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: 41,349 copies
- Print run sold: 21,789 copies
- Print run distributed: 22,762 copies
- Abonnements: 5,923 copies

EDITORIAL CONCEPT

stereoplay is aimed at all those who want to understand exactly how HiFi works, who carefully assemble their own stereo system and look to optimise sound and function. The range of themes is broad, from vinyl record players to headphones, streaming systems and on to classic stereo systems.

stereoplay takes a close look at HiFi issues – from lab tests of the highest standard to practical advice and that extra depth in the assessment of the sound and practical use of components.

Categories
- News + Trends • Service + + advice • stereoplay music • Test + technology • Market
READERSHIP STRUCTURE

Sex

- Men: 87.5%
- Women: 12.5%

Magazine use

- Subscriber: 18.6%
- Every, nearly every issue (11 - 12 issues / year): 26.0%
- Regularly (approximately 5 - 10 issues / year): 42.1%
- Non-reader/Internet user: 13.3%

Interest in editorial reporting in %

- Advice & practice articles: 60.6%
- Detailed individual tests of components: 53.8%
- Comparison tests: 53.2%
- Music reviews, music stories: 31.8%
- Audiophile music CD free with magazine: 33.8%
- Detailed measurements / Detailed technology articles: 20.8%
- Background stories / Company portraits: 18.9%

THE TARGET GROUP

Sound enthusiasts who want to know exactly how HiFi works
Keenness to buy innovations -> Early adopters
High quality awareness, whilst paying attention to top value for money

Basis: Reader survey stereoplay 2016; all respondents (n=12,234) = 100%

DATES

<table>
<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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<tr>
<td>02/2020</td>
<td>10/01/20</td>
<td>06/12/19</td>
<td>11/12/19</td>
<td>07/01 - 10/01/2020 Consumer Electronics Show Las Vegas</td>
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<td>03/2020</td>
<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>08/05/20</td>
<td>08/04/20</td>
<td>15/04/20</td>
<td>29/04 - 02/05/2020 Award of Device of the Year prize „Goldenes Ohr“ 14/05 - 17/05/2020 Connect Conference HIGH END Dresden Munich</td>
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<td>04/09/20</td>
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<td>06/11/20</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
### Stereoplay – Advertisement Prices and Formats 2020

**Price list no. 44 from 01/01/2020**

<table>
<thead>
<tr>
<th>Format</th>
<th>Type area</th>
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<th>Price</th>
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<tr>
<td>1/1 Page</td>
<td>W 185 x H 250 mm</td>
<td>W 210 x H 280 mm</td>
<td>€ 8,950</td>
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<tr>
<td>1/2 Page horizontal</td>
<td>W 185 x H 123 mm</td>
<td>W 210 x H 137 mm</td>
<td>€ 4,900</td>
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<td>W 90 x H 250 mm</td>
<td>W 102 x H 280 mm</td>
<td>€ 3,450</td>
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<tr>
<td>1/3 Page horizontal</td>
<td>W 185 x H 81 mm</td>
<td>W 210 x H 95 mm</td>
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<td>W 58 x H 250 mm</td>
<td>W 70 x H 280 mm</td>
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<td>W 90 x H 123 mm</td>
<td>W 102 x H 137 mm</td>
<td>€ 2,000</td>
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<td>W 185 x H 60 mm</td>
<td>W 210 x H 74 mm</td>
<td>€ 1,950</td>
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<tr>
<td>1/4 Page vertical</td>
<td>W 43 x H 250 mm</td>
<td>W 55 x H 280 mm</td>
<td>€ 1,950</td>
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</table>

**Combination Prices for AUDIO and Stereoplay**

- Cross-over 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 and are inclusive of bleed and gutter printing without charge. Further formats on request.

Further information on Stereoplay can be found at: [www.weka-media-publishing.de](http://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.

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### 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: Heftformat: 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

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**(c) HeimkinoWelt**

- Format: W 200 x H 270 mm

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.
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

stereoplay.de

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, adhesive binding
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_eci.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 digital data transfer from your customary contact.

Your contact for printed documents and digital data transfer
WEKA MEDIA PUBLISHING GmbH
Petra Cite
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 • Telephone: +49-89 25556-1000 • Fax: +49-89 25556-1196

Managing Directors
Kurt Skupin

Publishing Director
Dirk Waasen

Bank details
HypoVereinsbank München • BAN: DE81 7002 0270 0035 7049 65 • SWIFT (BIC) : HYVEDEMMXXX

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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Homepage www.stereoplay.de • Media facts can be found at www.weka-media-publishing.de/unsere-marken • General Terms & Conditions www.weka-media-publishing.de/_uploads/user//AGBs.pdf