MEDIA FACTS

Publication monthly
Copy price standard issue € 6.50
Copy price with music CD € 7.40
Advertisement price 1/1 page 4c € 8,950

Circulation report IVW IV/2019
• Print run 42,700 copies
• Print run sold 22,774 copies
• Print run distributed 23,738 copies
• Subscriptions 7,000 copies

EDITORIAL CONCEPT

In-house test lab + 42 years of testing + Innovative innovations =

Under the AUDIO media brand we offer the trade interesting options, as well as the opportunity to work with us beyond editorial reporting: company portraits, audio reports, themed booklets and much more.

For over 42 years AUDIO has been the leading monthly test and advice magazine for HiFi, surround, high end and music.

Categories
News • Test + technology • Reports • Advice • Music • Service The AUDIO ranking
READERSHIP STRUCTURE

**Sex**
- Men: 95.7%
- Women: 4.3%

**Magazine use**
- Subscriber: 30.4%
- Regularly (approximately 5 - 10 issues / year): 25.7%
- Occasionally (2 - 4 issues per year): 30.9%
- Less often (less than 2 issues per year): 12.9%

**Interest in editorial reporting in %**
- Advice & practice articles: 62.9%
- Comparison tests: 58.3%
- Detailed individual tests of components: 54.2%
- Audiophile music CD free with magazine: 29.5%
- Music reviews, music stories: 29.0%
- Detailed measurements / Detailed technology articles: 19.8%
- Background stories / Company portraits: 18.8%

THE TARGET GROUP

Innovators willing to invest, trendsetters and early adapters
Opinion formers and multipliers

Basis: AUDIO 2018 reader survey

DATES

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<thead>
<tr>
<th>Issue</th>
<th>Publication</th>
<th>Closing date for advertisements</th>
<th>Closing date for print documents</th>
<th>Events</th>
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<td>10/01/20</td>
<td>06/12/19</td>
<td>11/12/19</td>
<td>07/01 - 10/01/20 Consumer Electronics Show Las Vegas</td>
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<td>07/02/20</td>
<td>13/01/20</td>
<td>16/01/20</td>
<td>13/02/2020 Award of Device of the Year prize “Goldenes Ohr”</td>
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<td>06/20</td>
<td>08/05/20</td>
<td>08/04/20</td>
<td>15/04/20</td>
<td>30/04 - 02/05/2020 Connect Conference HIGH END Dresden Munich</td>
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<td>10/20</td>
<td>04/09/20</td>
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<td>13/08/20</td>
<td>04/09 - 09/09/2020 IFA Berlin</td>
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<td>14/09/20</td>
<td>17/09/20</td>
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<tr>
<td>12/20</td>
<td>06/11/20</td>
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<td>07/11 - 08/11/2020 Deutsche HiFi Tage Darmstadt</td>
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<td>01/21</td>
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<td>19/11/20</td>
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We will be happy to inform you of the focal points of each issue in advance in our subject preview.
Please contact Dr. Michael Hackenberg • Telephone: +49-89 25556-1114 • mhackenberg@wekanet.de
## Audio – Advertisement Prices and Formats 2020

Price list no. 44 from 01/01/2020

<table>
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<tr>
<th>Type</th>
<th>Area (mm)</th>
<th>Price (€)</th>
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<tbody>
<tr>
<td>1/1 page</td>
<td>185 x 250</td>
<td>8,950</td>
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<tr>
<td>1/2 page</td>
<td>90 x 123</td>
<td>5,250</td>
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<tr>
<td>1/3 page</td>
<td>58 x 81</td>
<td>3,450</td>
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<tr>
<td>1/4 page</td>
<td>43 x 60</td>
<td>2,800</td>
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</table>

**Classifieds section:**
- B+W, 2c, 3c, 4c
  - 1/1 page € 5,250
  - 1/2 page € 2,700
  - 1/3 page € 1,950

**Combination prices for Audio and Stereoplay**
- Millimetre price for designed classifieds € 7

* Bleed: 4 mm trim on periphery

Crossover advertisements: In the case of advertisements to be printed across the gutter, two separate pages are to be delivered. Please pay attention to gutter excess.

Bleed advertisements: In the case of bleed advertisements, graphic and text elements must be at least 1.5 cm from the outer edge.

All prices are plus the statutory rate of value-added tax, bleed and gutter printing without charge. Further formats on request.

Further information on Audio can be found at: www.weka-media-publishing.de

An additional link in the e-paper of WEKA apps (Google Play and App Store) is possible for 200 euros.

## Ad Inserts and Editorial Supplements

**Sample to publisher in triplicate**

### Inserts
- Not subject to discount
- Min. W 105 x H 148 mm
- Max. W 190 x H 270 mm

€ 105 ‰ to 25 g weight. For each further 5 g begun an additional € 8.50.
Partial inserts € 125 ‰.
Minimum number with partial editions/insert splitting: 20,000 copies.

### Supplements
- Not subject to discount
- Min. W 105 x H 148 mm
- Max. Magazine format W 210 x H 280 mm

Bleed pages must have a trim of 4 mm.
Supplements must be delivered folded and in untrimmed form, with an additional margin of 3 mm.
Minimum number with partial editions/supplement splitting: 20,000 copies.

Editorially independent, exclusively sponsored booklets from a manufacturer on a special theme.
Including concept, creation and layout at incomparable prices. Get your offer! Prices and other options as well as information on precise delivery please on request.

**Format:**
- Inserts: W 200 x H 270 mm
- Supplements: W 148 x H 210 mm
SPECIAL ADVERTISING FORMS

- Title banderole
- Tip-on-card
- Fold-down title flap
- Fake cover
- Title gatefold

- Inside front cover gatefold 3-page
- Inside gatefold 4, 6 or 8-page
- Bookmarks

CROSSMEDIA

- AUDIO.de (Online + print)
- Sweepstakes

Further options for crossmedia integration on request.
TECHNICAL DATA

Delivery times for CD/DVD, contact card, special inserts
2 working days after closing date for print material
Printed materials may not be delivered interlinked

Delivery address
On request

Printing, processing
4-colour web offset printing to Euroscale, saddle stitching
Please request our reproduction and proof instructions. No liability is assumed for standard colour tolerances.

Paper/ICC profile
Cover: 150 g/m² gloss image print, ICC profile: isocoated_v2_eici.icc (Fogra 39L)
Contents: 60 g/m² improved LWC gloss, ICC profile: PSO_LWC_Improved_eci.icc (Fogra 45L)

Trimmed format
(= magazine format) 210 mm wide x 280 mm high
Minimum trim tolerance: 4 mm on all open sides

Printed documents and digital data transfer
Please send us your digital data via data carrier, e-mail or FTP. Please request the precise specifications and further details from your customary contact. File names must be issued according to the following example: Advertising customer_AUDIO_issue (example: Bose_AUDIO_01_20)

Your contact for printed documents and digital data transfer
WEKA MEDIA PUBLISHING GmbH
Petra Otte
Richard-Reitzner-Allee 2
D-85540 Haar bei München
Telephone: +49-89 25556-1479
potte@wekanet.de

SPECIAL PRINTS

Take advantage of our special print service to make even more profitable use of our editorial reporting. We create your special print (115 g/m² wood-free white, gloss, image print) with your corporate logo, on request with additional information from your company.

Dr. Michael Hackenberg will be happy to inform you about prices, formats, print runs, individual configurations. Telephone: +49-89 25556-1114 • mhackenberg@wekanet.de

PUBLISHER DETAILS

Address of publisher
WEKA MEDIA PUBLISHING GmbH • Richard-Reitzner-Allee 2 • D-85540 Haar bei München •
Tel: +49-89 25556-1000 • Fax: +49-89 25556-1196

Managing Directors
Kurt Skupin

Publishing Director
Dirk Waasen

Bank details
Hypovereinsbank München • IBAN: DE81 7002 0270 0035 7049 65 • SWIFT (BIC): HYVEDEMXXX

Terms of payment
Invoice amount is payable net and without deduction 14 days after invoice date.
2% cash discount for payment within 8 days of invoice date.

VAT no. DE814112256

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Year of founding 1978 • Place of publication Haar bei München • Frequency of publication monthly • Purchase price € 7.40 individual price • € 78.00 domestic subscription

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