

# festivalguide 2010

**The number one for festival information in the summer: print. online. TV. on site.**

ESTABLISHED IN 1997: THE ORIGINAL GUIDE THROUGH THE FESTIVAL SEASON | 550,000 PRINTED COPIES, MORE THAN 2,000,000 CONTACTS  
DISTRIBUTED THROUGHOUT THE COMPLETE FESTIVAL SEASON | MARKET LEADER FOR REACHING GERMAN FESTIVAL GOERS

**On May 20, three different print issues of Festivalguide introduce the open air season 2010: the handy pocket-sized Festivalguide Timer and the extensive magazine-sized Festivalguide Magazin, either for free or as a premium version.**



## Festivalguide Magazin

All the dates and info plus extensive band- and event features, background reports and interviews. 250,000 copies are distributed over the summer: 200,000 via a free-of-charge scene distribution, a further 50,000 through news agents along with a supplement.



## Festivalguide Timer

The pocket-sized Festivalguide Timer gives you the open air season "to go". A predominantly via festivals distributed circulation of 300,000 copies, caters to a complete coverage of the open air scenery. The Timer is tightly filled with festival facts and figures, plus features, background information and tips for festival goers.



## www.festivalguide.de

Updated daily: festivalguide.de is the most comprehensive and topical database and the reference tool for open air and festival information in German, listing more than 1,500 festivals on well-arranged profiles. During the summer months, festivalguide.de has 280,000 unique users and 1.2 million page impressions a month.

## More than just print and online...:

Our booths on site of the most important festivals are in direct touch with the festival goers, our partner MTV brings the festival season on your TV set. Since 2009, a strategic partnership has been established between Festivalguide and the largest German Social Network "studiVZ". This includes content exchange as well as joint stands on site of the most important festivals.

Deadlines	pub	ads	print
FG Magazin	20.05.	22.04.	27.04.
FG Timer	20.05.	22.04.	27.04.

## Circulation (according to ivw, 3rd quarter 2009)

Printed circulation FG Magazin	240,654
Printed Circulation FG Timer	290,000
Total printed circulation Festivalguide	530,654

## Online tariffs

Content Ad max. 300 x 250 px	€ 40.00 CPM
Layer-Ads	€ 65.00 CPM
Skyscraper 120 x 600px	€ 30.00 CPM
Bigsize Banner 728 x 90px	€ 30.00 CPM
Sponsoring & special advertising	on request

## Discounts

Intermediary or Agency Brokerage:	15%
Festival promoters (agency fee included):	30%
Combined booking Magazin & Timer:	10%

## FORMATS AND TARIFFS

### Festivalguide Magazin

Format	Bleed size	Type area	price 4c*
2/1 page	420 x 280 mm	-	€ 22,200.00
1/1 page (cover page 2)	210 x 280 mm	182 x 248 mm	€ 13,000.00
1/1 page (cover page 4)	210 x 280 mm	182 x 248 mm	€ 14,100.00
1/1 page	210 x 280 mm	182 x 248 mm	€ 11,600.00
2/3 page vertical	132 x 280 mm	120 x 248 mm	€ 7,900.00
2/3 page horizontal	210 x 185 mm	182 x 169 mm	€ 7,900.00
1/2 page vertical	101 x 280 mm	89 x 248 mm	€ 6,100.00
1/2 page horizontal	210 x 138 mm	182 x 122 mm	€ 6,100.00
1/3 page vertical**	70 x 280 mm	58 x 248 mm	€ 4,300.00
1/3 page horizontal**	210 x 90 mm	182 x 74 mm	€ 4,300.00
1/4 page vertical**	-	42 x 248 mm	€ 3,400.00
1/4 page block**	-	89 x 122 mm	€ 3,400.00

Special budget formats available for small festivals and promoters on request.

### Festivalguide Timer

Format	Bleed size	Type area	price 4c*
2/1 page	226 x 145 mm	-	€ 17,200.00
1/1 page (cover page 2)	113 x 145 mm	-	€ 10,700.00
1/1 page (cover page 2)	113 x 145 mm	-	€ 11,700.00
1/1 page	113 x 145 mm	-	€ 8,900.00

3 mm trim edge on bleed-off ad formats. Further formats and special promotional formats on request.

\* Advertisements in b/w receive a 10% discount. \*\* No guarantee for sole placement on single page.

## CONTACTS

Intro GmbH & Co. KG, Cologne / Berlin

www.intro-verlag.de/media

Ph.: +49 (0) 221 9 49 93-ext

### Bookers & Promoters:

Sebastian.Siegmund@intro.de,

Cell +49 (0) 178 878 72 52

Office +49 (0) 30 40 39 36-205

### Brands & Media:

Oliver.Bresch@intro.de, -13

### Media & Music/Film Industry:

Martin.Lippert@intro.de, -17

### Fashion Brands & Media:

Pete.Schiffler@intro.de, -19

### Brands & Online:

David.Winter@intro.de, -63

