



MEDIA DATA 2021

FAZE MAGAZIN

Every month the magazine publishes a new print issue which is available offline at newsagents, train stations, gas stations, etc., as well as an online eMag via keosk for Android and the platform Readly. Editors of the magazine have long-term experience inside the electronic music scene, which enables them to deliver fundamental background insights with and pick up on new trends and future developments. Every month FAZEmag delivers interesting interviews with artists, important news around the club and music scene, as well as covering trends in the lifestyle, movie, game and fashion area. Furthermore, it includes hundreds of reviews of upcoming EPs, LPs and compilations, technical equipment plus tips about club events and festivals. In addition to the reading content, every issue includes an exclusive DJ mix from a selected national or international act. With the included download code, the mix can be easily downloaded via the website.

www.fazemag.de

Next to the print edition, FAZEmag also delivers online news on a daily basis. Users can interact with the magazine and the editors behind by commenting, reviewing or sharing the articles. The monthly DJ mix, photo galleries the constantly updated festival schedule and much more guaranty comprehensive information about the music scene worldwide.

The website fazemag.de offers daily published news articles, music and technical reviews but also event tips, with the aim of delivering vital added value both for the user as well as for artists, event organisers and media partners.

With fazemag.ch and fazemag.at the magazines gets closer to their users in Austria and Switzerland, where local content for the area is placed more prominently. fazemag.de is the strongest editorial portal for electronic music and club culture in Germany, Austria and Switzerland.

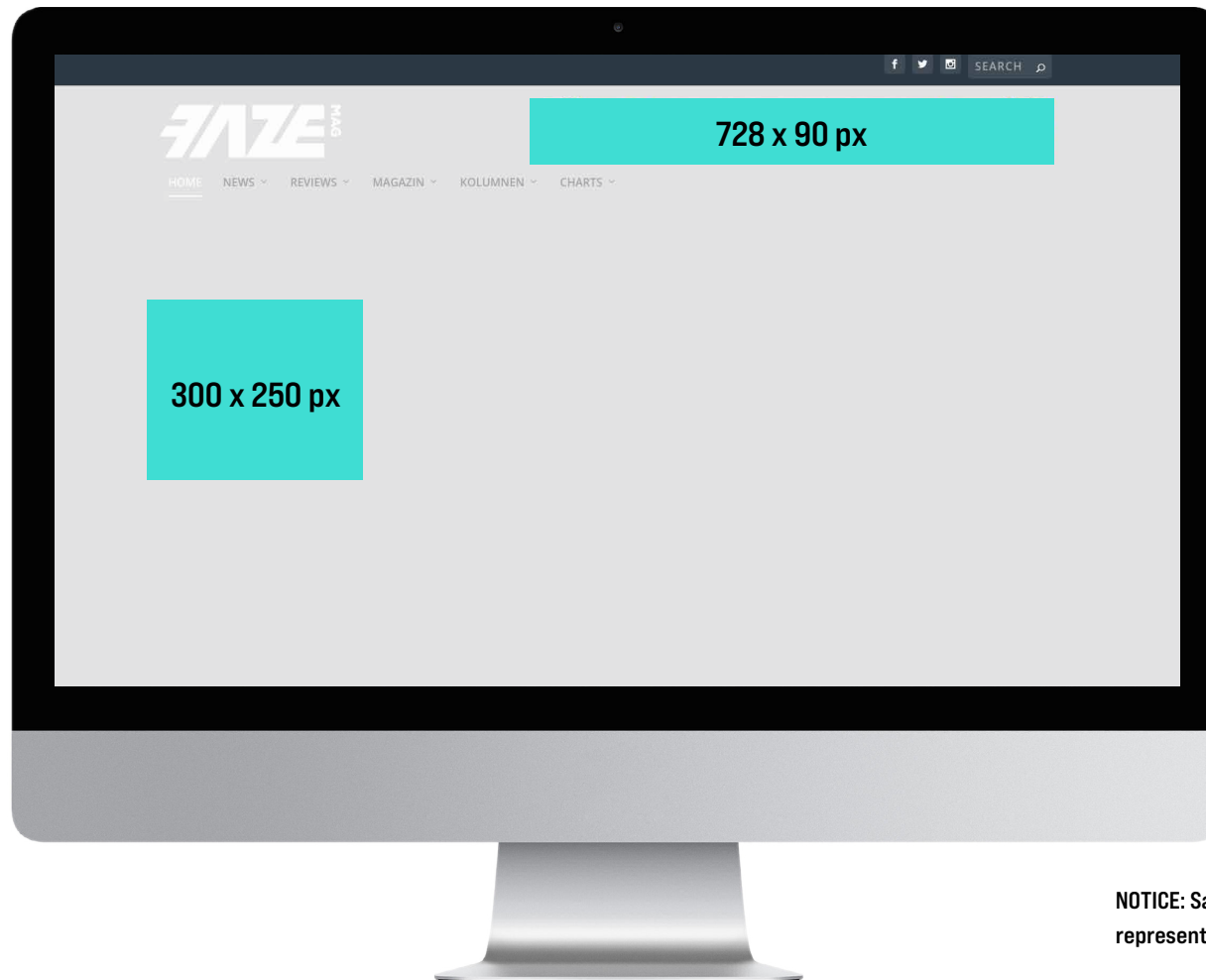
PRICES

all prices are subtotal prices

PRINT (4C)	ONLINE (TKP)	FEATURES (HEAD)	PURCHASE & SUBSCRIPTION
2/1 7.000,00 EUR 1/1 4.000,00 EUR 1/1 (Cover inside) 4.400,00 EUR 1/2 2.700,00 EUR 1/3 1.800,00 EUR 1/4 1.500,00 EUR EMAG 1/1 1200,00 EUR PREFERENTIAL PLACEMENT SURCHARGE U4 backcover 4.800,00 EUR U2 inside front cover 4.400,00 EUR U3 inside back cover 4.200,00 EUR agency discount 15 % VOLUME DISCOUNT 6 ad pages or more 10 % 8 ad pages or more 15 % 12 ad pages or more 20 % Deviating prices: The publishing company reserves the right to charge deviating rates for specific topics.	Fullsize Banner 15,00 EUR Medium Rectangle 30,00 EUR Header Banner 40,00 EUR ContentAd 50,00 EUR Homepage TakeOver 80,00 EUR Special advertising formats on request Terms of payment: On advance payment	Story telling Content production Festival promotion Club features Label features Artist features Native advertising Advertorials Online-/Social Media campaigns Event promotion Moving content Event conception, organisation & realisation Customer events Prices on request	PRINT single issue 4,90 EUR year subscription 52,00 EUR 2 year subscription 95,00 EUR EMAG for Android (Keosk) für iOS (iOS-App-Store) single issue 3,59 EUR 3 issue subscription 12,99 EUR 6 issue subscription 17,99 EUR 12 issue subscription 33,99 EUR

ADVERTISEMENT PRICES: DESKTOP BANNERS

Die Banner options and sizes (will be published on www.fazemag.de)



Medium Rectangle

300 x 250 px
JPG or GIF file
max. 80 kb

Header Banner

728 x 90 px
JPG or GIF file
max. 80 kb

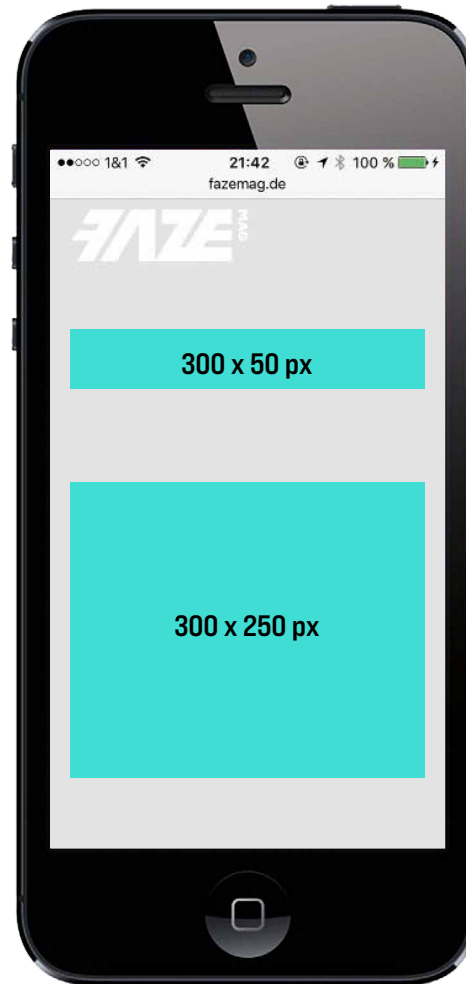
NOTICE: Save files in higher resolution to avoid representation errors on the website.

ADVERTISEMENT PRICES: MOBILE DEVICES

Options and sizes [will be published on www.fazemag.de]

Medium Rectangle

300 x 250 px
JPG or GIF file
max. 80 kb

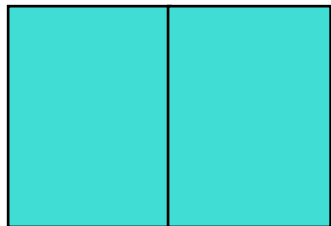


Classic Banner

300 x 50
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ADVERTISING FORMATS FOR PRINT

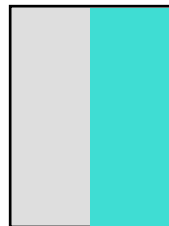
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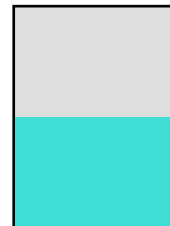
2/1 page
420 x 297 mm



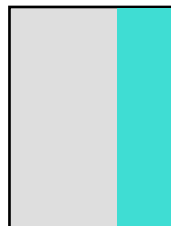
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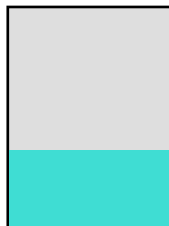
1/2 page portrait
105 x 297 mm



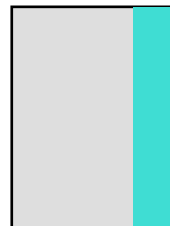
1/2 page landscape
210 x 148,5 mm



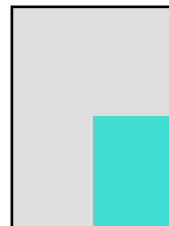
1/3 page portrait
70 x 297 mm



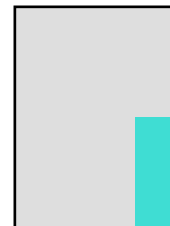
1/3 page landscape
210 x 99 mm



1/4 page portrait
52,5 x 297 mm



1/4 page corner
105 x 148,5 mm



1/8 page corner
74 x 105 mm



1/1 page eMAG

REACH

FAZEmag.de

300.000 unique users/month
> 1.000.000 page Impressions/month

Print circulation

20.000 printed copies/month

eMAG

2.900 readers/month

readly

3.500 readers/month

Social Media

Viral reach of 15 million users via several facebook accounts related to electronic music and 1.2 million contacts in total all related to electronic music and festival goers main accounts:

www.facebook.com/FAZEmagazin: 79.000 fans

www.twitter.com/fazemag: 9.000 followers

www.instagram.com/fazemag: 22.900 followers

Publication frequency

12 issues per year (monthly)

On-sale date is the first Friday of each month

Distribution

VU Verlagsunion KG

65047 Wiesbaden

Germany

www.verlagsunion.de

AUDIENCE

Age: 20–35 years (target audience 22–29 years)

Average age: 25 years

Sex: 60% male, 40% female

Educational level: High-school graduated, students and workers

Planned purchases of the target group: DJ equipment, computers, mobile phones, production equipment, fashion & consuming goods, games

Characteristics of target group: strong orientation on leisure activities, music, scene, lifestyle as well as an extraordinary high affinity for technology

TECHNICAL SPEZIFICATIONS

Printed format: 210 x 297 mm

Bleed addition: 3 mm

Printed method: web offset

Special colours: on request

Colour range: Euroscale

Print sequence: black, cyan, magenta, yellow

Screen: 60 screen

PRINTING DOCUMENTS

open data: InDesign, Photoshop, Illustrator

closed data: pdf (bevorzugt), jpg, eps, tif

SEND PRINTING DOCUMENTS

Via e-Mail: grafik@fazemag.de

Via mail: FAZE Magazin, c/o Butan Office

Friedrich-Ebert-Str. 114, 42117 Wuppertal, Germany

info@fazemag.de

CONTACTS

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Rafael Da Cruz: clubs, artists, labels

rafael@fazemag.de

PRODUCTION PLAN 2021

ISSUE	DEADLINE FOR PRINTED DATA	PRINT MAGAZINE RELEASE
108	22. 01. 2021	02. 02. 2021
109	21. 02. 2021	02. 03. 2021
110	25. 03. 2021	06. 04. 2021
111	25. 04. 2021	04. 05. 2021
112	26. 05. 2021	08. 06. 2021
113	27. 06. 2021	06. 07. 2021
114	26. 07. 2021	03. 08. 2021
115	28. 08. 2021	07. 09. 2021
116	27. 09. 2021	05. 10. 2021
117	18. 10. 2021	02. 11. 2021
118	18. 11. 2021	30. 11. 2021

GENERAL BUSINESS TERMS AND CONDITIONS

§1 In accordance with the following General Business Terms and Conditions, an advertising order is considered to be the agreement regarding the publication of one or more advertisements of an advertiser in a print journal and/or via an electronic medium.

§2 The quotation is binding when reaching the publisher. The client is bound to the offer till four weeks after arrival. The offer counts as terminated if the publisher does not react within four weeks.

§3 Should an order not be executed for reasons which are not the publisher's responsibility, the client shall reimburse the difference between the discount granted and the discount corresponding to the actual purchase irrespective of any other legal obligations. The duty to reimburse shall not apply if the non-performance results from force majeure within the publisher's sphere of risk.

§4 If the right to call for individual advertisements is reserved in the context of closing, the order

shall expire within one year after the appearance of the first advertisement, as long as the first advertisement is called for and published within a year.

§5 The publisher retains the right to decline orders—including individual requests for placement in conjunction with an executed contract—and orders for inserts, because of content, origin, or technical form in accordance with the publisher's uniform, objectively justified principles, if the content violates the law or the provisions of government or other authorities, or if their publication cannot be reasonably expected of the publisher. The Ordering Party will be informed immediately regarding the refusal of an order.

§6 The customer is responsible for ensuring the prompt delivery of the advertisement copy as well as faultless copy materials or inserts.

§7 In case of illegible, incorrect or incomplete printing of the advertisement, in whole or in part, the Ordering Party is entitled to a re-

duction in payment or to a correct substitute advertisement, but only to the extent that the purpose of the advertisement has been impaired.

Further liability for the publisher shall be excluded. Complaints have to be asserted within four weeks after receiving the invoice and document. The publishers accept no liability for errors of any kind arising from transmissions by telephone.

§8 Orders may only be cancelled written up to five weeks prior to the date of publication of the relevant edition. In the event of a valid cancellation, the publisher can, however, demand a lump-sum payment of 25% of the amount of the invoice.

§9 Deviations from these General Business Terms and Conditions shall not be valid unless expressly agreed in written form.

§10 Artwork will only be returned to the customer upon special request. Any obligation to safeguard the printing data will cease three months after the order has been completed.

§11 Beyond warranty claims the publisher assumes liability in case of delays or own faults. However, this does not apply when the fault lies in third-party operations used by the publisher to fulfil its obligation. The Publisher is under no duty to compensate in any of those cases but for to the fulfilment interest only. In the event of a strike, lock-out, interruption of operations or circumstances for which the publisher is not responsible, the publisher shall be entitled to demand a payment of the amount of the invoice to the extent of the circulation actually delivered.

§12 The advertiser shall bear the costs for preparing any plates, movies or portage, etc.

§13 In case of default or deferral by the advertiser, interest shall be paid in addition to any costs and expenses incurred for collection. In the event of payment default, the publisher may suspend the further execution of the current order until payment is received and may demand prepayment for the remaining advertisements.