



**MEDIA DATA 2024**

# FAZE MAGAZINE

Every month FAZE Magazine publishes a new print issue which is obtainable at chosen magazine shops and newsstands. The online issue is available via **keosk** and **Readly**. Editors of the magazine have long term experience inside the electronic music scene, which enables them to deliver fundamental background insights as well as picking up on new trends and upcoming developments.

Monthly FAZEmag delivers topical interviews with artists, daily based news around the club and music scene, as well as talking about trends in the areas of lifestyle, books, TV shows and upcoming movies. Furthermore a big topic of the magazine is reviews according to the topic as for instance: upcoming music releases, technical equipment tests plus facts and infos about club events and festivals. In addition to the reading content, every issue includes an exclusive DJ mix from a selected musician – every issue comes with the current download code for the mix.

The monthly DJ mix, photo galleries, the regularly updated festival schedule and much more guarantees comprehensive information about the music scene worldwide.

Users can interact and connect with other followers as well as with the crew behind the magazine by commenting, reviewing or sharing the articles.

Fazemag's aim is to share diversified contents both for the users/followers/readers as well as for the artists, event organisers and media partners. The platform is the strongest editorial portal for electronic music and club culture in Germany, Austria and Switzerland.

# PRICES

all prices are subtotal prices

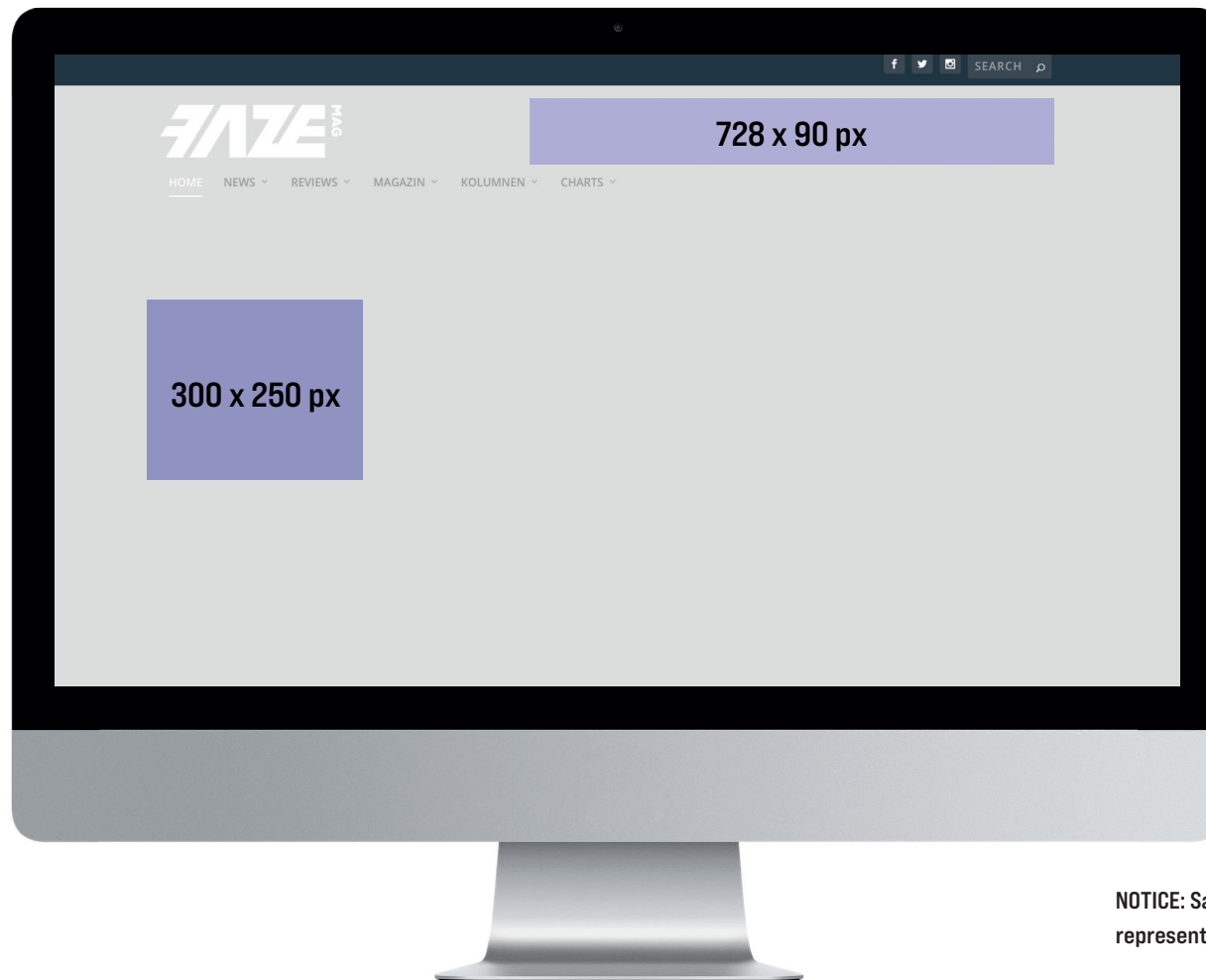
PRINT (4C)	ONLINE (TKP)	FEATURES (HEAD)	PURCHASE & SUBSCRIPTION
2/1 7.900,00 EUR 1/1 4.600,00 EUR 1/2 2.900,00 EUR 1/3 2.100,00 EUR 1/4 1.700,00 EUR 1/8 900,00 EUR  <b>PLACEMENT CHARGE</b> U4 backcover 5.400,00 EUR U2 inside front cover 4.900,00 EUR U3 inside back cover 4.900,00 EUR agency discount 15 %  <b>VOLUME DISCOUNT</b> 6 ad pages or more 10 % 8 ad pages or more 15 % 12 ad pages or more 20 %  <b>Deviating prices:</b> 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 Website takeover 80,00 EUR  Special advertising formats on request  Terms of payment: Complete payment in advance until the release date gives 2% discount as well as payment within a week after date of invoice.	<b>Story telling</b> <b>Content production</b> <b>Festival promotion</b> <b>Club features</b> <b>Label features</b> <b>Artist features</b> <b>Native advertising</b> <b>Advertorials</b> <b>Online-/social media campaigns</b> <b>Event promotion</b> <b>Moving content</b> <b>Event conception, organisation &amp; realisation</b> <b>Customer events</b>  Prices on request	<b>PRINT</b> single issue 6,90 EUR  1-year subscriptions national 70,00 EUR international 92,00 EUR  2-year subscriptions national 125,00 EUR international 165,00 EUR  <b>eMag</b> for Android (keosk) and for 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

banner options and sizes (will be published on [www.fazemag.de](http://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

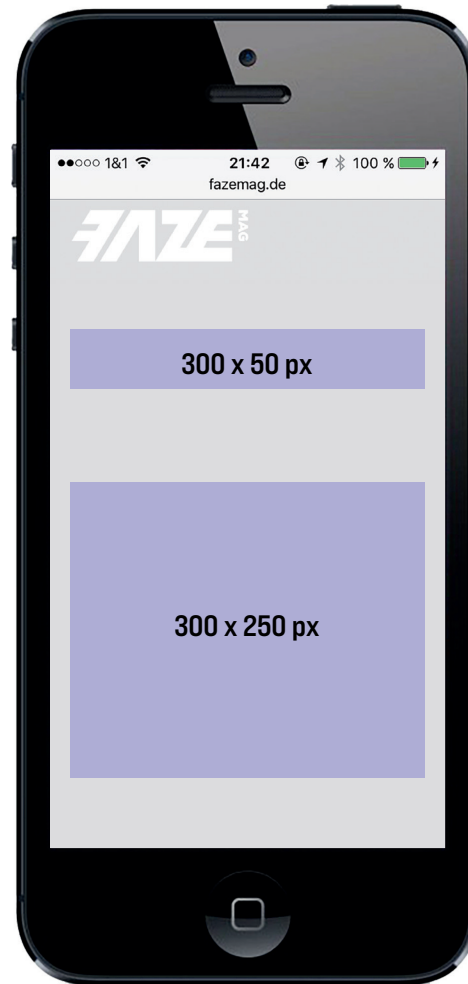
**NOTICE:** Save files in higher resolution to avoid representation errors on the website.

# ADVERTISEMENT PRICES: MOBILE DEVICES

Options and sizes (will be published on [www.fazemag.de](http://www.fazemag.de))

## Medium Rectangle

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

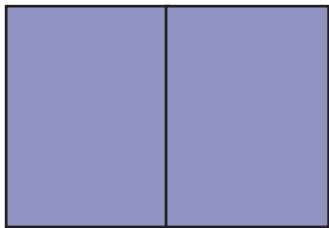


## Classic Banner

300 x 50  
JPG or GIF file  
max. 80 kb

# ADVERTISING FORMATS FOR PRINT

bleed: 3 mm



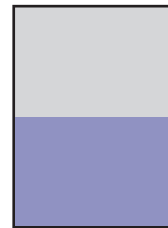
2/1 page  
420 x 297 mm



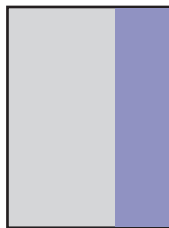
1/1 page  
210 x 297 mm



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

REACH	AUDIENCE	TECHNICAL SPEZIFICATIONS
<p><b><u>FAZEmag.de</u></b>  300.000 unique users/month  1.000.000 page impressions/month</p> <p><b>Print edition</b>  20.000 issues monthly</p> <p><b>eMag</b>  5.500 readers/month</p> <p><b>SOCIAL MEDIA</b>  We have a viral reach of 15 million users via several social media accounts focused on electronic music and 1.2 million contacts in total that are related to the topics of electronic music.  <a href="https://www.facebook.com/FAZEmagazin">www.facebook.com/FAZEmagazin</a>: 109.000 followers  <a href="https://www.twitter.com/fazemag">www.twitter.com/fazemag</a>: 14.000 followers  <a href="https://www.instagram.com/fazemag">www.instagram.com/fazemag</a>: 38.000 followers on two channels  Belonging to the FAZEmag company there is two more pages with additional 700.000 Facebook followers and 40.000 instagram folowers.</p> <p><b>RADIO SHOW</b>  <a href="https://www.sunshine-live.de">www.sunshine-live.de</a>  Every last Friday of the month from 8pm–10pm  with 250.000 listeners/hour</p> <p><b>Publication frequency</b>  monthly</p>	<p><b>Age:</b> 25–55 years (target audience 29–43 years)</p> <p><b>Avarage age:</b> 32 years</p> <p><b>Sex:</b> 75% male, 25% female</p> <p><b>Educational level:</b> High-school graduated, working people</p> <p><b>Planned purchases of the target group:</b> DJ equipment, production equipment, computers, games, phones, fashion &amp; miscellaneous goods</p> <p><b>Characteristics of target group (strong focus on):</b>  music &amp; scene, lifestyle as well as a high affinity for technology and gear, sparetime activities</p>	<p>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</p> <p>PRINTING DOCUMENTS  open data: InDesign, Photoshop, Illustrator  closed data: pdf (preferably), jpg, eps, tif  300 dpi</p> <p>SEND PRINTING DOCUMENTS  Via e-Mail: <a href="mailto:grafik@fazemag.de">grafik@fazemag.de</a></p> <p>Via mail:  FAZE Magazin  Friedrich-Ebert-Str. 114/Hinterhaus  42117 Wuppertal, Germany</p> <p>DISTRIBUTION CONTACTS  Sven Schäfer: <a href="mailto:sven@fazemag.de">sven@fazemag.de</a>  Tassilo Dicke: <a href="mailto:tassilo@fazemag.de">tassilo@fazemag.de</a>  Rafael Da Cruz: <a href="mailto:rafael@fazemag.de">rafael@fazemag.de</a></p> <p><b>Distribution</b>  DMV DER MEDIENVERTRIEB GMBH &amp; CO. KG  Meßberg 1, 20086 Hamburg  <a href="https://www.dermedienvertrieb.de">www.dermedienvertrieb.de</a></p>

# PRODUCTION PLAN

<b>DEADLINE FOR UPCOMING MONTH</b>	18th of the month before release month
<b>ON-SALE DATE digital</b>	1st of release month
<b>ON-SALE DATE print</b>	first Tuesday of release month



# 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.