



MEDIAKIT

PRICE LIST NO. 31 VALID FROM JANUARY, 1ST 2024

2024

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

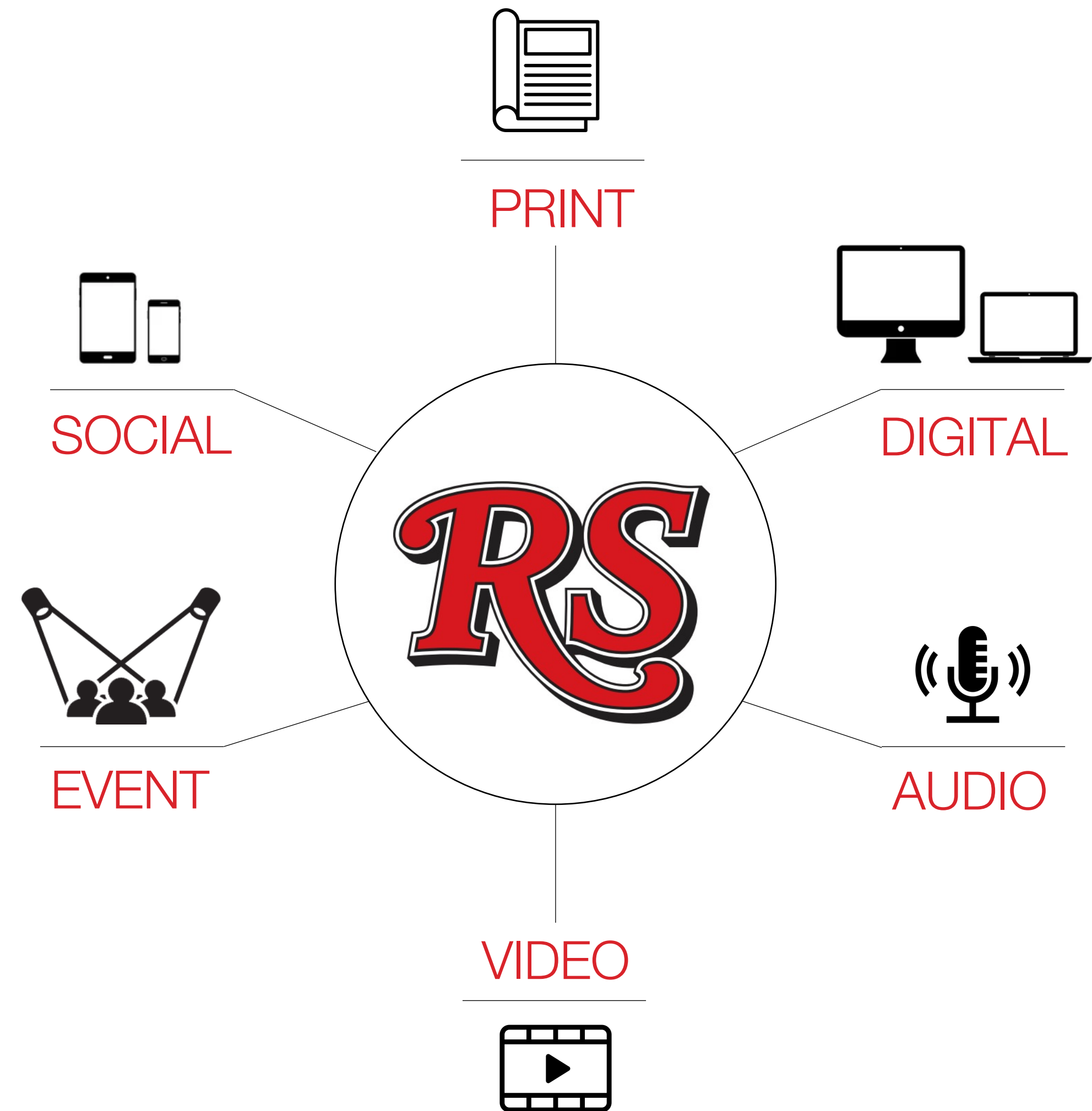
It is most likely the best-known music logo in the world that stands for extraordinary pop journalism - **ROLLING STONE**. But it stands for much more than simply music – it describes an attitude to life, a way of living.

ROLLING STONE tells of the power with which the children of rock'n'roll changed society, and at the same time of the most exciting new bands and movies, of literature, art, entertainment as well as politics.





BRAND CHANNELS



COVERAGE



PRINT¹

appr. **45-55k**
Print Run



DIGITAL²

2,6 Mio.
Visits/Month
1,8 Mio.
Unique Visitors/Month

SOCIAL³

362k
Follower

Source: ¹internal survey, Nov. 2023; ²visits / unique visitors Adobe Analytics Ø Jan.-Aug. 23; ³cumulated coverage, Facebook, Instagram, X, WhatsApp, YouTube – Oct. 23

© Thomas Millot

COMMUNITY DIGITAL

59%

Male



41%

Female



Household
Net Income



Ø 3.360 €

Profession



In education 4%

Employed 74%

Retired 22%

Age



30 to 39 years 20%

40 to 49 years 26%

50 to 59 years 26%

60 to 69 years 17%

Family
Status



Single 37%

Married 50%

Consumption
Margin



300 to 500 € 19%

500 to 750 € 17%

750 € and more 15%



INTERESTS

SMARTPHONES / MOBILE PHONES	0,63	0,51	FRAGRANCE
TRAVEL	0,59	0,49	FASHION
SHOES	0,55	0,47	CARS
COMPUTER / NOTEBOOKS / TABLETS	0,54	0,42	STREAMING SERVICES FOR MUSIC / MOVIES
BODY CARE PRODUCTS	0,52	0,41	ELECTRICAL HOUSEHOLD EQUIPMENT
APPS FOR MOBILE PHONES	0,52	0,40	FINANCIAL INVESTMENTS

Figures in million

Source: b4p 2022 I with Sinus-Milieus – Structural analysis

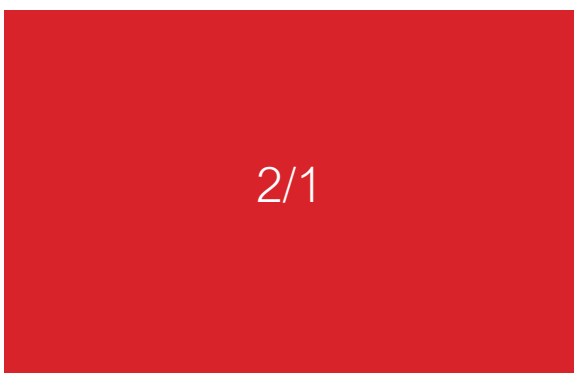


© Francis Delacroix

FORMATS | PRICES



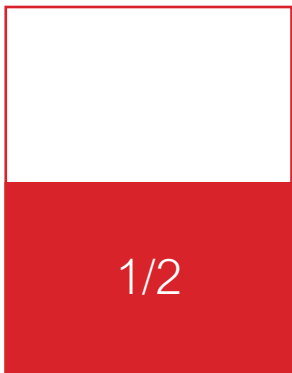
w/bleed¹
232 x 302
Price
13.820,-



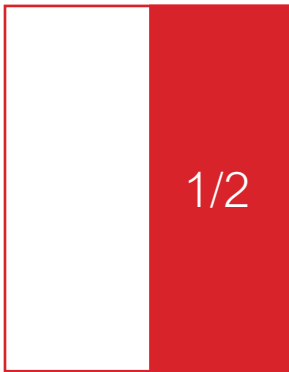
w/bleed¹
464 x 302
no bleed
446 x 277
Price
23.040,-



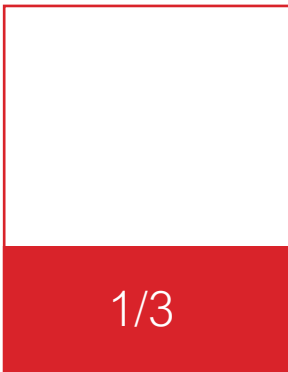
w/bleed¹
232 x 302
no bleed
212 x 277
Price
11.520,-



w/bleed¹
232 x 150
no bleed
212 x 136
Price
6.910,-



w/bleed¹
108 x 302
no bleed
98 x 277
Price
6.910,-



w/bleed¹
232 x 103
no bleed
212 x 89
Price
4.610,-



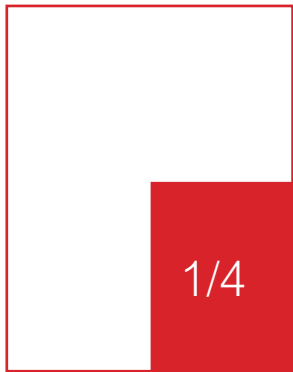
w/bleed¹
71 x 302
no bleed
63 x 277
Price
4.610,-



w/bleed¹
232 x 82
no bleed
213 x 68
Price
4.030,-



w/bleed¹
56 x 302
no bleed
45 x 277
Price
4.030,-






no bleed
98 x 136
Price
4.030,-



All prices in Euro plus VAT | No placement commitments for page-based ads. Tailormade formats, supplements & other ad specials to be requested. ¹3mm bleed on all sides




COMBINATIONS

Music Power Combination	
	
	

Format	Price
2/1	50.780 €
1/1	25.390 €
1/2	15.230 €
1/3	10.160 €
1/4	8.890 €

Music Combination II	
	

Format	Price
2/1	39.730 €
1/1	19.860 €
1/2	11.920 €
1/3	7.950 €
1/4	6.950 €

Music Combination	
	

Format	Price
2/1	34.370 €
1/1	17.190 €
1/2	10.310 €
1/3	6.880 €
1/4	6.020 €

Music Combination III	
	

Format	Price
2/1	33.810 €
1/1	16.910 €
1/2	10.140 €
1/3	6.770 €
1/4	5.920 €

All prices in Euro plus VAT | No placement commitments for page-based ads.
Tailormade formats, supplements & other ad specials to be requested.

© Sony Music



SCHEDULE | SPECS

ISSUE	STREET DATE	CLOSING DATE	DELIVERY DATE
02/2024	26.01.24	18.12.23	21.12.23
03/2024	23.02.24	17.01.24	22.01.24
04/2024	28.03.24	20.02.24	23.02.24
05/2024	26.04.24	18.03.24	21.03.24
06/2024	31.05.24	22.04.24	25.04.24
07/2024	28.06.24	22.05.24	27.05.24
08/2024	26.07.24	19.06.24	24.06.24
09/2024	30.08.24	24.07.24	29.07.24
10/2024	27.09.24	21.08.24	26.08.24
11/2024	25.10.24	18.09.24	23.09.24
12/2024	22.11.24	16.10.24	21.10.24
01/2025	20.12.24	13.11.24	18.11.24



- MAGAZINE SPECS**
232 mm x 302 mm (with bleed)
- BLEED**
3 mm on all sides
- MOTIVES WITH BLEED**
Minimum distance for trimming due to risk of truncation of design elements:
8 mm from the outside.
- PAPER**
Cover: PT 1 | Content: PT 3
- PRINTING PROCESS**
Cover: Offset | Content: Web Offset
- COLOUR PROFILE**
Cover: ISO coated_v2 300% (ECI)
Inhalt: PSO LWC Improved (ECI)
- FILE FORMATS**
Layout files: PDF
Image files: Photoshop (Mac and PC)
- RESOLUTION**
Figurative elements CT: 300 dpi = 120 L/cm
Linework LW: 1.200 dpi = 480 L/cm
- PROCESSING**
Adhesive binding
- CONTACT/TRANSFER TO:**
ninja.hansen@mediahouse-berlin.de
or www.duon-portal.de



DIGITAL ADVERTISING



Multiscreen Display

Mobile, Desktop, Tablet



Mobile Content Ad
6:1 + 4:1

Mobile Content Ad
2:1, Mobile Medium
Rectangle

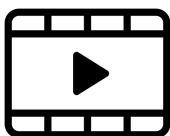
Mobile Content Ad
1:1, Understitial,
Interscroller

AdBundle, Skyscraper,
Superbanner,
Medium Rectangle

Wallpaper,
Halfpage Ad

Fireplace, Sitebar,
Billboard

RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom	70 €
RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	80 €
RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €



Video

Mobile, Desktop,
Tablet

InText Outstream Ad¹

*On Start,
up to 20 sec.*

RoS & Custom

60 €

Video Wall

Desktop only

RoS & Custom

90 €

¹Overlength (21-30 sec.) plus 20 € CPM / Short spots (7-15 sec.) minus 10 € CPM
Multiscreen - traffic distribution between desktop and mobile is subject to availability.
Additional options: Double Dynamic Sitebar - CPM Sitebar plus € 5 surcharge in combination with a mobile format.
Other special advertising formats on request | Targeting possible for a surcharge, see Media Impact Targeting price list 2024:
https://www.mediaimpact.de/data/uploads/2023/12/tkpdata_preisliste_mi_2024_de.pdf



© Anton Corbijn

HOMERUN

With our branding product "Homerun" your ads will have extraordinary visibility on the home page of rollingstone.de desktop and mobile for 24 hours (from 10 a.m. to 10 a.m.) with the full attention of all users!

The multiscreen placement runs with first contact, which means that your ads also appear on the first page view of the user on the website away from the homepage (e.g. article page).

HOMERUN FIRST CONTACT – DAY & WEEK



	BASIC	DELUXE	SUPREME
DAY	guaranteed	guaranteed	guaranteed
Daily fixed placement	30.000 AI 2.100 €	30.000 AI 3.000 €	30.000 AI 4.200 €
WEEK	guaranteed	guaranteed	guaranteed
Fixed weekly placement with an booster in reach	280.000 AI 14.000 €	280.000 AI 19.600 €	280.000 AI 28.000 €

Prices are eligible for discount and AE. Ad selection:
BASIC: Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Double Dynamic Sitebar / Fireplace (+ optional sticky or expandable); Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle
DELUXE: Desktop: Video Wall / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad (multiscreen) / Billboard (100/1) / Curtain Dropper; Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Understitial
SUPREME: Desktop: Big Stage (Automatic Pre Expanding Video Wall); Mobile (MEW): Video Lead Ad 2:1 + Video Interscroller

HOMEBUNDLE

With our branding product "Homebundle" your ads will have extraordinary visibility on the home page of all three music brands desktop and mobile for 24 hours (from 10 a.m. to 10 a.m.) with the full attention of all users!

The multiscreen placement runs with first contact, which means that your ads also appear on the first page view of the user on the website away from the home page (e.g. article page).

HOMEBUNDLE FIRST CONTACT – DAY & WEEK



	BASIC	DELUXE	SUPREME
DAY	guaranteed	guaranteed	guaranteed
Daily fixed placement	80.000 AI 5.600 €	80.000 AI 8.000 €	80.000 AI 11.200 €
WEEK	guaranteed	guaranteed	guaranteed
Fixed weekly placement with a booster in reach	600.000 AI 30.000 €	600.000 AI 42.000 €	600.000 AI 60.000 €

Prices are eligible for discount and AE. Ad selection:
BASIC: Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Double Dynamic Sitebar / Fireplace (+ optional sticky or expandable); Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle
DELUXE: Desktop: Video Wall / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad (multiscreen) / Billboard (100/1) / Curtain Dropper; Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Understitial
SUPREME: Desktop: Big Stage (Automatic Pre Expanding Video Wall); Mobile (MEW): Video Lead Ad 2:1 + Video Interscroller



© Raychan

BRAND STORY

Our premium native product "Brand Story" offers the opportunity to position yourself as an expert on a specific topic in our media brands!

We will stage your topic individually in an exciting and informative narrative that will generate emotions and will remain in the minds of users.

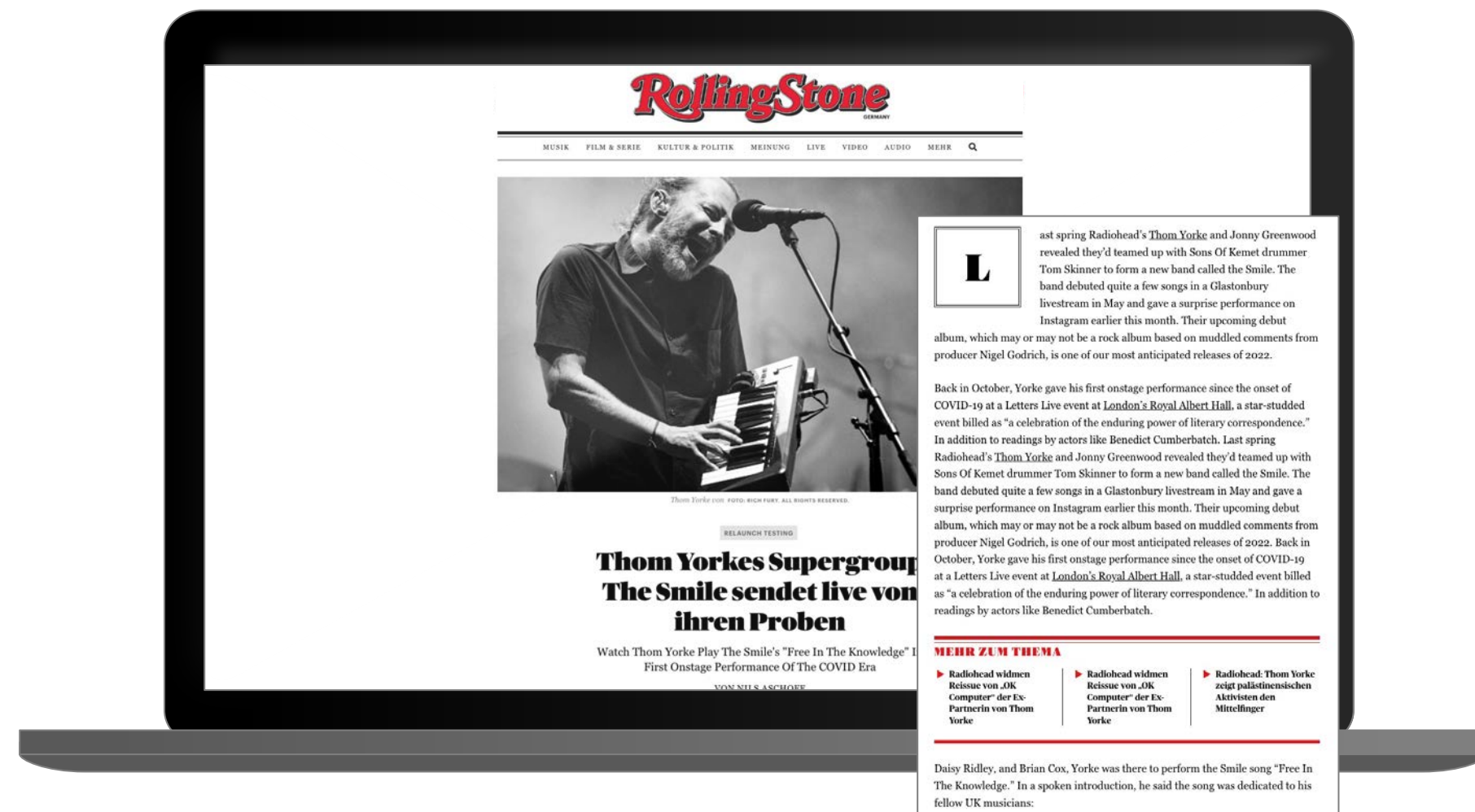
From the idea to the implementation - everything will be coordinated with you step by step.

BRAND STORY BASIC PACKAGE

6 weeks & **5.000 views** guaranteed

17.500 €

CPV: 3,50 €

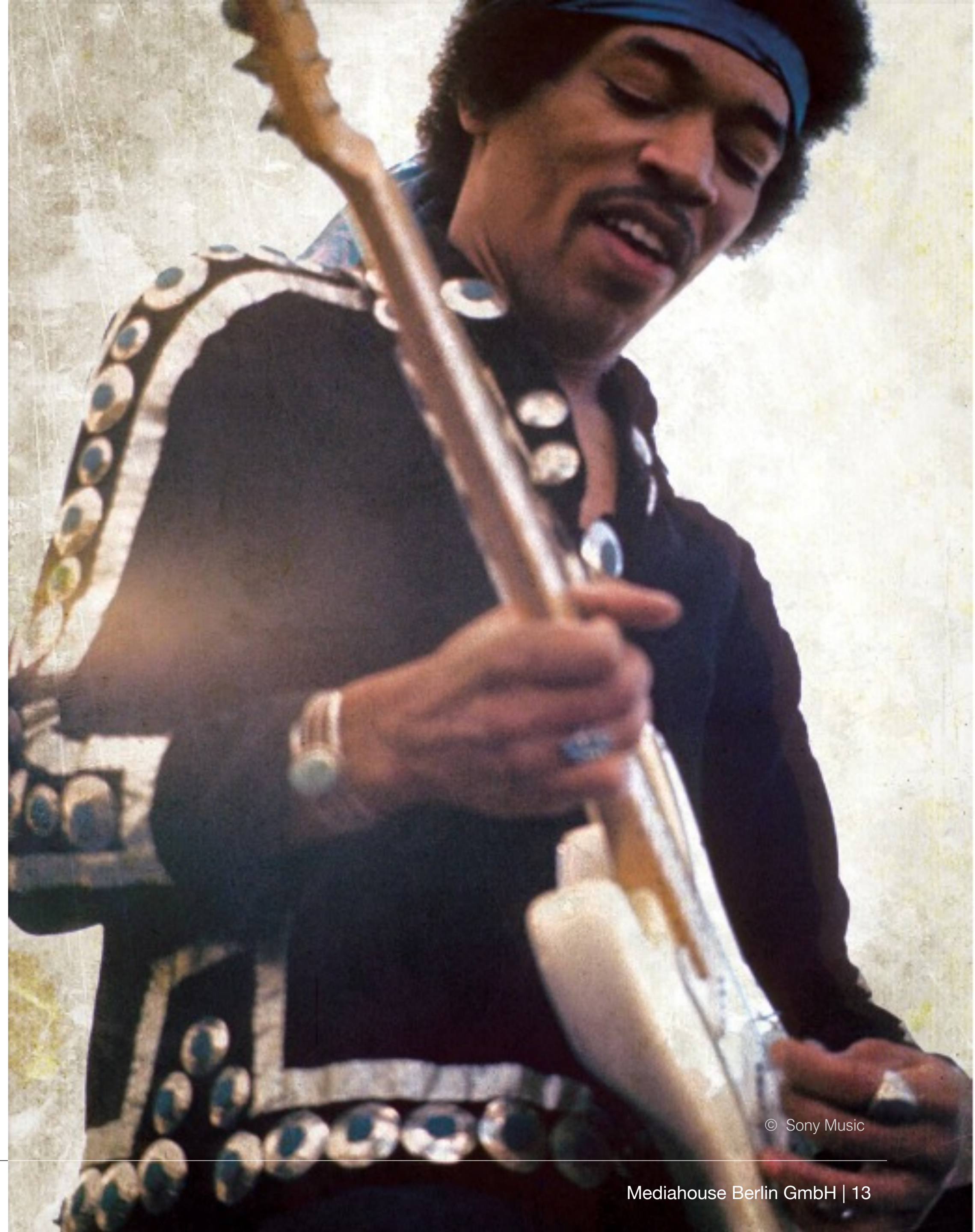


Prices are eligible for discount and AE.

Additional costs for creation: 3.500 €, no discount or AE.

Including traffic feed via native CMS teasers as well as ad server space in ROS on the multiscreen website and a Facebook sponsored post.

Exemplary illustration of a brand story.



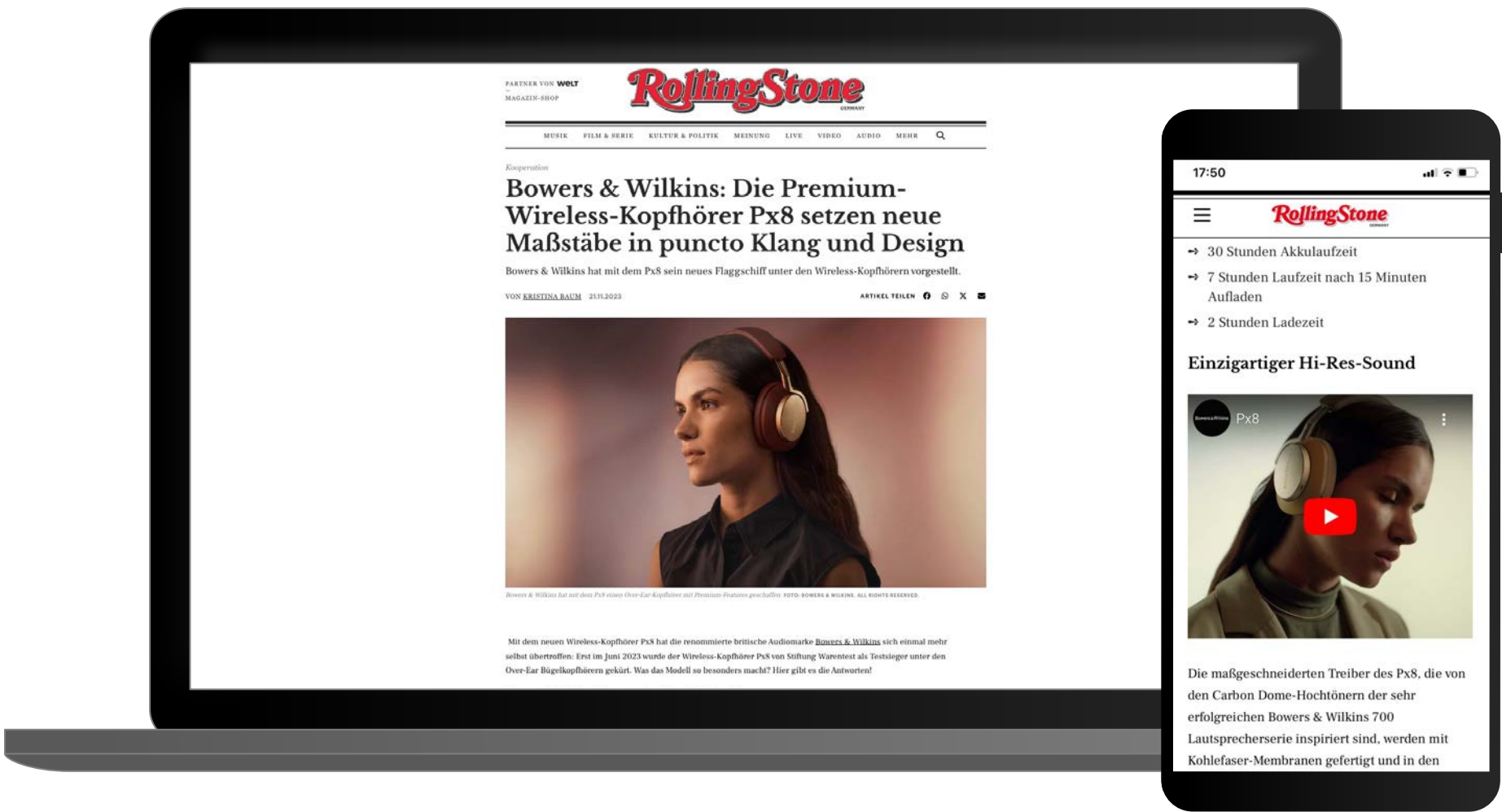
© Sony Music

ADVERTORIAL

You have a specific product, new features or special offers and would now like to attract attention and interest? Then our advertorial is the perfect solution!

The content you provide will be presented in the look and feel of the media brand and, in addition to traffic, will be given the trustworthy environment of rollingstone.de. The integration of surveys or raffles is also possible at no extra charge.

ADVERTORIAL PACKAGES	XS	S	M	L
	2 weeks guaranteed	2 weeks guaranteed	4 weeks guaranteed	6 weeks guaranteed
	100.000 AI	250.000 AI	500.000 AI	750.000 AI
	4.500 €	7.500 €	12.500 €	15.000 €



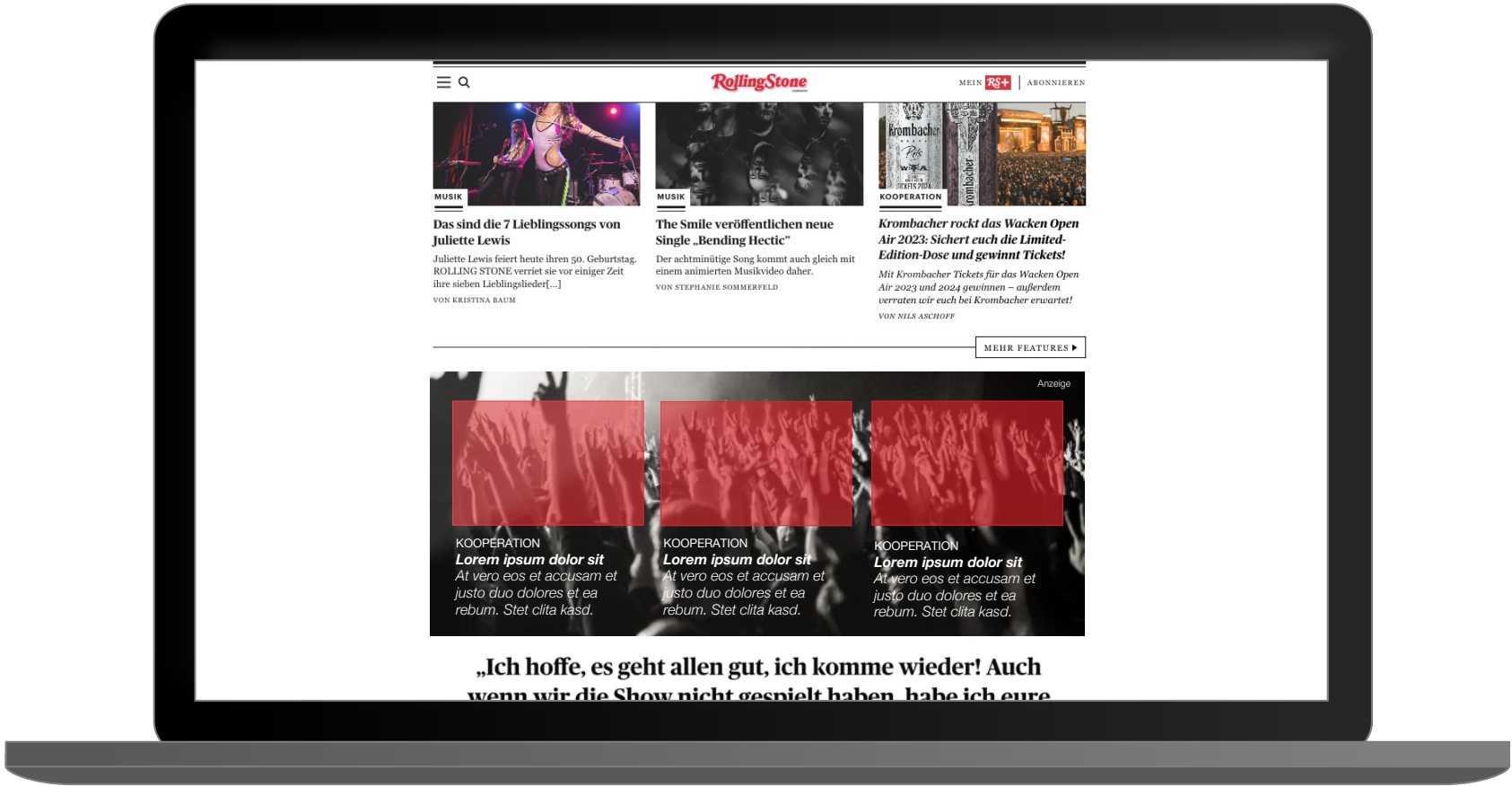
Prices are eligible for discount and AE.
All advertorial packages include additional promo impressions (no fixed amount of promo impressions is guaranteed) for four days with a fixed teaser on the home page within the news block, as well as the site bar at article level of rollingstone.de.
Plus creation costs: XS/600 €; S/ 800 €; M & L/1.250 €, not eligible for discount and AE.



© Sony Music

ADVERTORIAL STAGE

Get the most attention-grabbing, native appearance for all your partner content - with a fixed advertorial stage on rollingstone.de home! You can place up to three advertorials , depending on the package you choose. You determine the visual appearance and can make a graphic statement with color or a background image of your choice.¹



ADVERTORIAL STAGE

S

(1x Advertorial S &
1x Sponsored Post)

3 weeks
550.000 AI guaranteed + 3 weeks
fixed placement on home

11.500 €

M

(2x Advertorial S &
1x Sponsored Post)

4 weeks
700.000 AI guaranteed + 4 weeks
fixed placement on home

19.000 €

L

(3x Advertorial S &
1x Sponsored Post)

5 weeks
950.000 AI guaranteed + 5 weeks
fixed placement on home

26.500 €

¹Subject to editorial approval.
Prices are eligible for discount and AE.
Plus creation costs: S /1.600 €, M /2.400 €, L/3.200 €; not eligible for discount and AE. Exemplary illustration of an advertorial stage.



SOCIAL SPONSORED POST

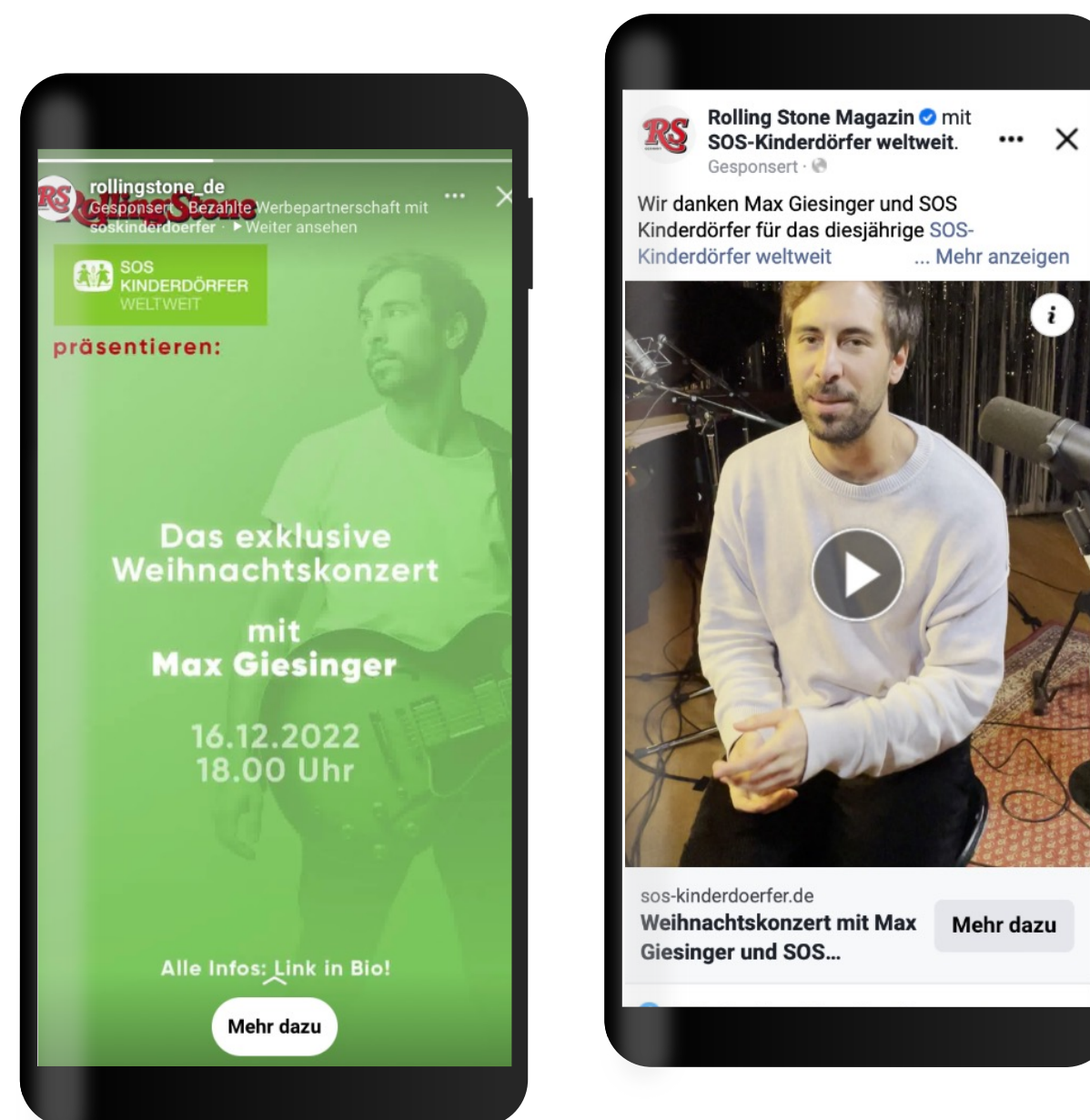
We combine your product with our strong journalistic offerings. Benefit from ROLLING STONE's prominence as the sender of your post or story on Facebook or Instagram.

We also highlight your social media page via "handshake" or link. We create your sponsored posts or stories in consultation with you and target them precisely according to your desired needs. A CTA button can be used to link to your digital offering or an existing brand story or advertorial.

SPONSORED POST

Minimum 1 week
200.000 AI guaranteed
4.000 €

*Special price for cultural sector¹ - incl.
50.000 AI guaranteed*
800 €



¹Cultural sector includes: Visual and audio media sector, concert, tour and festival organizers, booking agencies, book publishers, instrument manufacturers. Special price can only be booked in combination with other booking components in a media package (from € 2,500 gross media value). Prices are eligible for discount and AE.



© Matthew Stone

VIDEO STAGE

We will integrate your video or livestream multiscreen for a specific event on the home page at a prominent spot and draw full attention to your video content!

You will determine the visual appearance and can make a graphic statement with color or a background image of your choice.¹



VIDEO STAGE

4 days (fixed)

Guaranteed 20.000 impressions on rollingstone.de
Home desktop & mobile (MEW)

15.000 €

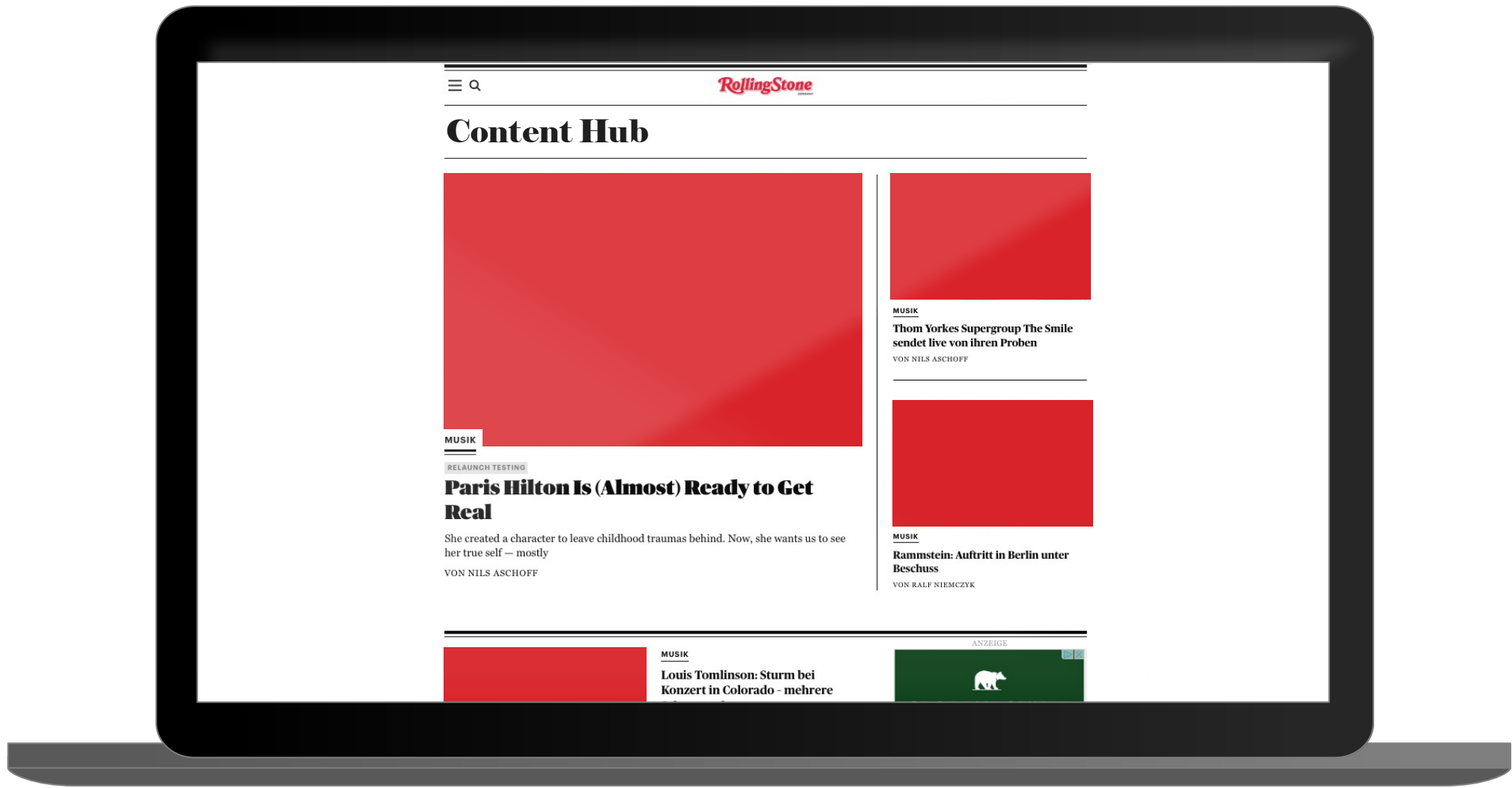
¹Subject to editorial approval.
Prices are eligible for discount and AE.
Plus creation costs: 1.000 €; not eligible for discount and AE. Exemplary illustration of a video stage.



NEW

CONTENT HUB

Our new, view-based "Content Hub" bundles monothematic content in a digital home! By individual agreement this content can be of an editorial or purely advertising nature¹ (minimum 10 content pieces). A navigation point can also be integrated as an option. The application consists of a mix of ad server and CMS integrations and social impressions².



CONTENT HUB

Minimum of 1 month
6.000 views & 700.000 AI guaranteed
17.500 €

¹Advertising labeling required for content.
²27 days fixed placement on the home page, at least 14 days in the article sidebar (specific number of promo impressions for CMS integrations not guaranteed).
Prices are eligible for discount and AE.
Plus creation costs:: 5.000 €; not eligible for discount and AE.



© Victor Dueñas Teixeira

NEW

PODCAST „FREIWILLIGE FILMKONTROLLE“

The film and tv show podcast from ROLLING STONE, Germany's best-known music and culture brand. Every 14 days, editors Sassan Niasseri and Arne Willander talk about new releases and classics from the world of cinema, TV and streaming.

HOST READ AD

Length from 30 – 90 sec.
with advertising labeling

SPOT

Length up to 30 sec.¹
with advertising labeling

Midroll 1

(Directly after music/intro)

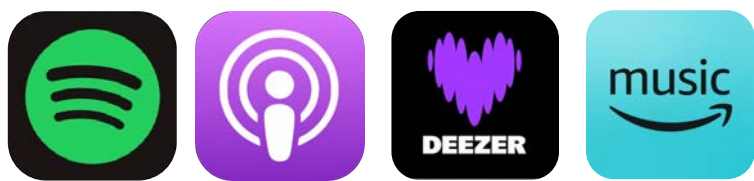
Midroll 2

(In the middle of podcast)

Total reach² per week:
6.800 streams & downloads

WEEKLY PACKAGE: 600 €
(all available AI³)

450 €



The advertising integrations can be booked and delivered for the first time from March 2024 on.
¹Own spot may be delivered, production via Mediahouse Berlin also available (20-30 sec., 150 € creation costs).
²Streams = min. 60 sec. listened according to IAB 2.0. survey period 01.01. - 01.11.23. Reach is cumulative across all relevant podcast platforms incl. aggregators. The reach may vary for each podcast episode and is not guaranteed.
³Frequency capping included >2 episodes per listener/day.
Prices are not eligible for further discounts, but are AE-eligible.



NEW

PODCAST „ROLLING STONE WEEKLY“

Our newest podcast baby! The pop podcast from ROLLING STONE! Every Friday, Jan Jekal, Maik Brüggemeyer and Birgit Fuß comment on the week's music news and review a brand new album.

HOST READ AD
Length from 30 – 90 sec.
labeled as advertising

SPOT
Length up to 30 sec.¹
labeled as advertising

Midroll 1
(Directly after music/intro)

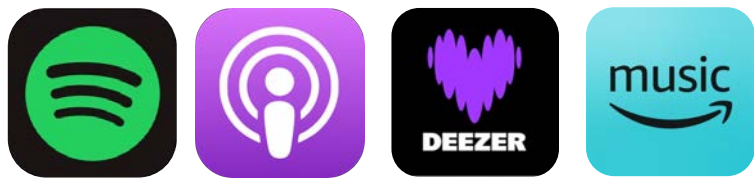
Midroll 2
(In the middle of podcast)

Total reach² per week:
825 streams & downloads

WEEKLY
PACKAGE:
(all available A/³)

200 €

150 €



The advertising integrations can be booked and delivered for the first time from March 2024 on.
¹Own spot may be delivered, production via Mediahouse Berlin also available (20-30 sec., 150 € creation costs).
²Streams = min. 60 sec. listened according to IAB 2.0. survey period 01.01. - 01.11.23. Reach is cumulative across all relevant podcast platforms incl. aggregators. The reach may vary for each podcast episode and is not guaranteed.
³Frequency capping included >2 episodes per listener/day.
Prices are not eligible for further discounts, but are AE-eligible.

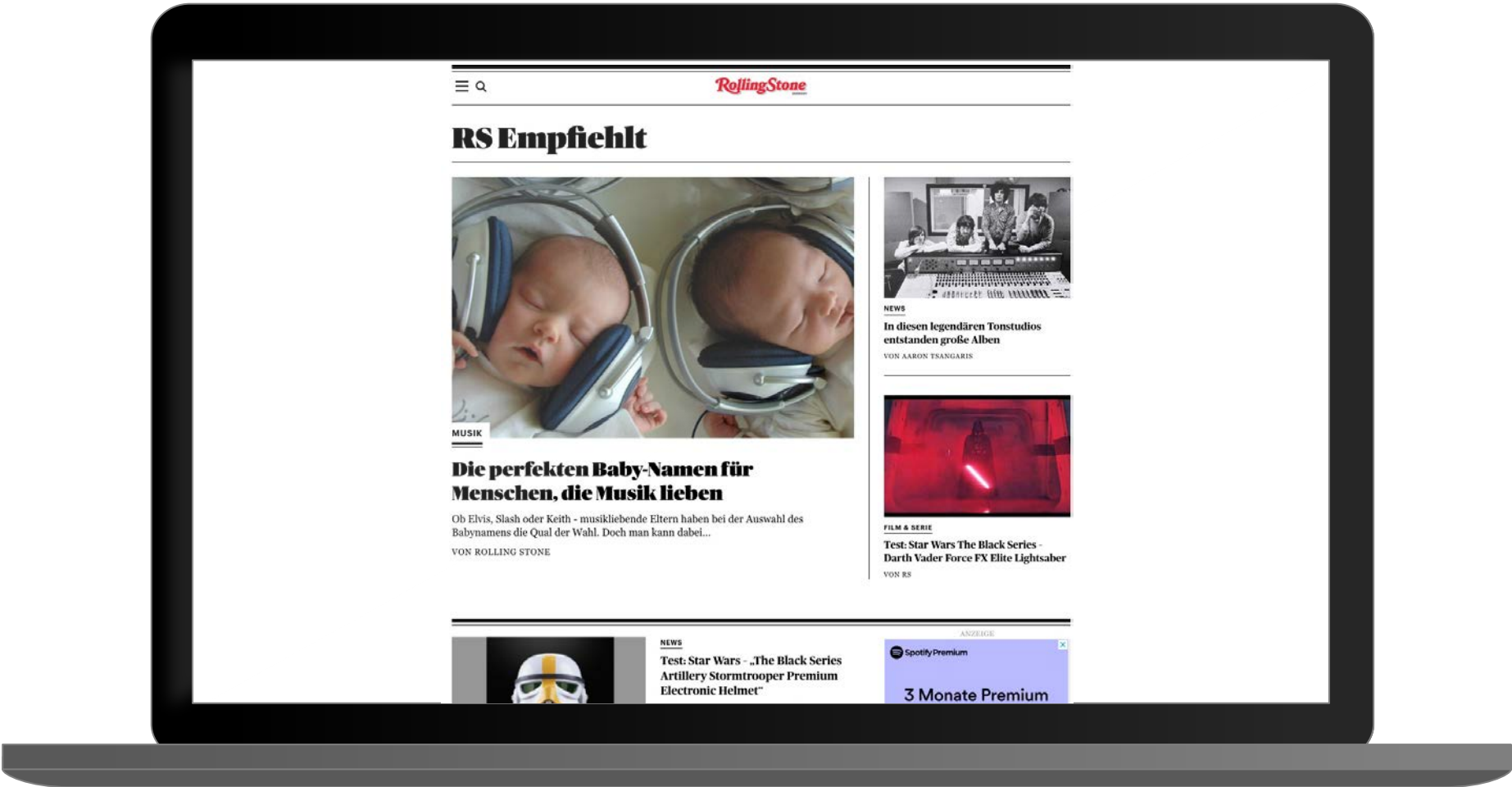


NEW

ROLLING STONE RECOMMENDS

Do you have a new product or service that particularly appeals to our users? Promote it with a product recommendation on rollingstone.de in our "ROLLING STONE recommends" section!

You supply the text & image and we adapt your content to RS tonality. In return, we guarantee you a range of promo impressions on CMS areas that link to your product recommendation within a specific time period. Your content remains permanently visible in the "Rolling Stone recommends" channel.



PRODUCT RECOMMENDATION

S

1 week
guaranteed 50.000 promo impr.

4.000 €

M

2 weeks
guaranteed 100.000 promo impr.

7.000 €

Prices are eligible for discount and AE.
Plus creation costs: 500 €; not eligible for discount and AE.



© Jakob Rosen

PROGRAMMATIC ADVERTISING

Through our marketer Media Impact we offer the opportunity to buy our digital advertising inventory in an automated and individualized way. Media Impact relies on the holistic approach of the Axel Springer ad stack and the resulting efficiency for all participants.

We would be happy to connect you with our programmatic experts at Media Impact for consulting and deal-making!

Our **RECOMMENDATION** for programmatic newcomers:

PRIVATE AUCTION

Dynamic Sitebar (min. 300x600; 500x1000)	Billboard (970x250; 800x250)	Multiscreen Halfpage Ad (300x600)	Ad Bundle incl. Mobile Medium Rectangle (728x90; 120/160x600; 300x250)	Mobile Content Ad (320x50; 320x75/80; 320x100)
Wallpaper (728x90 + 120x600))	Halfpage Ad Sticky (300x600)	Interscroller (300x600; 320x480)		
ROC Floor: 6,00 €	ROC Floor: 3,50 €	ROC Floor: 3,00 €	ROC Floor: 1,50 €	ROC Floor: 0,70 €

The private deal does not oblige you to accept a specific AI inventory or turnover. You decide independently at any time whether and how much you want to invest. Floor prices may vary seasonally and are not binding. Fixed price deals on request.

© Andras Vas

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