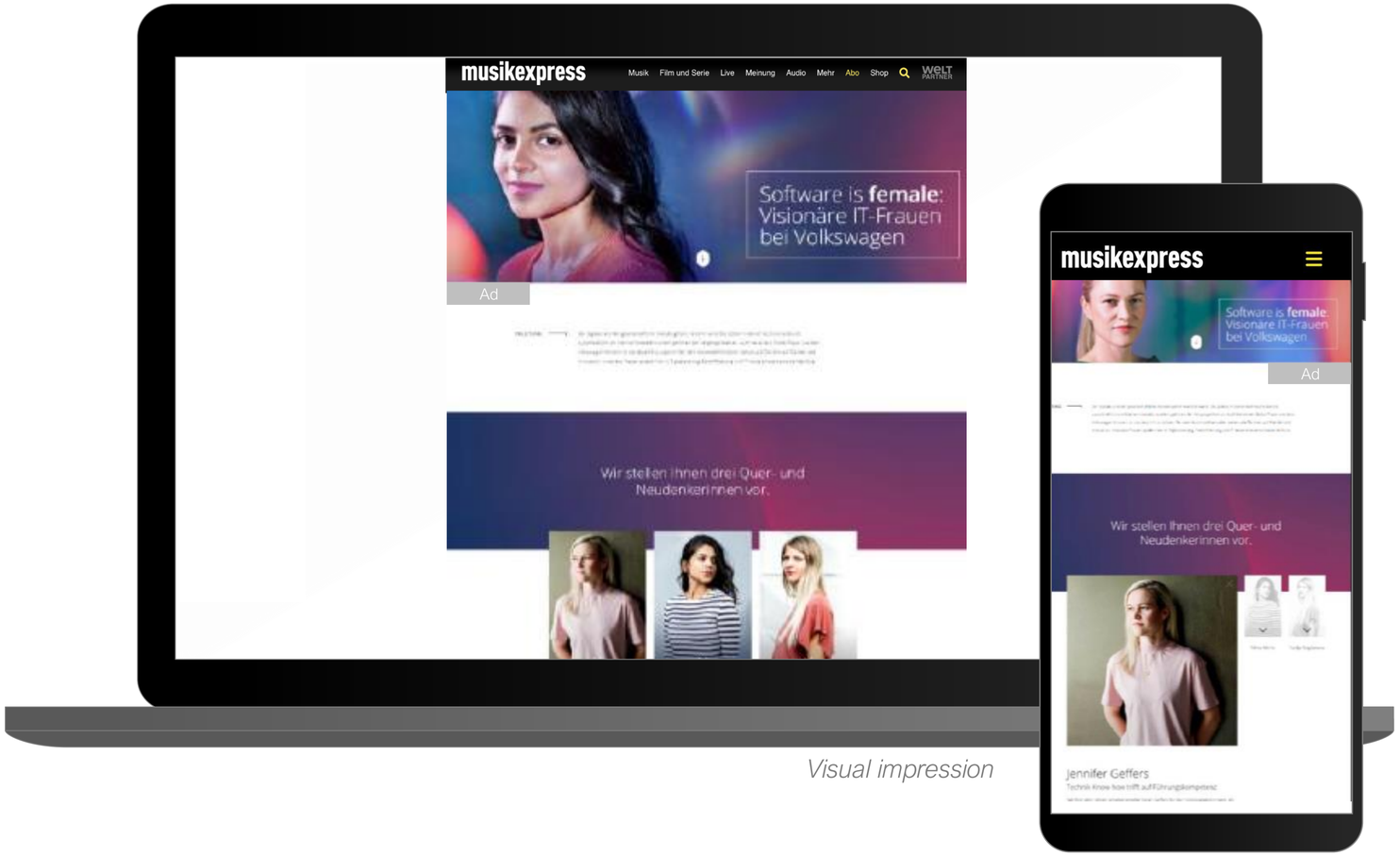
Storytelling with journalistic narrative expertise—that's what sets our **premium product** Brand Story apart! Credible, entertaining, and informative advertising.

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:

12 weeks | 1,540,000 AI | **€70,000**

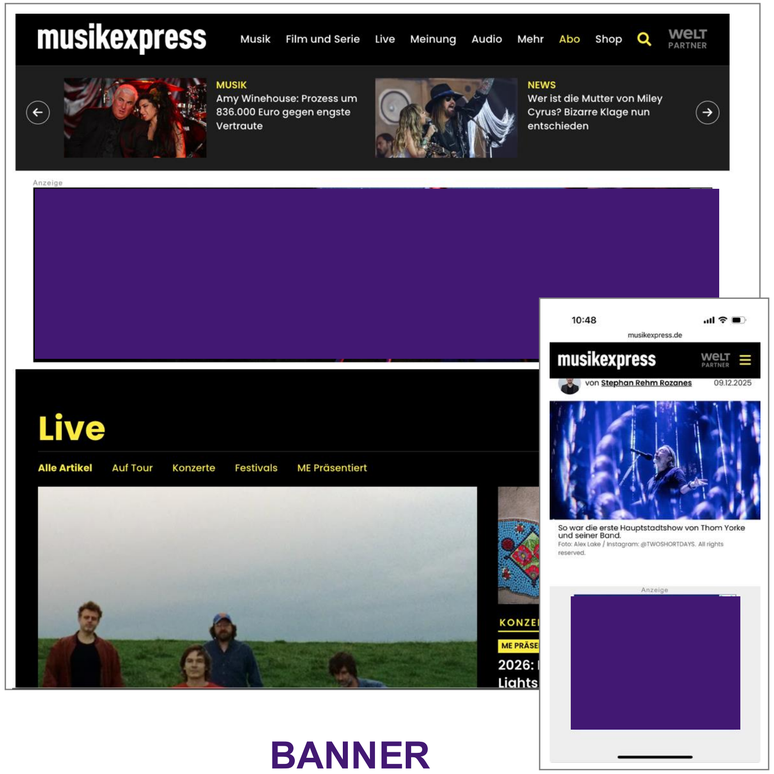


Visual impression

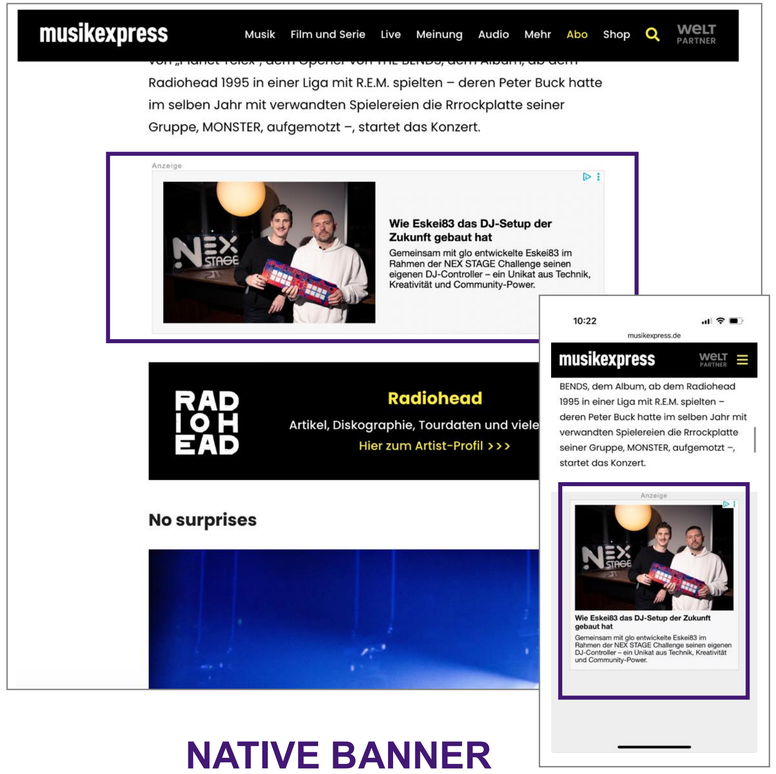
Prices are discountable and AE-eligible. Plus production costs: from €12,500 (not discountable and not AE-eligible) – production costs include article production and banner creation, including 2 correction loops. Individual packages available on request. Calculation based on standard display single space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

BANNER DELIVERING ADVERTISING REACH

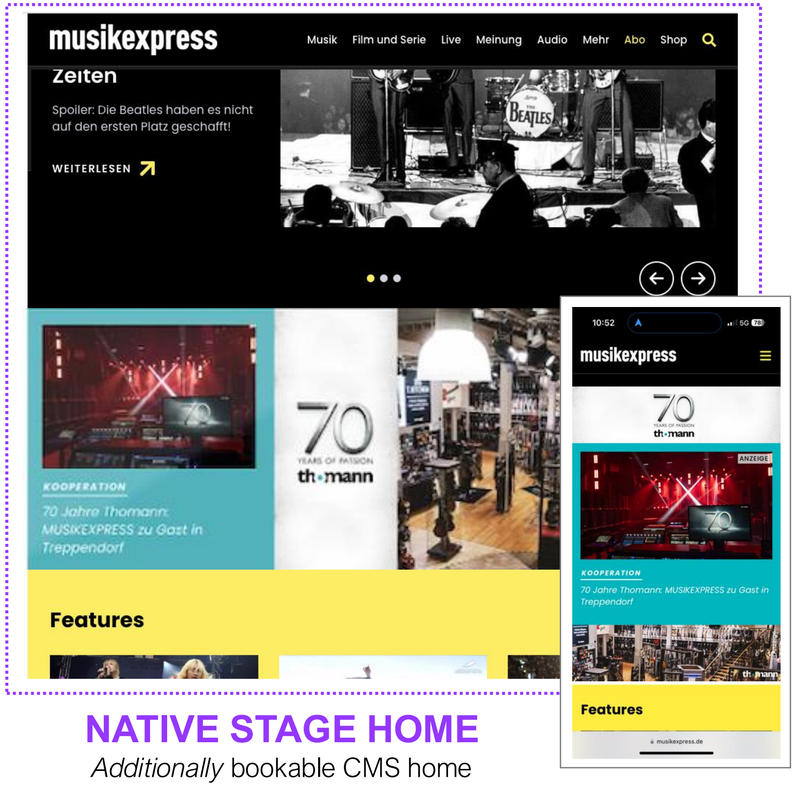
All native products (Native Article Plus, Native Hub Plus, Brand Gallery, and Brand Story Plus) gather the guaranteed reach (in Ad Impressions) as stated on the respective product charts through (native) banner. These are, by default, as follows :



BANNER
Available advertising formats – see page 23



NATIVE BANNER
(Desktop & Mobile)



NATIVE STAGE HOME
Additionally bookable CMS home
Fixed placement for 1 week/5,000 promo impressions (desktop & mobile)
€1,000[1]

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

NEW: DEEP INTEGRATION

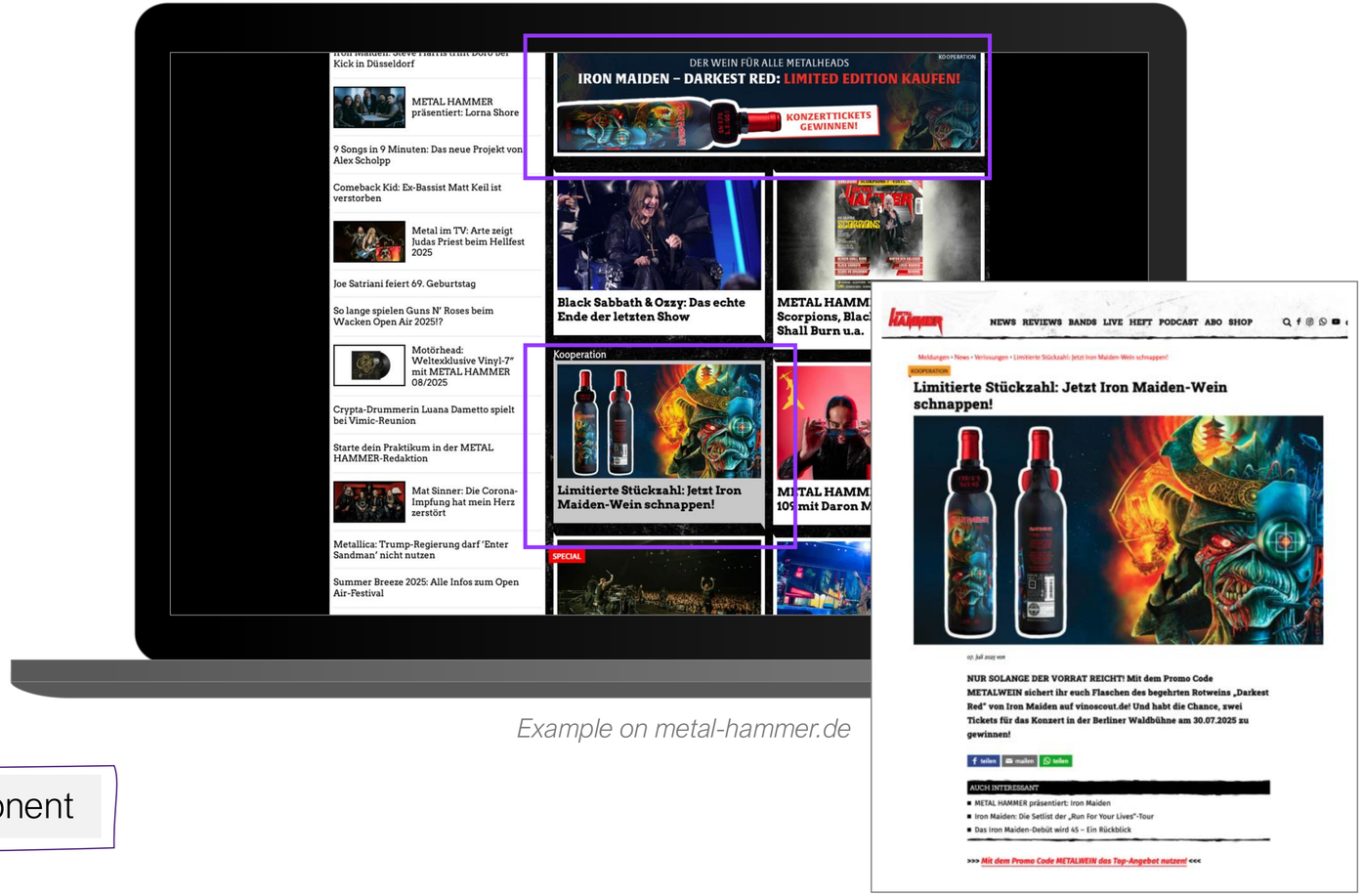
In addition to maximised native integration, you‘d also like a performance-driven component?

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 fee (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

musikexpress

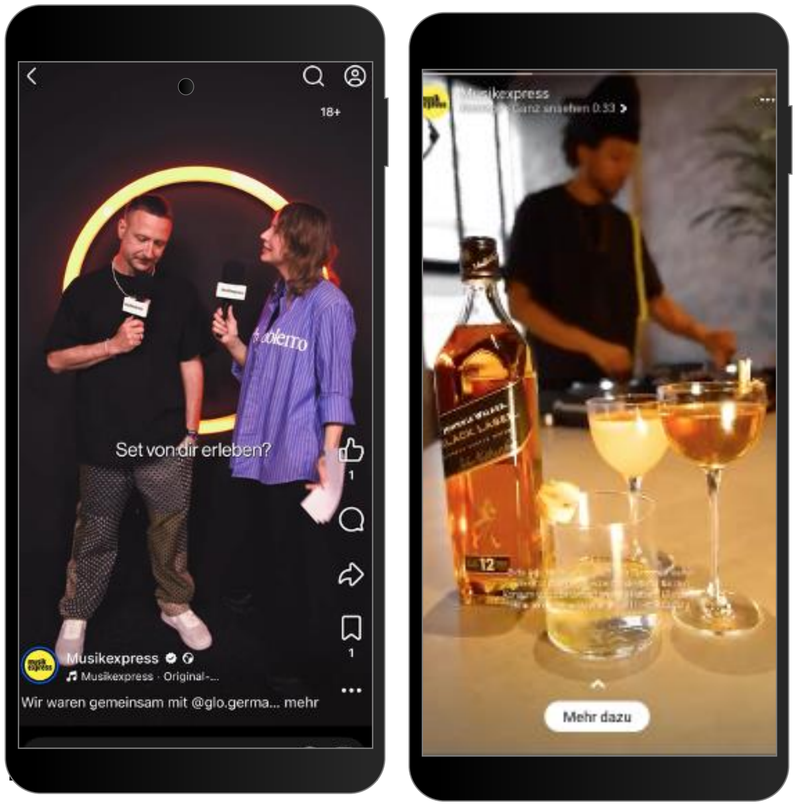
MULTICHANNEL VIDEO TIMELINE POST

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.

Prices are discountable and AE-eligible. All prices exclude VAT. Subject to editorial approval. Plus production costs: from €1,000 (not discountable and not AE-eligible)

SPONSORED POST | FOCUS: BRANDING

FACEBOOK & INSTAGRAM

Spread your message with sponsored social media posts on Musikexpress'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.

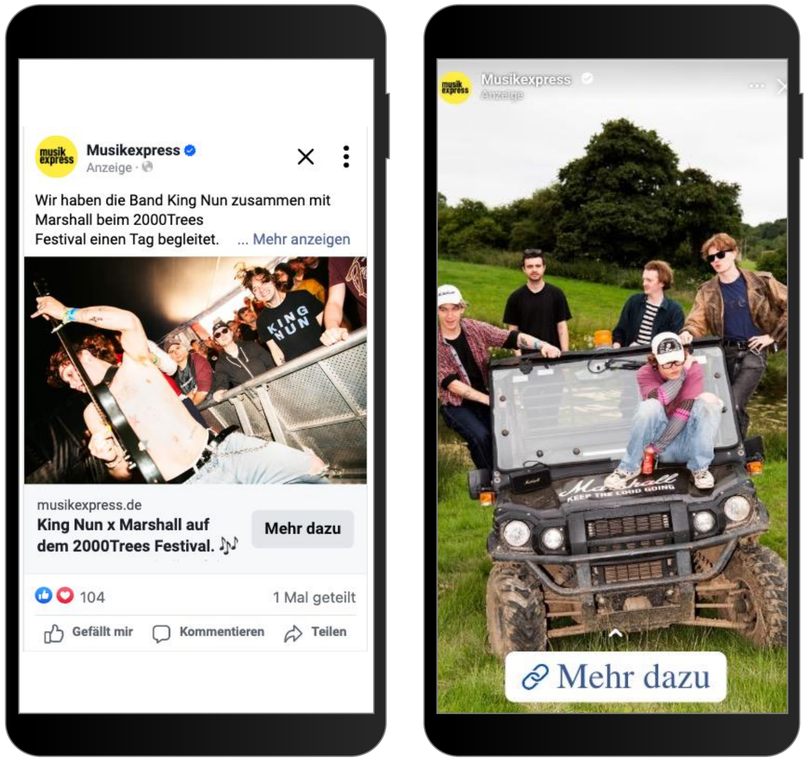


Image | 2 weeks | 500,000 AI | **€4,000**

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 Musikexpress‘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.

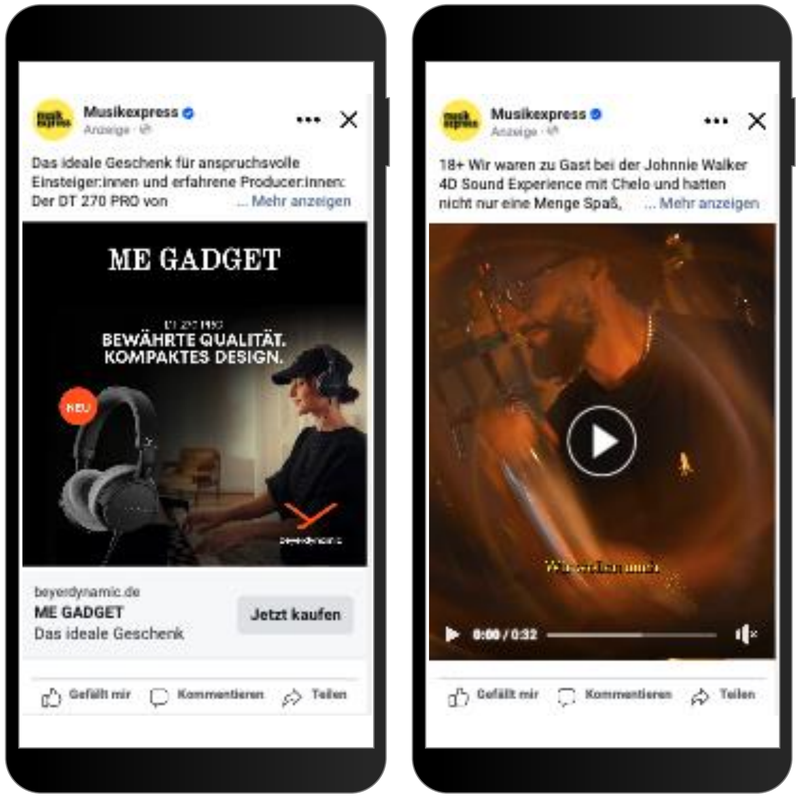


Image *or* video | 2 weeks | 100,000 AI | 500 clicks | **€4,000**

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

SPONSORED POST

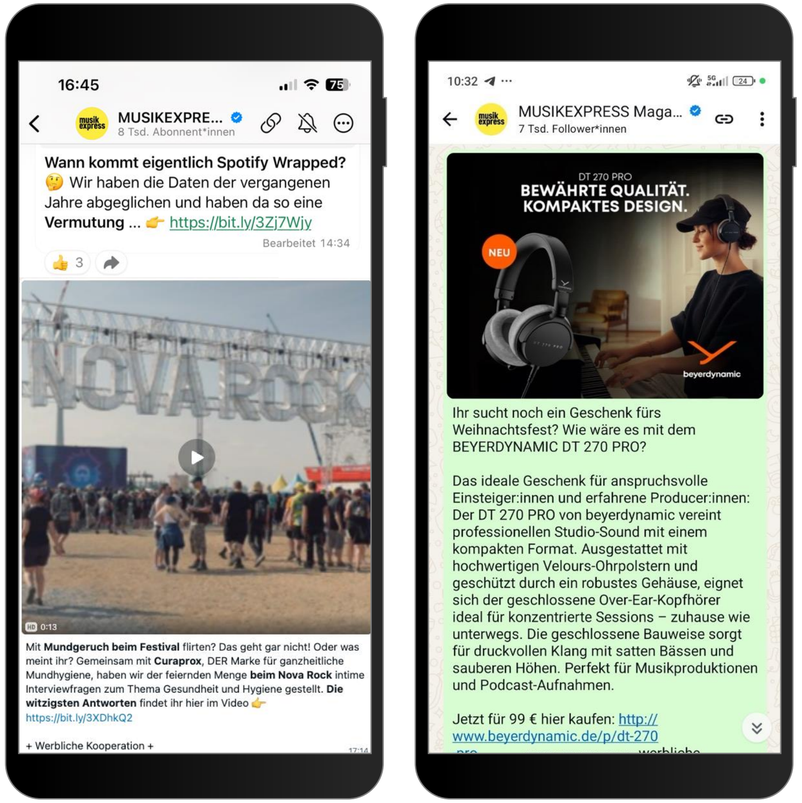
WHATSAPP

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

Your advertising message will appear **directly between editorial articles** 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 | 5,500 followers | **€ 900**



[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 & NEWSLETTER

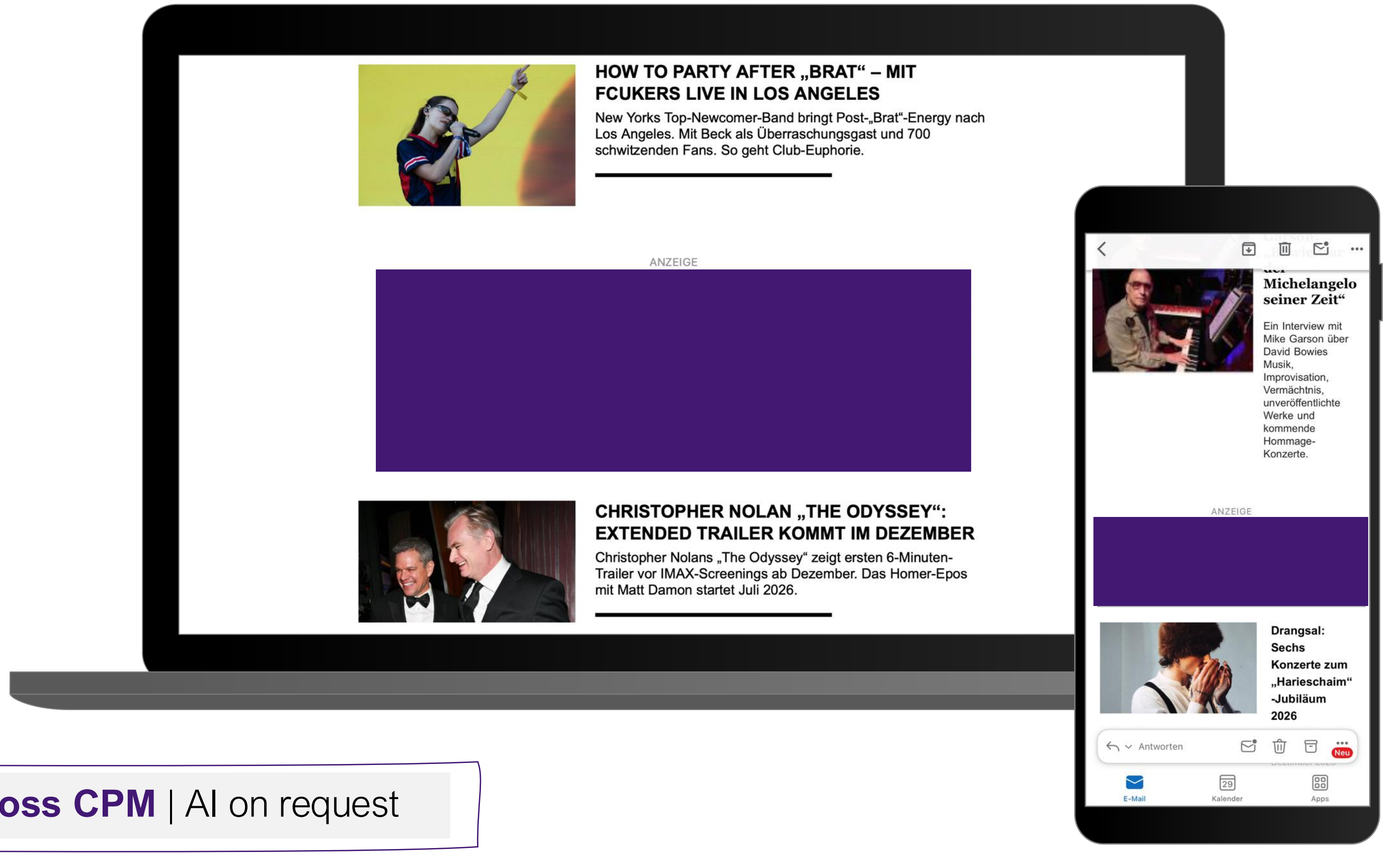
musikexpress

MHB. | DIGITAL MEDIA

NEWSLETTER BREAKING AD

The **Musikexpress newsletter is published weekly** and reaches 3,000 subscribers[1] , targeting an interested and engaged audience that identifies with the brand and its content.

Your advertising is integrated between editorial content, allowing you to benefit from **the 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 of €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**

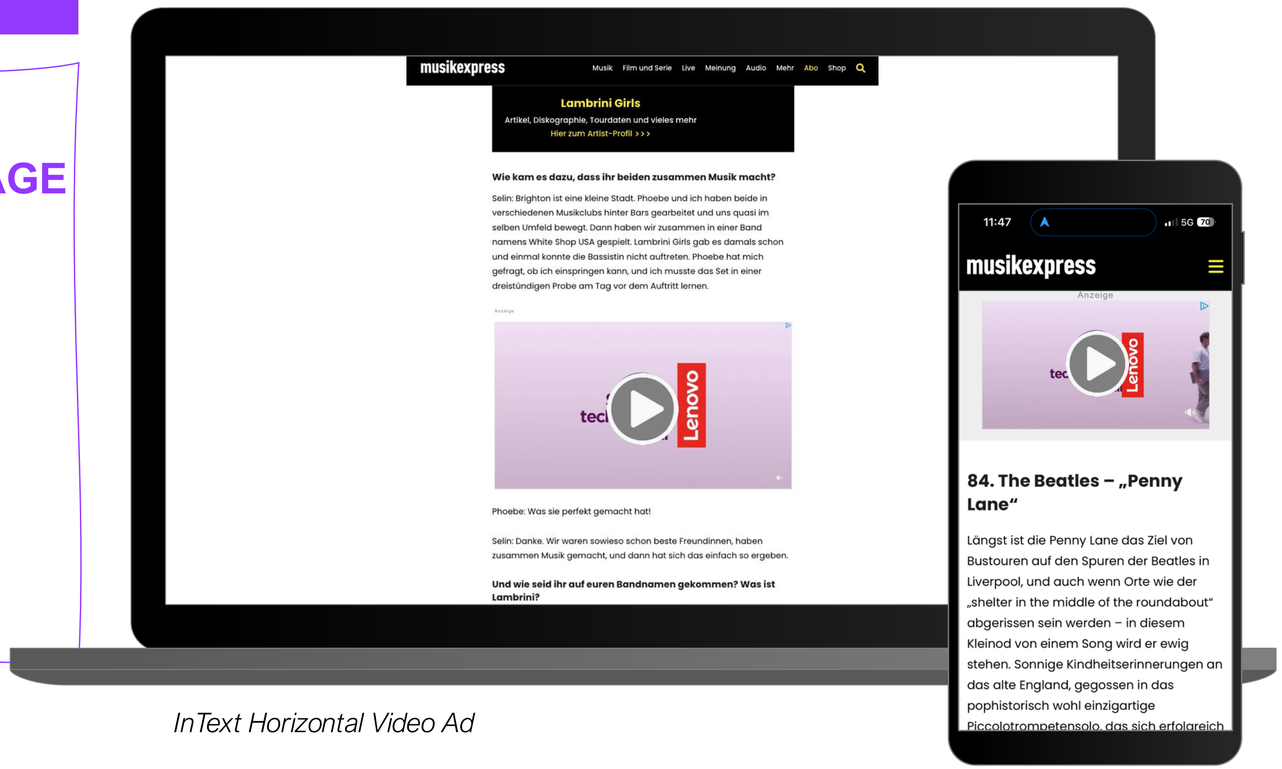
Native audio spot[2] | preroll up | to 30 sec. | 6 weeks | 40,000 AI | **€4,000**



[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

	AD FORMATS	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*		



InText Horizontal Video Ad

InText Horizontal Video Ad

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. *+ 50% multi space surcharge

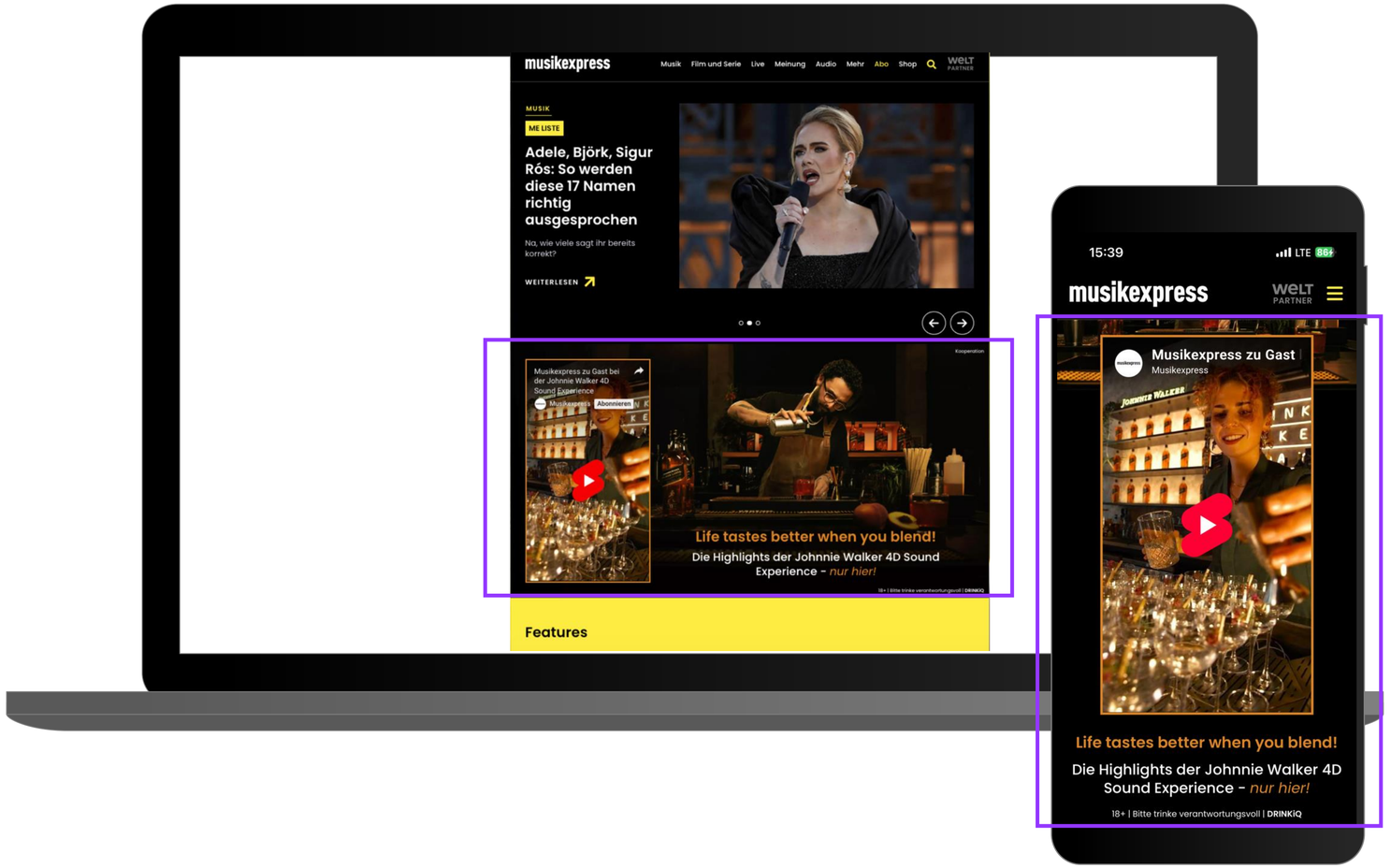
HOME VIDEO STAGE

Your video content **presented in an eye-catching way** on the musikexpress.de homepage!

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

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

1 week | 5,000 promo impressions | **€1,250**



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

FORMATS

MHB.

DIGITAL MEDIA

musikexpress

MUSIKEXPRESS ORIGINALS

STORYTELLING MADE FOR BRANDS

Our strengths lie in our deep understanding of music, our journalistic credibility and our close connection to artists and their scenes. We tell stories that go beyond individual releases.

From the outset, we develop formats for multiple platforms — across print, digital, audio, video and live — with a storytelling approach tailored to each medium.

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

FORMAT SPOTLIGHT · WO DU
In the social video interview series “Wo Du,” Emilia Hartmann meets German-speaking artists in places that have shaped their identity and music.
20-episode pilot season

FIRST-SEASON-PARTNER
Help launch new formats and support the first season at an attractive introductory rate.

Starting at €5,000



OMHB.

Mediahouse Berlin GmbH
Mehringdamm 33
10961 Berlin

+49 (0) 30 3 08 81 88 – 0
info@mediahouse-berlin.de
mediahouse-berlin.de
linkedin.com/company/mediahouse-berlin

STEFFI LIEBENOW
Head of Music
Sales & Marketing
+49 172 45 85 620
Steffi.liebenow@mediahouse-berlin.de

CHARLOTTE JANNING
Marketing & Disposition
+49 175 20 70 438
charlotte.janning@mediahouse-berlin.de

JAN LINNEMANN
Brand Manager Digital
+49 151 67 71 08 64
jan.linnemann@mediahouse-berlin.de

NINA FORKEFELD
Brands & Partnerships
+49 160 946 780 10
nina.forkefeld@mediahouse-berlin.de

dispo@mediahouse-berlin.de | sales@mediahouse-berlin.de



iq digital media marketing gmbh
DIGITAL VERMARKTUNG
Toulouser Allee 27
40211 Düsseldorf

+49 211 887 2625

MEDIA-AGENTUREN:
agency-sales@iqdigital.de

UNTERNEHMEN:
client-sales@iqdigital.de

PR: pr@iqdigital.de

REGIONALE ANSPRECHPARTNER:
iqdigital.de/Ueber-uns/Kontakt

iq media marketing gmbh
PRINT VERMARKTUNG
Toulouser Allee 27
40211 Düsseldorf

+49 211 887 1302

DISPOSITION:
dispo.musikexpress@iqm.de
dispo.rollingstone@iqm.de
dispo.metalhammer@iqm.de

REGIONALE ANSPRECHPARTNER:
iqmedia.de/kontakt



WIR SIND FÜR SIE DA → SALES NATIONAL

Oliver Adrian
Sales Director National
Telefon +49 69 2424408
oliver.adrian@iqm.de

Oliver Mond
Senior Account Manager
Telefon +49 69 2424 4536
oliver.mond@iqm.de

Sandra Rasch
Senior Account Manager
Telefon +49 211 8871303
sandra.rasch@iqm.de

Eva-Maria Guckes
Sales Consultant
Telefon +49 69 24 24 4511
eva-maria.guckes@iqm.de

Anne Sasse
Senior Account Manager
Telefon +49 89 545907 15
anne.sasse@iqm.de

Carsten Thum
Senior Account Manager
Telefon +49 69 2424 4126
carsten.thum@iqm.de

Daniel Weidenfeller
Senior Account Manager
Telefon +49 69242443
daniel.weidenfeller@iqm.de

Yvonne Lau
Sales Consultant
Telefon +49 40 30183 157
yvonne.lau@iqm.de

Sandra Oerke
Senior Account Manager
Telefon +49 40 30183 194
sandra.oerke@iqm.de

Natalie Wesemann- Otte
Senior Account Manager
Telefon +49 211 887 1319
natalie.wesemann-otte@iqm.de

Ulrike Kriechhammer
Senior Account Manager
Telefon +49 211 887 1360
ulrike.kriechhammer@iqm.de

Birgitt Mönnich
Sales Consultant
Telefon +49 40 30183 102
birgitt.moennich@iqm.de

Susanne Janzen
Senior Account Manager
Telefon +49 211 887 2344
susanne.janzen@iqm.de

Nicole Wiedemann
Senior Account Manager
Telefon +49 160 9909 3860
nicole.wiedemann@iqm.de

Barbara Fuß
Sales Consultant
Telefon +49 211 887 1355
barbara.fuss@iqm.de

IQMEDIA.DE

CONTACT → SALES INTERNATIONAL

Darwin Santo
Director New Business International
Telefon +49 211 887 2371
darwin.santo@iqm.de

Hanna Underberg
Sales Manager International
Telefon +49 160 9770 8048
hanna.underberg@iqm.de

Bettina Goedert
Senior Sales Manager International &
Lead of International Marketing &
Transformation
Telefon +49 211 887 1336
bettina.goedert@iqm.de

Or our Worldwide network of international representatives
refer to: www.iqmedia.de/contact

IQMEDIA.DE