

# PortMedia

25 years of culture and lifestyle

RATE CARD  
2024

WINNER OF THE EUROPEAN PRIZE FOR MEDIA CULTURE

# THE WORLD OF PORTMEDIA

# CULTURE & LIFESTYLE FOR 25 YEARS

PRINT

CRESCENDO

FESTSPIEL-GUIDE

TRAVEL & CULTURE

Corporate Publishing



DIGITAL

CRESCENDO.de

FESTSPIELGUIDE.de

FOYER.de

TRAVEL & CULTURE online

Corporate Publishing online

- CRESCENDO.de
- Newsletter KlassikWoche
- CRESCENDO ePaper
- Podcasts

- FESTSPIELGUIDE.de
- Newsletter FESTSPIELGUIDE

- FOYER.de
- Newsletter FOYER

- REISE & KULTUR ePaper

- Festjahr #2021JLID – 1700 Jahre jüdisches Leben in Deutschland



# CRESCENDO

Winner of the European Prize of Media Culture



# 25 YEARS OF CULTURE & LIFESTYLE

The future needs the past: redefining print

The **CRESCENDO ANNUAL EDITION**: Elaborate. Splendid. Smart.

A luxurious coffee-table magazine in a sensual look and feel that is as generous as it is laid-back - for all those who love music, art, culture and enjoyment. Print at its best. A magazine to take in hand again and again, to read in stages and discover anew. With fascinating topics and timeless stories from music, theatre, art, architecture, design, travel, cuisine and society. Longreads and short stories elevated above topicality and exclusively relevant.

„Since 1997, CRESCENDO has been one of Europe’s largest and most important cultural magazines and, since 2010, also the only premium magazine for classical music and lifestyle. For the magazine, classical music is not ‚serious music,‘ but a great experience to be shared with as many people as possible. The magazine stands for a novel narrative style for classical music and sees itself as a builder of bridges for art and culture.“ (Jury Kulturmarken-Award)

## EDITION

105,000 copies incl. ePaper / Distribution according to IVW II/23: 81,356 copies

## READERSHIP\*

People who are interested in culture and people who enjoy life, with above-average income, high brand loyalty, high propensity to consume high-quality products and a strong understanding of quality

- approx. 200,000 readers per issue
- 54% Men
- 46% Women
- 61% in the top two income brackets
- 48% Academics

\*Source: Reader survey

## DISTRIBUTION PRINT

Through exclusive distribution, CRESCENDO reaches the culturally interested public directly. The Premium Edition is available from newsagents and by subscription/ direct purchase.

In the cultural metropolises of Munich, Berlin, Hamburg, and NRW we distribute via a personal publishing delivery service.

## DIGITAL DISTRIBUTION

- Wide distribution as ePaper via:
  - CRESCENDO.de, Social & Newsletter
  - FESTSPIELGUIDE.de & Newsletter

## MAGAZINE FORMAT

220w x 299h mm

## Reach Print

105,000 copies plus ePaper, approx. 200,000 readers



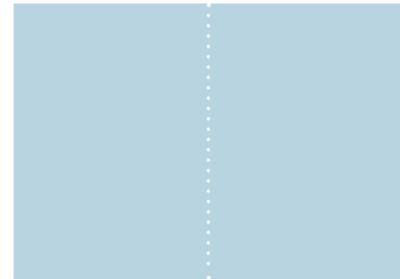
## Dates

Edition	AD	PM	PD
2024/2025	28.10.	11.11.	29.11.

## Selling Price

Compact-Edition: free of charge  
Premium-Edition: 25 EUR

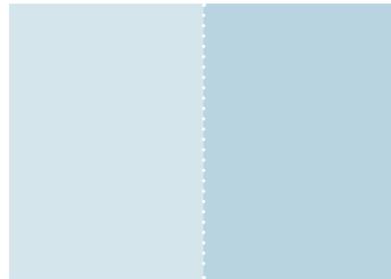
# ADS & ADVERTORIALS



## 2/1 Double page

440 x 299 mm bleed

Price	19,250
Price Culture	13,950



## 1/1 Page

220 x 299 mm bleed

Price	10,600
Price Culture	7,800

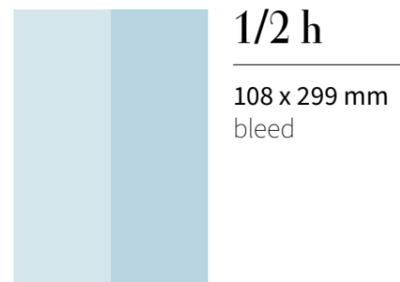


## 2/3 horizontal

139 x 299 mm bleed

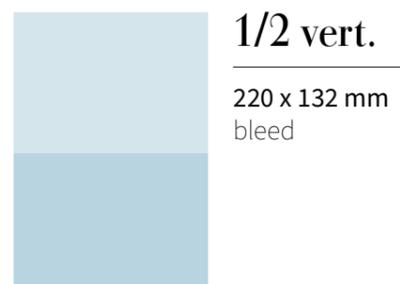
Price	7,750
Price Culture	5,600

Printing material with 3 mm bleed all around.



## 1/2 h

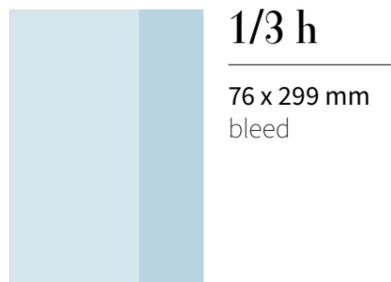
108 x 299 mm bleed



## 1/2 vert.

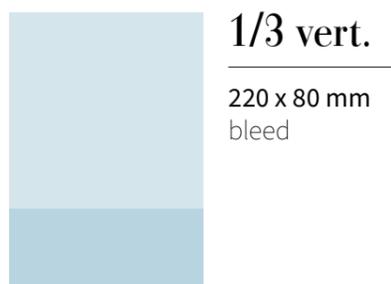
220 x 132 mm bleed

Price	5,950
Price Culture	4,300



## 1/3 h

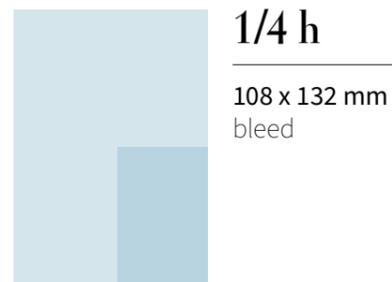
76 x 299 mm bleed



## 1/3 vert.

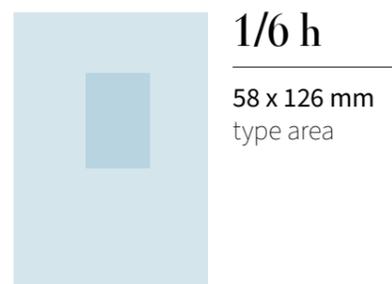
220 x 80 mm bleed

Price	4,300
Price Culture	3,150



## 1/4 h

108 x 132 mm bleed



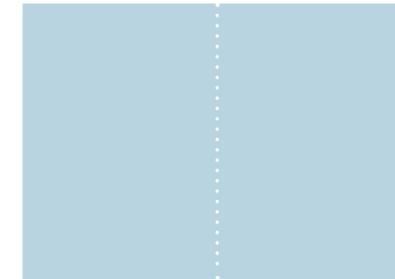
## 1/6 h

58 x 126 mm type area

1/4 p. Price Culture	2,500
1/6 p. Price Culture	1,900

# THERE'S NO BETTER WAY TO POSITION YOURSELF!

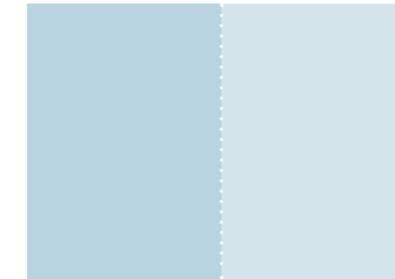
Advertising without wastage in CRESCENDO: prices for precisely addressing target groups



## 2/1 Opening Spread

440 x 299 mm bleed

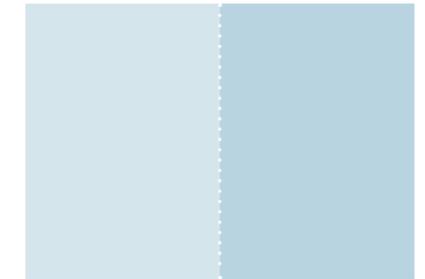
Price	21,200
Price Culture	15,400



## 2. / 4. Cover page

220 x 299 mm bleed

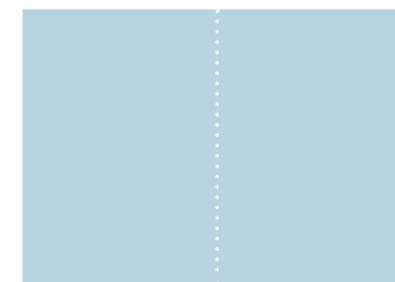
Price	13,100
Price Culture	9,450



## 3. Cover page

220 x 299 mm bleed

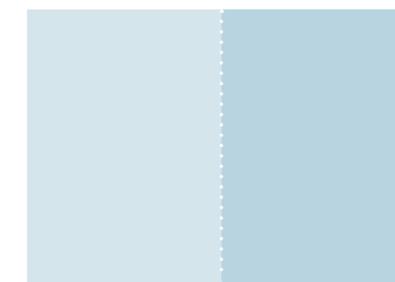
Price	11,950
Price Culture	8,900



## 2/1 Advertorial

440 x 299 mm bleed

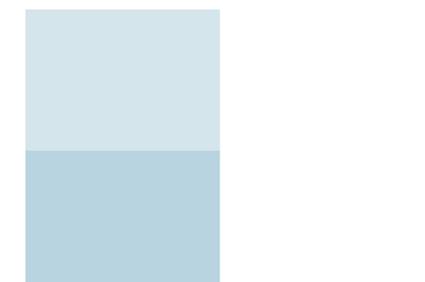
Price	19,250
Price Culture	13,950



## 1/1 Advertorial

220 x 299 mm bleed

Price	10,600
Price Culture	7,800



## 1/2 Advertorial

220 x 144 mm bleed

Price	5,950
Price Culture	4,300

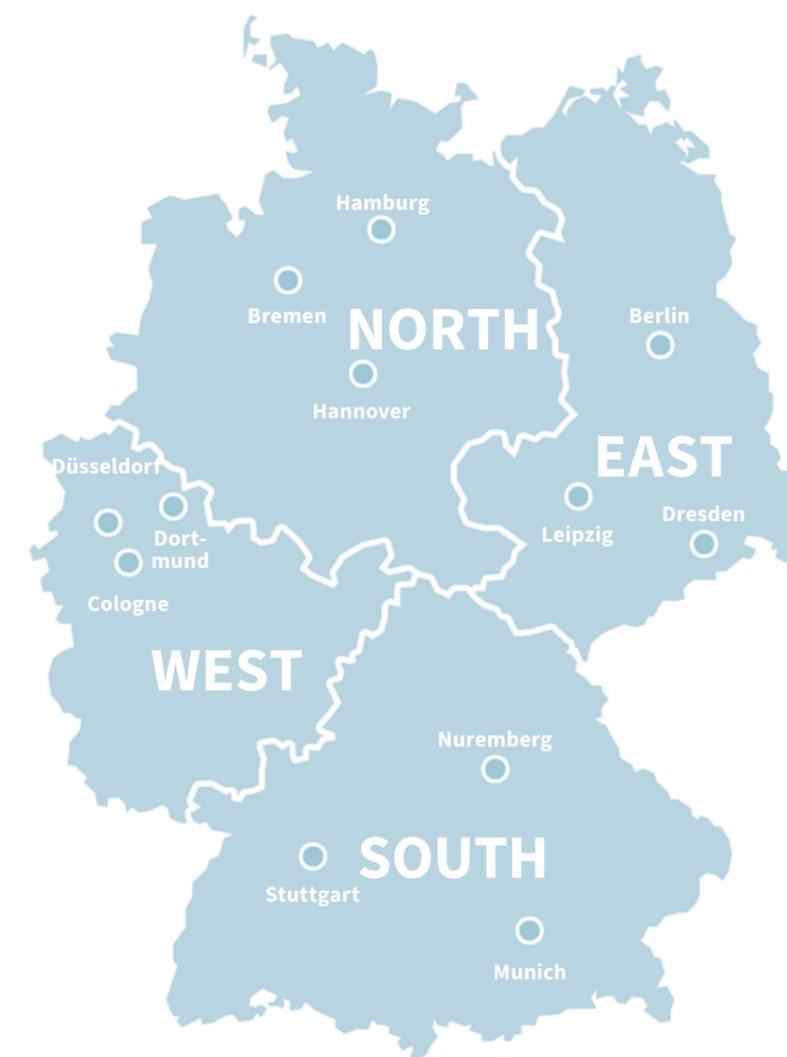
Advertorials are created by our editorial team. The publisher receives information and image material with the guarantee that it is free of third-party rights and free of charge for the publisher for use in PortMedia publications (print & online). You will receive a proof of the advertorial page(s) for approval.

Advertorials are not AE or discountable. All prices in EUR and plus VAT.

# INSERT & BOUND INSERT

Run		Insert up to 20g	Insert Culture up to 20g
<b>Full Run</b>		120 CPM	110 CPM
<b>Split Run</b>	up to 50,000 copies	130 CPM	120 CPM
	up to 20,000 copies	145 CPM	130 CPM
	Split run handling fee	330	330
<b>CRESCENDO PUR</b>			
<b>Berlin PUR</b>	at 150 distribution partners	1,750	1,650
<b>Hamburg PUR</b>	at 150 distribution partners	1,750	1,650
<b>Munich PUR</b>	at 160 distribution partners	1,750	1,650
<b>Ruhr PUR</b>	at 190 distribution partners	2,100	1,900
<b>Cultural capital PUR</b>	Berlin, Hamburg, Ruhr, Munich	5,500	5,100
<b>CRESCENDO EDITION</b>			
<b>EAST</b> Berlin   Leipzig   Dresden	Nielsen 5, 6, 7	2,500	2,300
<b>NORTH</b> Hamburg   Bremen   Hannover	Nielsen 1	2,500	2,300
<b>SOUTH</b> Munich   Stuttgart   Nuremberg	Nielsen 3b, 4	2,950	2,750
<b>WEST</b> Dortmund   Düsseldorf   Cologne	Nielsen 2, 3a	2,950	2,750
<b>CULTURE AXIS</b> South   West	Nielsen 2, 3a, 3b, 4	4,200	3,900
<b>CULTURE AXIS</b> North   East	Nielsen 1, 5, 6, 7 + Premium-Edition	4,200	3,900
<b>PREMIUM-EDITION</b>	total	2,650	2,650
additional weight	every 5g plus per thousand	12 CPM	12 CPM
additional pages	every 4 pages plus per thousand		

Bound Insert up to 8 pages	Bound Insert Culture up to 8 pages
170 CPM	155 CPM
220 CPM	165 CPM
250 CPM	210 CPM
330	330
2,850	2,400
2,850	2,400
2,850	2,400
3,300	2,850
9,100	6,900
4,200	3,500
4,200	3,500
4,850	4,050
4,850	4,050
6,900	5,300
6,900	5,300
3,950	3,950
12 CPM	12 CPM



**CRESCENDO is published in four regional editions**

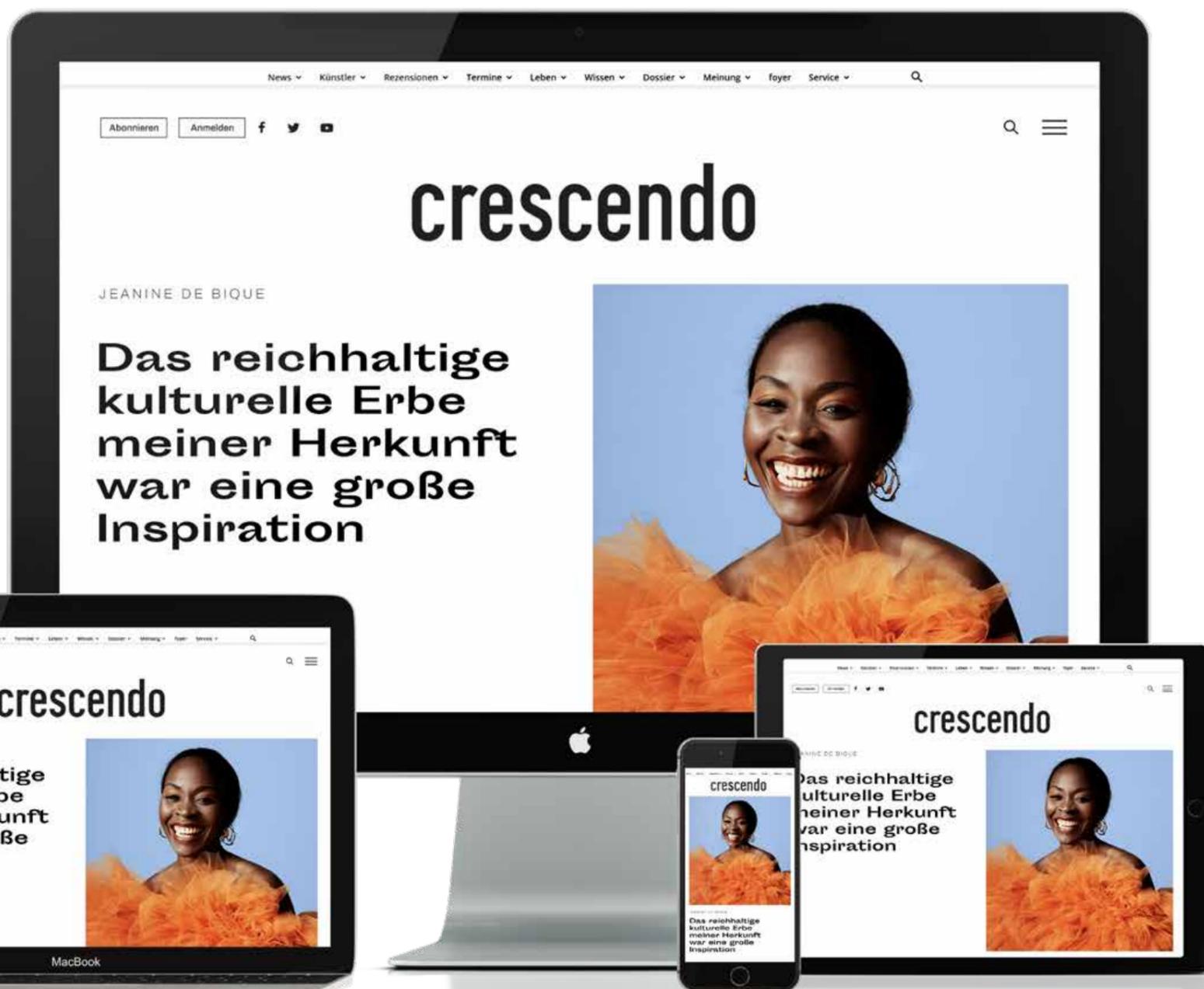
- EAST** Berlin | Leipzig | Dresden
- SOUTH** Munich | Stuttgart | Nuremberg
- NORTH** Hamburg | Bremen | Hannover
- WEST** Dortmund | Düsseldorf | Cologne

In this way you can reach CRESCENDO readers in your target area at very competitive conditions.

All prices in EUR and plus VAT. Further ad specials available on request. Feel free to contact us!

# CRESCENDO.DE

# UP TO DATE & RELEVANT



**CRESCENDO.DE** stands for digital cultural enjoyment at the highest level.

**CRESCENDO.DE** has been one of the most relevant online media in the cultural sector for over 20 years.

**CRESCENDO.DE** initiates social debates, inspires its readers and engages with them on an equal footing.

**CRESCENDO.DE** offers a wide range of topics:  
 daily news and commentary,  
 portraits and interviews with artists and celebrities,  
 Artists in private - a look behind the scenes  
 New classical & jazz albums of the week  
 Dates and tickets for over 100,000 events in all genres\*\*\*,  
 Socially relevant topics on current affairs  
 travel, art and cuisine,  
 self-produced podcasts and  
 answers to the most frequently asked questions about classical music.

**Reach online\***

over 1.7 million page impressions p.a.

**Target group**

Culture enthusiasts who are characterised by above-average income and great brand loyalty, a high propensity to consume high-quality products and a pronounced understanding of quality. Users who are rediscovering their interest in classical music.

**User\*\***

- 49% Men
- 51% Women
- 81% Heavy User
- 61% in the upper income brackets
- 48% Academics

Time spent: 2:18 minutes on average  
 86% regularly attend classical concerts  
 93% listen „regularly/intensively“ to music

\* Source: Cloudflare 2022/2023

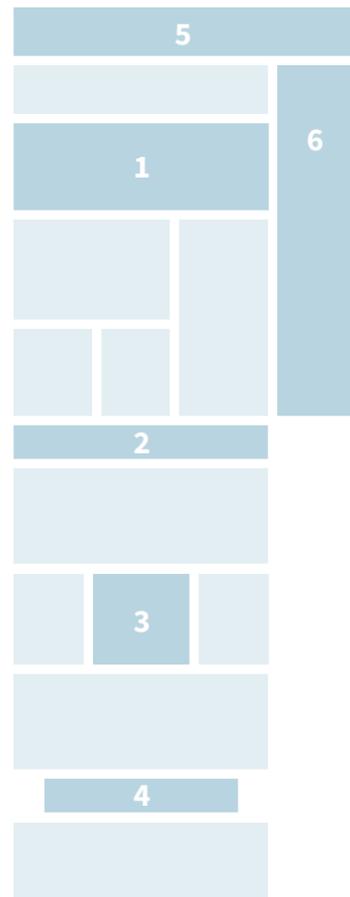
\*\* Source: Publisher survey / Google Analytics

\*\*\* provided by our partner Reservix

# DISPLAY ADVERTISING

How to advertise online on CRESCENDO.DE

Our banner portfolio:  
high quality placement within the content



Advertising	Size Width x Height in pixels	CPM <sup>2</sup> in €
UAP (Half Page Ad, Medium-Rectangle, Leaderboard) <sup>1</sup>		70
Billboard + MR Mobile <sup>3</sup>	1 960 x 250	95
Superbanner XL + MR Mobile <sup>3</sup>	2 960 x 100	60
Medium-Rectangle <sup>1</sup>	3 300 x 250	65
Leaderboard/Superbanner + MR Mobile <sup>3</sup>	4 728 x 90	55
Wallpaper + MR Mobile <sup>3</sup>	5 6 Banner 1068 x 90 6 Skyscraper 160 x 600	110
Halfpage-AD + MR Mobile <sup>3</sup>	6 300 x 600	85
Skyscraper + MR Mobile <sup>3</sup>	6 160 x 600	65
Sitebar (sticky) + MR Mobile <sup>3</sup>	6 300 x 600 skalierbar	95
Understitial <sup>1</sup>	300 x 600	85
Understitial <sup>1</sup>	Full screen	110

Other special formats on request.

<sup>1</sup> mobile-enabled advertising formats

<sup>2</sup> CPM: Price per thousand contacts for 1,000 AI (ad impressions)

<sup>3</sup> Banner campaigns can also be played on mobile devices.

Please also supply your banner in 320 x 250 pixel format („MR Mobile“).

Upon request we can display your banner ad optimised for Ultra HD displays.

Please double the width and height of your banner.

Banner advertising is done with a link to an external landing page of your choice.

The placements shown serve as examples, the display is usually run-over-site (also on all sub-pages).

Max. advertising media size: 150 KB.

Third-party hosted advertising media must be delivered via https.

# NEWSLETTER KLASSIKWOCHE

The weekly insider report of the classical music scene

Every Monday, CRESCENDO **KlassikWoche** is the must-read for decision-makers, disseminators, journalists, and the audience.

CRESCENDO columnist Axel Brüggemann concisely summarises the topics of the week, sheds light on them critically, and questions them controversially. Entertaining to read, up close, topical, uncomfortable, independent and impartial, and always hotly debated.

**KlassikWoche** is not only industry talk and insider knowledge, but also provides information about the most important articles from other media.

## Reach

approx. 10,000 subscribers per issue

## Publication date

weekly Monday

Advertising	Size Width x Height in pixels	CPM <sup>2</sup> in €
Medium Rectangle	1 600 x 500	1.100
Banner 2:1	2 600 x 300	900

## Our high-quality newsletter portfolio

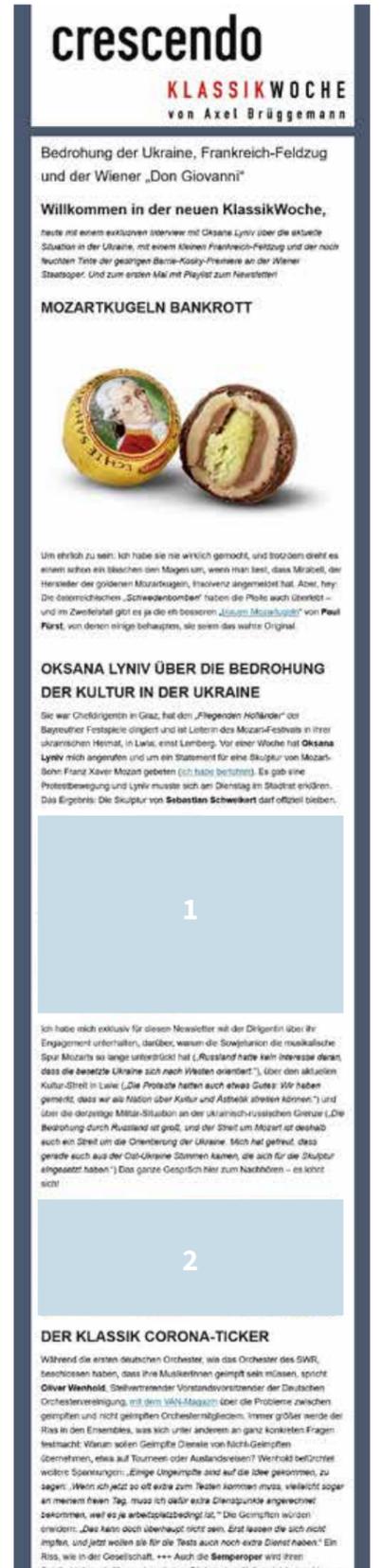
3 topics - 3 newsletters | Always the right thing for your advertising needs:

**CRESCENDO KlassikWoche** – The opinion leader

**FOYER Newsletter** – The best cultural tips for at home

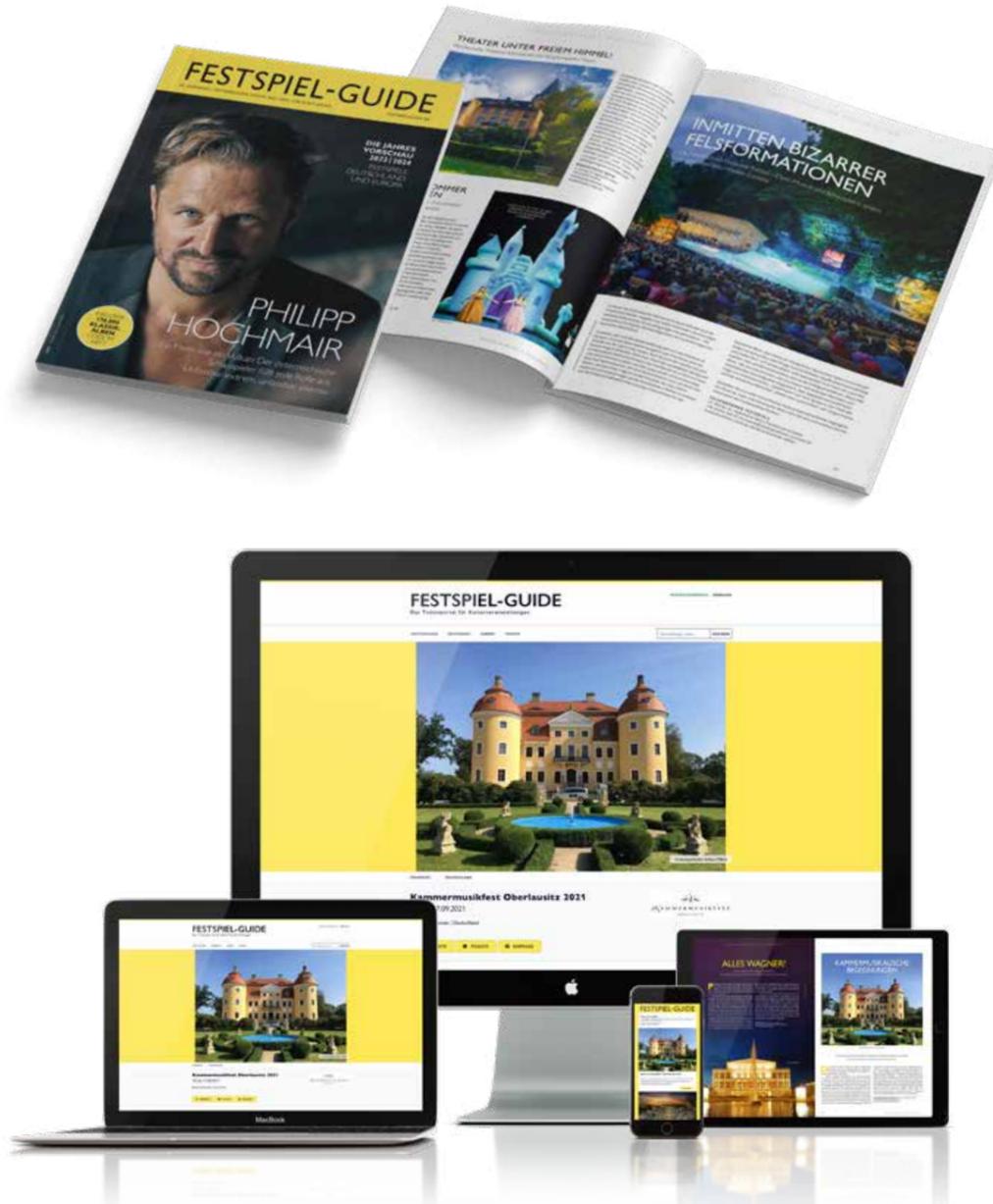
**FESTSPIELGUIDE Newsletter** – Cultural tips for travel enthusiasts

All prices in EUR and plus VAT.



# FESTSPIEL-GUIDE

THE platform since 24 years



Already more than 600 organisers across Europe present themselves on FESTSPIELGUIDE.de

# PRINT & DIGITAL

The most important festivals at a glance

The **FESTSPIEL-GUIDE** provides an overview of hundreds of festivals and festive events throughout Europe. In 2022, the established magazine was expanded in both scope and content to include the topics of artists, travel and culture.

### The online portal & the classic print magazine

The **FESTSPIEL-GUIDE** has been THE platform for festivals and cultural events for 25 years.

High reach: ONLINE – always up-to-date and PRINT as an annual publication. Successful on all channels!

### One price – two advertising channels!

The **FESTSPIEL-GUIDE** is optimised for every usage situation: online with numerous functions and classically as a print magazine also for advertisements and inserts.

### The target group

For 58% of German and 73% of foreign tourists, culture is their central travel motive. Those who enjoy travelling and are interested in culture use the **FESTSPIEL-GUIDE** as their valuable inspiration and planning aid.

### Online first!

After placing the order, your content and dates will be published immediately on **FESTSPIELGUIDE.de**.

### Reach online\*

The **FESTSPIELGUIDE.de** portal is accessed approx. 900.000 times a year.

### Newsletter

The newsletter is sent to about 11,000 subscribers.

### Distribution

Through exclusive distribution, the print magazine directly reaches the festival-loving audience of about a quarter of a million readers. The **FESTSPIEL-GUIDE** premium magazine is available from newsagents and by subscription/direct purchase.

### Over 5,000 sales partners

The verified distribution is carried out by 5,000 distribution partners, travel agencies and doctors' offices, and in the cultural metropolises of Munich, Berlin, Hamburg and North Rhine-Westphalia we distribute via a personal publishing delivery service.

## Reach Print

115,000 copies incl. ePaper, approx. 240,000 readers  
Circulation according to IVW II/23: 81,356 copies



## Dates

Edition	AD	PM	PD
2024/2025	12.03.	25.03.	15.04.

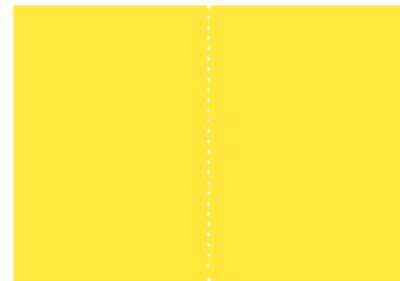
## Reach Online\*

approx. 900.000 page impressions per year

\* Source: Cloudflare 2022/23



# ADS & ADVERTORIALS



## 2/1 Double page

440 x 299 mm bleed

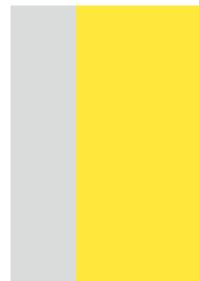
Price	19,250
Price Culture	13,950



## 1/1 page

220 x 299 mm bleed

Price	10,600
Price Culture	7,800

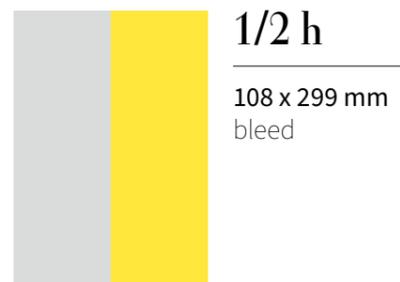


## 2/3 horizontal

139 x 299 mm bleed

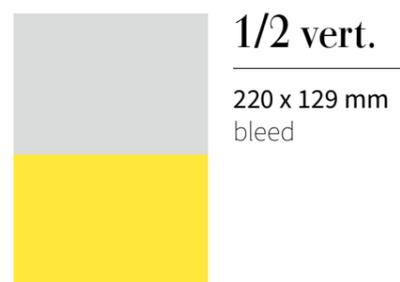
Price	7,750
Price Culture	5,600

Printing material with 3mm bleed all around



## 1/2 h

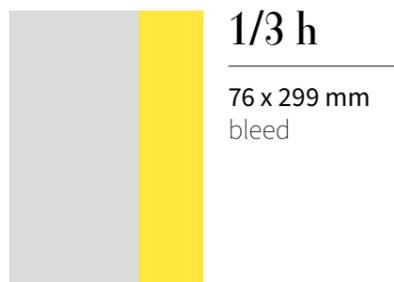
108 x 299 mm bleed



## 1/2 vert.

220 x 129 mm bleed

Price	5.950
Price Culture	4.300



## 1/3 h

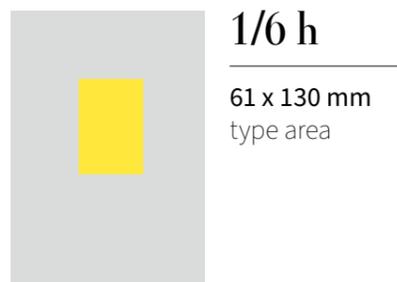
76 x 299 mm bleed



## 1/4 h

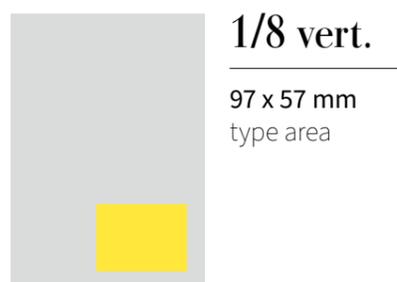
97 x 116 mm type area

1/3 p. Price	4.300
1/3 p. Price Culture	3.150
1/4 p. Price	3.300
1/4 p. Price Culture	2.500



## 1/6 h

61 x 130 mm type area



## 1/8 vert.

97 x 57 mm type area

1/6 p. Price Culture	1.900
1/8 p. Price Culture	1.400

# THERE'S NO BETTER WAY TO POSITION YOURSELF!

Advertising without wastage in FESTSPIEL-GUIDE: prices for precisely addressing target groups



## 2/1 Opening Spread

440 x 299 mm bleed

Price	21,200
Price Culture	15,400



## 2. / 4. Cover page

220 x 299 mm bleed

Price	13,100
Price Culture	9,450



## 3. Cover page

220 x 299 mm bleed

Price	11,950
Price Culture	8,900



## 1/1 Advertorial

220 x 299 mm bleed

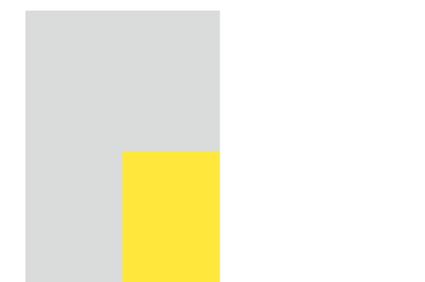
Price	10,600
Price Culture	4,900



## 1/2 Advertorial

220 x 144 mm bleed

Price	5,950
Price Culture	2,900



## 1/4 Advertorial

108 x 144 mm bleed

Price	3,300
Price Culture	1,700

Advertorials are created by our editorial team. The publisher receives information and image material with the guarantee that it is free of third-party rights and free of charge for the publisher for use in PortMedia publications (print & online). You will receive a proof of the advertorial page(s) for approval.

Advertorials are not AE or discountable. All prices in EUR and plus VAT.

# INSERTS & BOUND INSERTS

Run		Insert up to 20g	Insert Culture up to 20g
<b>Full Run</b>		120 CPM	110 CPM
<b>Split Run</b>	up to 50,000 copies	130 CPM	120 CPM
	up to 20,000 copies	145 CPM	130 CPM
	Split run handling fee	330	330
<b>FESTSPIEL-GUIDE PUR</b>			
<b>Berlin PUR</b>	at 150 distribution partners	1,750	1,650
<b>Hamburg PUR</b>	at 150 distribution partners	1,750	1,650
<b>Munich PUR</b>	at 160 distribution partners	1,750	1,650
<b>Ruhr PUR</b>	at 190 distribution partners	2,100	1,900
<b>Cultural capital PUR</b>	Berlin, Hamburg, Ruhr, Munich	5,500	5,100
<b>FESTSPIEL-GUIDE EDITION</b>			
<b>EAST</b> Berlin   Leipzig   Dresden	Nielsen 5, 6, 7	2,500	2,300
<b>NORTH</b> Hamburg   Bremen   Hannover	Nielsen 1	2,500	2,300
<b>SOUTH</b> Munich   Stuttgart   Nuremberg	Nielsen 3b, 4	2,950	2,750
<b>WEST</b> Dortmund   Düsseldorf   Cologne	Nielsen 2, 3a	2,950	2,750
<b>CULTURE AXIS</b> South   West	Nielsen 2, 3a, 3b, 4	4,200	3,900
<b>CULTURE AXIS</b> North   East	Nielsen 1, 5, 6, 7 + Premium-Edition	4,200	3,900
<b>PREMIUM-EDITION</b>	total	2,650	2,650
Additional weight	every 5 g plus per thousand	12 CPM	12 CPM
Additional pages	every 4 pages plus per thousand		

Bound Insert up to 8 pages	Bound Insert Culture up to 8 pages
170 CPM	155 CPM
220 CPM	165 CPM
250 CPM	210 CPM
330	330
2,850	2,400
2,850	2,400
2,850	2,400
3,300	2,850
9,100	6,900
4,200	3,500
4,200	3,500
4,850	4,050
4,850	4,050
6,900	5,300
6,900	5,300
3,950	3,950
12 CPM	12 CPM



**The FESTSPIEL-GUIDE is published in four regional editions**

- EAST** Berlin | Leipzig | Dresden
- SOUTH** Munich | Stuttgart | Nuremberg
- NORTH** Hamburg | Bremen | Hannover
- WEST** Dortmund | Düsseldorf | Cologne

This way you can reach the FESTSPIEL-GUIDE readers in your target area at very competitive conditions.

All prices in EUR and plus VAT. Further ad specials available on request. Feel free to contact us!

# PACKAGES FOR ORGANISERS

Detailed services and views at: [FESTSPIELGUIDE.de/preise](http://FESTSPIELGUIDE.de/preise)



# SHOW YOURSELF FROM YOUR BEST SIDE

The combined print and digital offers for organisers

As an organiser, you can choose between six different products.

Details and views: [FESTSPIELGUIDE.de/preise](http://FESTSPIELGUIDE.de/preise)

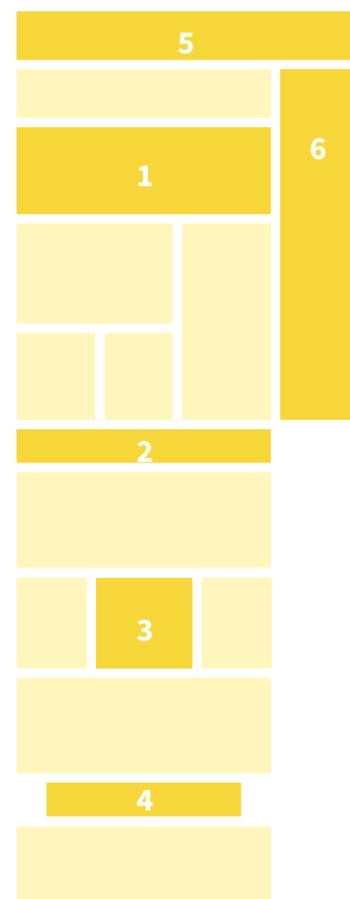
	Entry	Price	Presentation	Price
<b>Products</b>	Package <b>BASIC</b>	320	Package <b>SMALL</b>	1,700
	Package <b>LOGO</b>	470	Package <b>MEDIUM</b>	2,900
	Package <b>LOGO PLUS</b>	690	Package <b>BIG</b>	4,900
<b>Services</b>				
Festivalname, country   place   date	✓		✓	
Festival infotext Festival contact details Direct link to website Tickets can be booked directly Presentation in search functions	✓		✓	
Presence in the <b>print magazine</b>	✓		✓	
<b>Top placement</b> in the print magazine	optional		✓	
Display with <b>Logo</b>	optional		✓	
<b>Detailed</b> article on the overall programme online and in the print magazine	—		✓	
Presentation of the <b>individual events</b> with their own subpages plus image	—		✓	
<b>Highlighted placement</b> online on the <b>homepage</b>	—		✓	
Presence in the <b>FESTSPIELGUIDE Newsletter</b>	—		✓	

All prices in EUR and plus VAT.

# DISPLAY ADVERTISING

How to advertise online on FESTSPIELGUIDE.de

## Our Banner Portfolio: high quality placement in the content



Advertising	Size Width x Height in pixels	CPM <sup>2</sup> in €
UAP (Half Page Ad, Medium-Rectangle, Leaderboard) <sup>1</sup>		70
Billboard + MR Mobile <sup>3</sup>	1 960 x 250	95
Superbanner XL + MR Mobile <sup>3</sup>	2 960 x 100	60
Medium-Rectangle <sup>1</sup>	3 300 x 250	65
Leaderboard/Superbanner + MR Mobile <sup>3</sup>	4 728 x 90	55
Wallpaper + MR Mobile <sup>3</sup>	5 6 Banner 1068 x 90 6 Skyscraper 160 x 600	110
Halfpage-AD + MR Mobile <sup>3</sup>	6 300 x 600	85
Skyscraper + MR Mobile <sup>3</sup>	6 160 x 600	65
Sitebar (sticky) + MR Mobile <sup>3</sup>	6 300 x 600 skalierbar	95
Understitial <sup>1</sup>	300 x 600	85
Understitial <sup>1</sup>	Full screen	110

Other special formats on request.

<sup>1</sup> mobile-enabled advertising formats

<sup>2</sup> CPM: Price per thousand contacts for 1,000 AI (ad impressions)

<sup>3</sup> Banner campaigns can also be played on mobile devices.

Please also supply your banner in 320 x 250 pixel format („MR Mobile“).

Upon request we can display your banner ad optimised for Ultra HD displays.

Please double the width and height of your banner.

Banner advertising is done with a link to an external landing page of your choice.

The placements shown serve as examples, the display is usually run-over-site (also on all sub-pages).

Max. advertising media size: 150 KB.

Third-party hosted advertising media must be delivered via https.

# NEWSLETTER FESTSPIEL-GUIDE

The inspiration for cultural travellers

The **FESTSPIEL-GUIDE** Newsletter is sent to approx. 11,000 culture-loving readers. During the season, shipping takes place at 14-day intervals.

The newsletter inspires culture lovers and cultural travellers with its travel planning tips.

## Reach

approx. 11,000 subscribers per issue

## Dates

Wednesday

April to September fortnightly

October to March monthly

Advertising	Size Width x Height in pixels	Price
Medium Rectangle	1 600 x 500	1,100
Banner 2:1	2 600 x 300	900

## Our high-quality newsletter portfolio

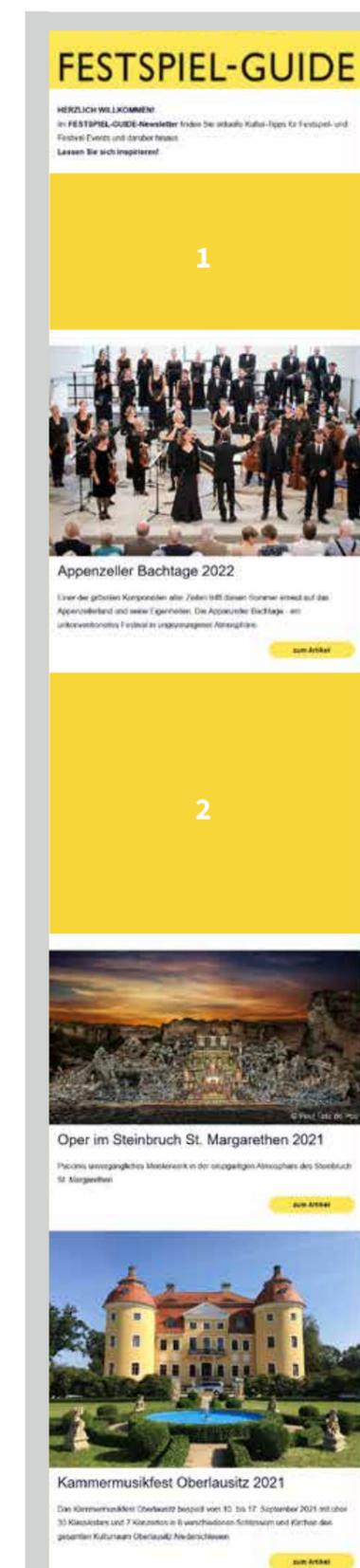
3 topics - 3 newsletters | Always the right thing for your advertising needs:

**CRESCENDO KlassikWoche** – The opinion leader

**FOYER Newsletter** – The best cultural tips for at home

**FESTSPIELGUIDE Newsletter** – Cultural tips for travel enthusiasts

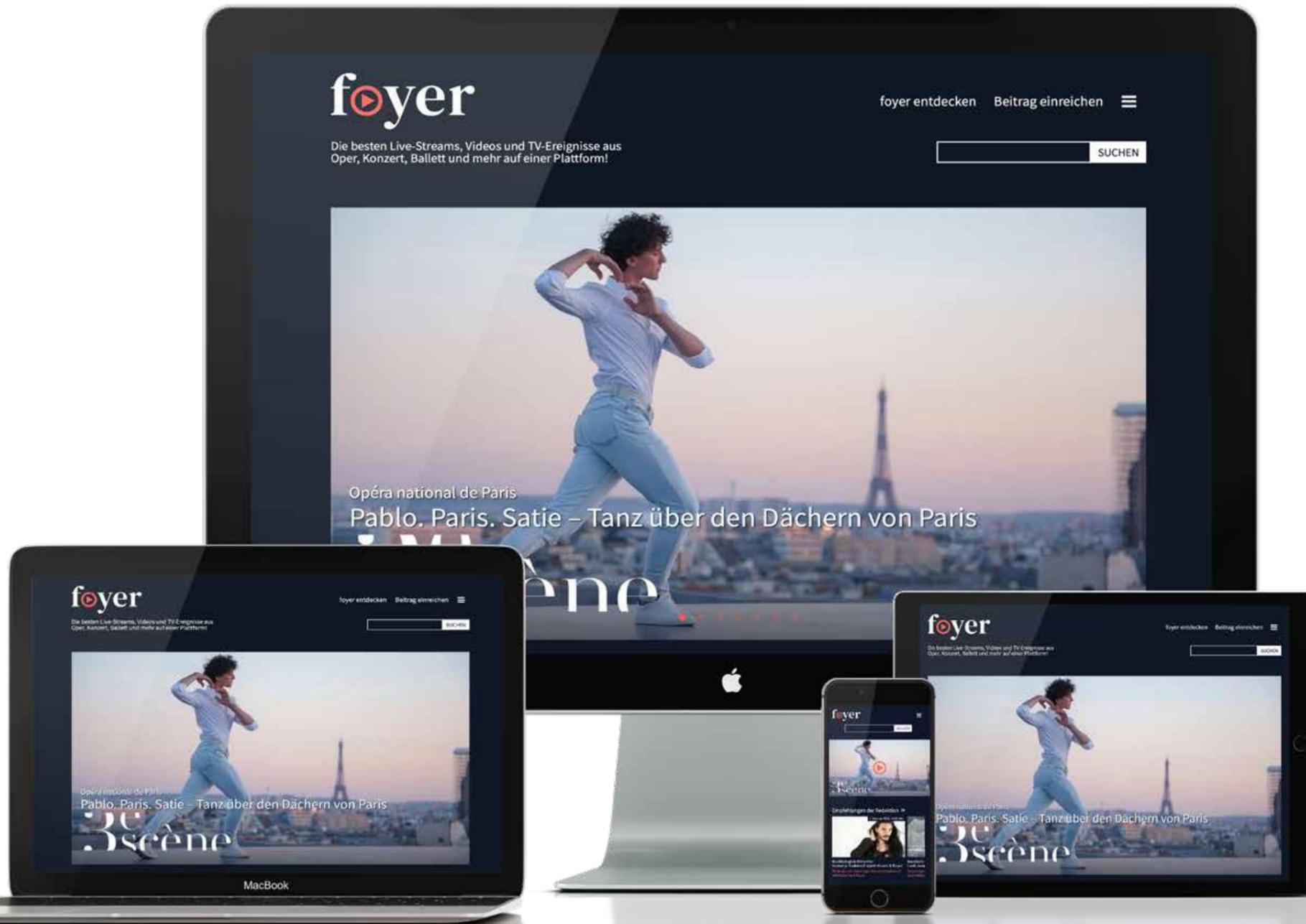
All prices in EUR and plus VAT.



# FOYER.DE

The digital world of culture has never been so accessible!

# THE GATEWAY TO THE WORLD'S STAGES



Is the on-site experience the only way to experience culture? FOYER proves the opposite and opens the door to culture in the digital space. The portal is not a competitor to live events, but an extension of them, an inspiration for the next cultural experience:

**A large foyer from which you can stroll along the stages and exhibition venues of the world and visit them spontaneously. And all this from the comfort of your own living room.**

FOYER is unique in its segment: an open streaming platform specifically for digital cultural offerings from classical music, theatre, dance, the visual arts, and education, curated by cultural experts for the usage and viewing habits of the „Netflix generation“.

#### Access to the new digital cultural landscape

While TV channels, specialised providers, and cultural producers only show their own offerings, FOYER bundles everything on one platform – intuitive, clear, inspiring, and integrative.

#### Young and fully accessible

FOYER is open to all cultural creators, institutions, and streaming providers in order to present their productions and reach both established cultural audiences and completely new target groups.

**FOYER is the only independent digital culture foyer, it could deservedly be called the „Netflix of culture“.**

#### Reach\*

Over one million page views per year.

#### User

54.9% of Germans use streaming services such as Netflix, YouTube, or the TV channels' media libraries at least once a week. Among the under-30s, the figure is as high as 80%.

The user analysis speaks a clear language: FOYER reaches both the established cultural audience and the young generation, who predominantly use streaming offers, through its inviting image-accentuated visuals and its self-explanatory usability.

\* Source: Cloudflare 2022/23

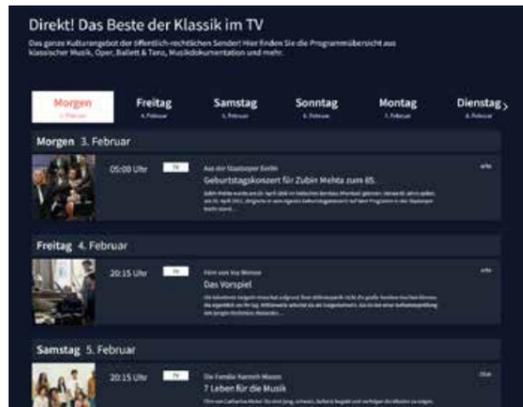
# THIS IS FOYER

## Editors' recommendations



Highlights - selected and curated by the FOYER editorial team

## Classic TV-Programme



The complete cultural programme on TV

## Thematic Sections



Music theatre | Concert | Dance | Theatre | Documentaries | Education | Visual Arts and Museums

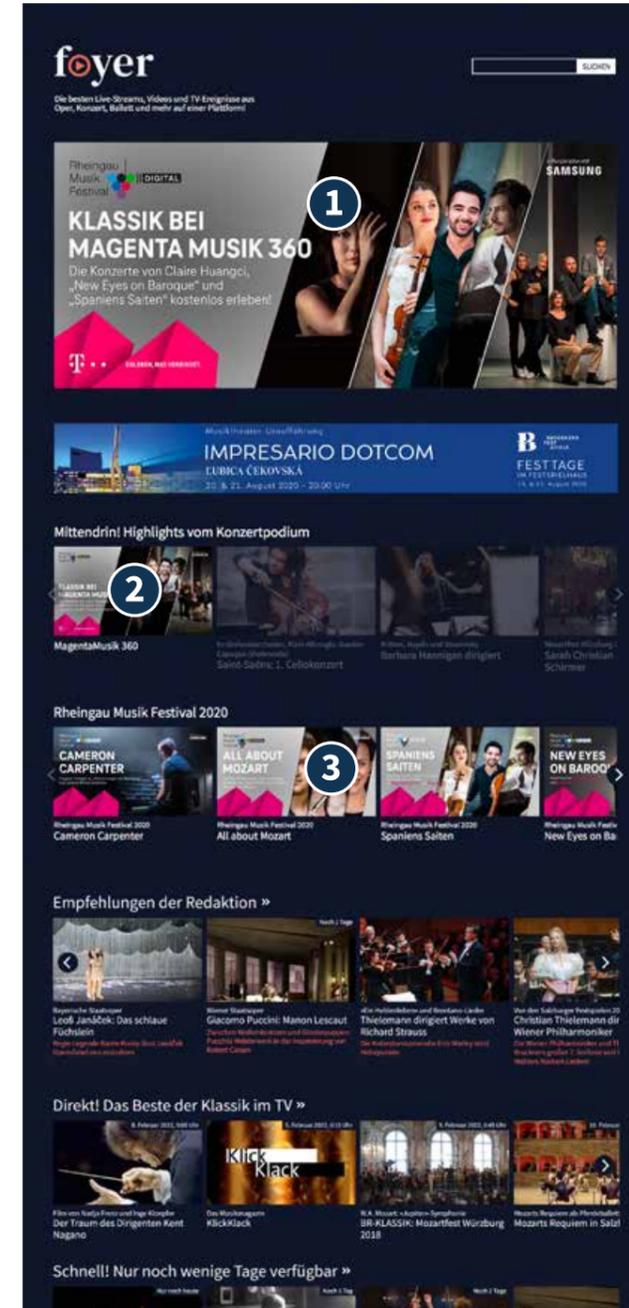
## Never miss a thing!



Content only available for a short time

# THIS IS HOW YOU CAN BE PART OF IT

Special forms of advertising for broadcasters, media libraries and institutions



Advertising	Size Width x height in pixels	Price per week
Slider incl. Column Box	1 1136 x 639	1,350
Box Homepage	2 320 x 180	550
Box 1. Category page	320 x 180	350
Column Homepage incl. up to 5 boxes	3 320 x 180	2,100
each further box	320 x 180	210

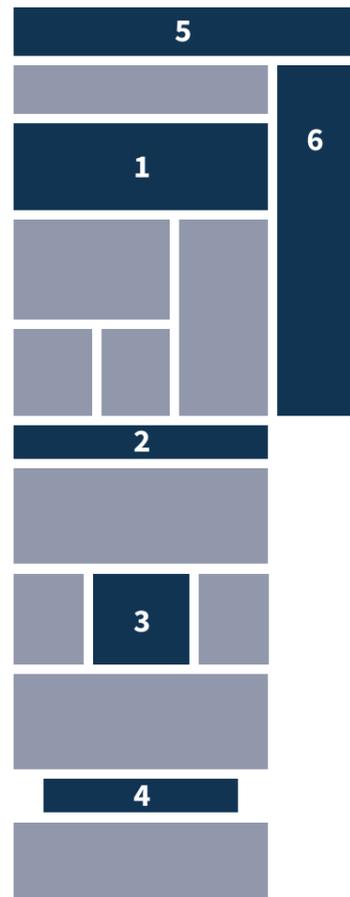
**Editorial service**  
We record your streams on FOYER.de  
Price: 40 one-time per stream

All prices in EUR and plus VAT.

# DISPLAY ADVERTISING

How to advertise online on FOYER.de

Our Banner Portfolio:  
high quality placement in the content



Advertisement	Size Width x height in pixels	CPM <sup>2</sup> in €
UAP (Half Page Ad, Medium-Rectangle, Leaderboard) <sup>1</sup>		70
Billboard + MR Mobile <sup>3</sup>	<b>1</b> 960 x 250	95
Superbanner XL + MR Mobile <sup>3</sup>	<b>2</b> 960 x 100	60
Medium-Rectangle <sup>1</sup>	<b>3</b> 300 x 250	65
Leaderboard/Superbanner + MR Mobile <sup>3</sup>	<b>4</b> 728 x 90	55
Wallpaper + MR Mobile <sup>3</sup>	<b>5</b> <b>6</b> Banner 1068 x 90 Skyscraper 160 x 600	110
Halfpage-AD + MR Mobile <sup>3</sup>	<b>6</b> 300 x 600	85
Skyscraper + MR Mobile <sup>3</sup>	<b>6</b> 160 x 600	65
Sitebar (sticky) + MR Mobile <sup>3</sup>	<b>6</b> 300 x 600 skalierbar	95
Understitial <sup>1</sup>	300 x 600	85
Understitial <sup>1</sup>	Full screen	110

Other special formats on request.

<sup>1</sup> mobile-enabled advertising formats

<sup>2</sup> CPM: Price per thousand contacts for 1,000 AI (ad impressions)

<sup>3</sup> Banner campaigns can also be played on mobile devices.

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Please double the width and height of your banner.

Banner advertising is done with a link to an external landing page of your choice.

The placements shown serve as examples, the display is usually run-over-site (also on all sub-pages).

Max. advertising media size: 150 KB.

Third-party hosted advertising media must be delivered via https.

# NEWSLETTER FOYER

Our editors' tips from the world of digital culture

The FOYER newsletter inspires every friday with the best tips for streams, videos, and TV events from the world of culture and is sent to around 10,000 readers with an affinity for culture.

## Reach

approx. 10,000 subscribers per issue

## Date

weekly Friday

Advertisement	Size Width x height in pixels	Price
Medium Rectangle	<b>1</b> 600 x 500	1,100
Banner 2:1	<b>2</b> 600 x 300	900

## Our high-quality newsletter portfolio

3 topics - 3 newsletters | Always the right thing for your advertising needs:

**CRESCENDO KlassikWoche** – The opinion leader

**FOYER Newsletter** – The best cultural tips for at home

**FESTSPIELGUIDE Newsletter** – Cultural tips for travel enthusiasts

All prices in EUR and plus VAT.

The screenshot shows the FOYER newsletter interface. At the top, it says "foyer DAS DIGITALE KULTURPORTAL VON CRESCENDO". Below that, there's a section titled "Die glorreichen Drei – unsere Empfehlungen der Woche" with an image of three performers. Another section features "Wolfgang Amadeus Mozart: Die Zauberflöte" with a photo of a conductor. A third section is about "Beethovens 9. Sinfonie auf historischen Instrumenten" with a photo of a conductor. At the bottom, there's a section for "Schön zu hören: Unser Klassik-Podcast der Woche" featuring "Bratschissimo".

# TRAVEL & CULTURE

One of the highest-circulation travel magazines in the German-speaking world



# THE TRAVEL MAGAZINE

Inspiration for cultural travellers

**REISE & KULTUR** presents the hottest cultural cities and regions, current travel trends, exclusive hotels, interesting exhibitions, museums, and events.

As one of the highest-circulation travel magazines in the German speaking world REISE & KULTUR is a guidebook for quality-conscious travellers in search of special experiences.

Cross-media as print magazine and as ePaper.

### REACH / CIRCULATION

170,000 circulation incl. ePaper  
(according to IVW II/23: 120,000 copies)

### DISTRIBUTION PRINT

85,000 in ZEIT incl. ePaper  
75,000 in CRESCENDO / FESTSPIEL-GUIDE incl. ePaper

- Top Hotels
- Exclusive cooperation partners nationally and internationally

### DISTRIBUTION DIGITAL

Wide distribution via:

- CRESCENDO Online & Social
- FESTSPIELGUIDE Online
- International online distribution channels

### READERSHIP

Quality-conscious travellers and epicureans. The target group „culturally interested / culturally enthusiastic“, which is extremely keen to travel, is characterised by above-average income, great brand loyalty, a high willingness to consume high-quality products and a pronounced understanding of quality.

### MAGAZINE FORMAT

200w x 270h mm

## Dates

Edition	AD	PM	PD
01/2024	13.03.	26.03.	12.04..
02/2024	13.10.	04.11.	06.12.

## Advertisement

	Price	Price Culture
2/1 Double page	21,200	15,300
1/1 page	11,600	8,600
1/2 page h/v	6,600	4,700
1/3 page h/v	4,800	3,500
1/4 page	3,600	2,800
U2 / U4	14,500	10,500
U3	13,200	9,800

## Advertorials

	Price	Price Culture
4/1 pages	14,300	10,900
3/1 pages	12,100	9,300
2/1 Double page	10,300	7,700
1/1 page	6,600	4,800
1/2 page	4,200	3,200

All prices in EUR and plus VAT.



# PORTMEDIA

# THE CULTURE AGENCY

The service provider for cultural communication



## PortMedia - We create solutions!

Successful cultural communication requires experts from different fields:

- ▮ Design
- ▮ Editing / Text
- ▮ Graphics / Layout
- ▮ Project management
- ▮ Editorial system
- ▮ IT specialists for online implementation
- ▮ Online availability
- ▮ Print production
- ▮ Digital production
- ▮ Sales / Distribution / Logistics

## PortMedia - The Culture Agency

PortMedia offers everything from a single source. Instead of a multitude of companies, service providers and contacts, PortMedia delivers the whole orchestra: from conception to content, journalistic and technical expertise to the finished print product or online presence and targeted group-specific distribution, as well as efficient project management and its own editorial system for the perfect overview.

## PortMedia - The culture experts

The areas of culture, art, classical music, tourism, culinary arts, design, and science are staffed with a highly qualified specialist editorial team.

## PortMedia - We can do culture and technology

From traditional print products to agile digital formats or, from social media stories to event management, PortMedia is the competent contact:

- ▮ Complete print media production including conception, editing, graphics, printing and distribution
- ▮ Complete digital media service incl. content, graphic and technical realisation, interface management: websites, social media and moving image formats
- ▮ Live events, concerts, vernissages, interview formats, press conferences, and trade fair appearances: conception, communication and implementation

For **BTHVN2020** on the 250th anniversary of Ludwig van Beethoven's birth, PortMedia has been commissioned to be editorially responsible for the event as well as to oversee the production and distribution of the BTVHN2020 magazine.

For the celebration year **#JLID2021 - 1700 Jahre jüdisches Leben in Deutschland** PortMedia is editorially responsible for the entire event, including the press area and digital implementation.

**DISPLAY**

High-res PDF with at least 300 dpi  
 Fonts fully embedded or as paths  
 Colour profile: Coated FOGRA27  
 At least 3 mm bleed all round  
 We recommend a 4C black with these colour values:  
 C 80 M 80 Y 40 K 100.  
 We recommend a safety margin of at least 5 mm between text/logos and the edge of the paper and at least 10 mm from the spine.

**Discount**  
 For purchase within one insertion year in all our publications:

**Frequency discount**  
 2 ads 5%  
 4 ads 10%  
 7 and more ads 15%

**Volume discount**  
 3 pages 5%  
 6 pages 10%  
 9 pages 20%

**Special- | Fixed placements** require written confirmation from the publisher.

Other formats are possible on request.

Surcharge for special placements and special formats 10%.

Surcharges and technical costs are not discountable.

15% agency commission when booking through an agency recognised by us.

We will adapt the format for you for the compact editions.

**INSERTS / BOUND INSERTS**

**Inserts**  
 Maximum format 200 × 270 mm  
 Minimum format 100 × 80 mm

**Bound Inserts**  
 Maximum format 206 × 280 mm  
 Premium-Edition 220 × 299 mm

All formats: Width x height – all other formats upon request. (The longer side must be the closed side).

The processing surcharge for enclosed inserts is 2% and is to be added to the print run.

Technical details of inserts and supplements must be agreed with the publisher before delivery.

Ad Specials orders are only binding for the publisher after submission of a binding sample of the Ad Special and its reconfirmation.

Plus technical costs, if applicable. Postal charges are included in the prices.

Discounts are not granted for Ad Specials bookings.  
 15% agency commission when booking through an agency recognised by us.

**Delivery address**  
 Westermann Druck  
 Georg-Westermann-Allee 66  
 D-38104 Braunschweig

**Delivery note**  
 Deliveries can only be accepted and allocated with a delivery note and PortMedia identification.

**TERMS AND CONDITIONS**

**Terms of payment**  
 All prices in EUR and plus VAT 2% cash discount for prepayment before date of publication, net from date of invoice. Prepayment for new customers. The publisher's terms and conditions apply to the processing of orders (portmedia.de/AGB).

The prices, dates, etc. listed in this media data may be updated during the year. The latest binding version can be found at: portmedia.de/media

**DIGITAL ADVERTISING MEDIA**

**Delivery**  
 Physical file: JPG, PNG, GIF  
 3rd-party-redirect: als <iframe>-Tag

**Impression-Pixel**  
 External tracking pixel for impression tracking via agency is possible.

**SSL / HTTPS**  
 All components of a campaign and the creative must be HTTPS compatible (see SSL conformity HTTPS).

**File size**  
 Desktop: initial load: max. 200 KB  
 Mobile: initial load: max. 100 KB (unless otherwise defined within the specification).

**Retina resolution**  
 In order to ensure a higher quality display of the advertising media, it is possible to deliver advertising media in retina resolution (double the image format size of the final size of the advertising form). Please note that the size of the advertisement in the output device is scaled to the actual format size of the advertising form of 300 or 320 pixels in the output device. PortMedia has no influence on the resulting scaling effects of a retina graphic.

**Advertising label**  
 For advertisements, the marking to delineate from editorial contributions is through in-page placements via advertising space on the offer page. Advertisements in the mobile environment are to be additionally marked by the creative agency in the advertising medium itself: -w- visibly in a corner with high-contrast font colour, and size at least 9 pt. In the event of missing labelling, PortMedia reserves the right to demand a correction by the agency or to include this in the advertising medium itself.

**IAB TCF 2.0 (GDPR-Makro)**  
 PortMedia only permits technology service providers (vendors) that comply with the rules of the IAB-TCFv2.0 (Transparency and Consent Framework) for the delivery of advertisements and coordinated tracking.

**Further information at:**  
 portmedia.de/tecspecs



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