

Advertising Specifications 2017

FOLKER

GERMANY'S ONLY PROFESSIONAL MAGAZINE FOR
FOLK, SINGER/SONGWRITER AND WORLD MUSIC



6 Issues
per Year

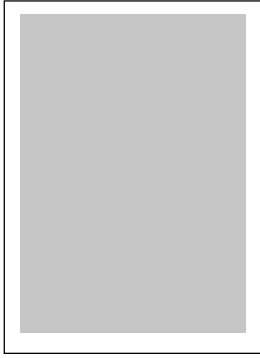
Stories
Features
Interviews
Reviews
Festivals

Photo: Doris Joosten

Mechanical Data / Advertising Rates

T = Type area

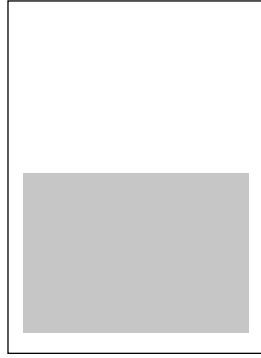
B = Bleed



full page

T: 190 x 267 mm
B: 210 x 297 mm

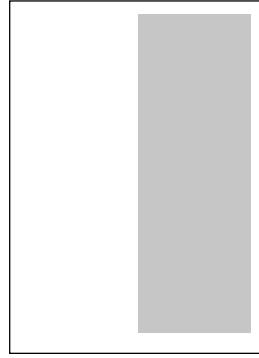
B: 1.200 €
T: 1.150 €



half page horizontal

T: 190 x 130 mm
B: 210 x 148 mm

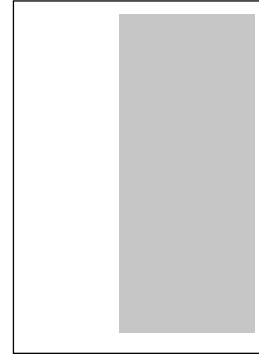
B: 650 €
T: 600 €



half page vertical

T: 93 x 267 mm
B: 103 x 297 mm

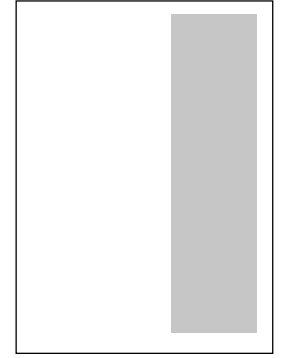
B: 650 €
T: 600 €



two thirds page vertical

T: 125 x 267 mm
B: 125 x 297 mm

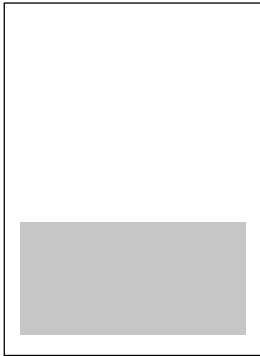
B: 800 €
T: 770 €



third page vertical

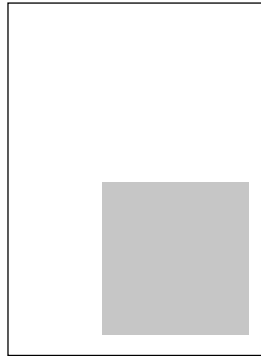
T: 60 x 267 mm
B: 70 x 297 mm

B: 440 €
T: 420 €



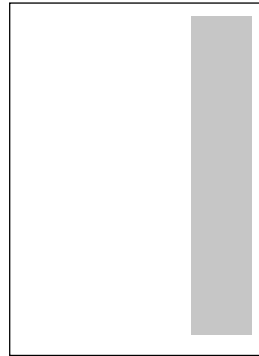
third page horizontal

T: 190 x 85 mm
B: 210 x 105 mm
B: 440 €
T: 420 €



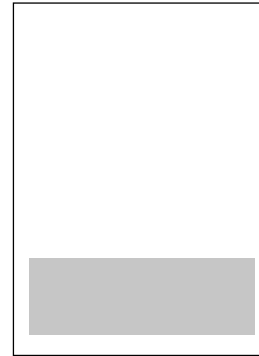
third page portrait

T: 126 x 130 mm
B: 420 €



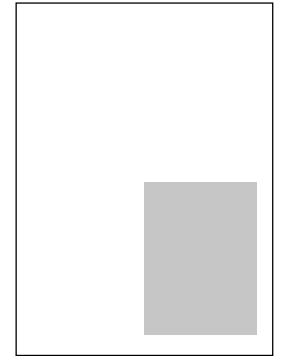
quarter page vertical

T: 45 x 267 mm
B: 340 €



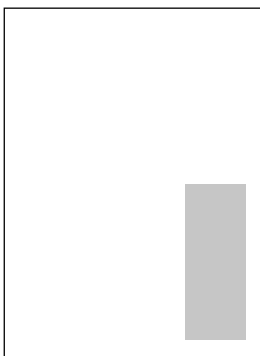
quarter page horizontal

T: 190 x 60 mm
B: 340 €



quarter page portrait

T: 90 x 130 mm
B: 340 €



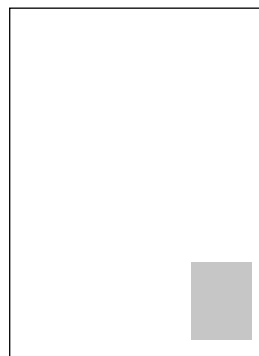
sixth page vertical

T: 60 x 130 mm
B: 230 €



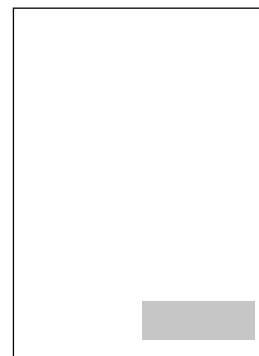
sixth page horizontal

T: 190 x 40 mm
B: 230 €



twelfth page vertical

T: 60 x 60 mm
B: 120 €



twelfth page horizontal

T: 93 x 40 mm
B: 120 €

Black and white is the same price as colour.

Photo: Doris Joosten



... The majority of *Folker* readers is **between 35 and 55 years old**, many of whom are regulars, reading the magazine since it was first published. ... **75%** of our readers visit an average of **5 or more concerts** a year; **for more than 80%** the magazine is **helpful in planning** to visit a folk, singer/songwriter or world music event. ... **For 25%** of our readers the **concert listings** are the **most important** part of the magazine, **for also 25%** it is **the review section**. ... **More than 80%** of *Folker* readers felt **encouraged to buy** CDs, DVDs or books after having read the review section. ... **75%** **take notice of ads** in the magazine and decide whether they are interested in a product or not. ... **90%** of our readers **read at least half of an issue**, another 50% of them even more. ... **Two thirds** of *Folker* readers spare themselves at least 2 or often **up to 4 hours** or more to read an issue. ...

... **A quarter** of our readers read the magazine **immediately on arrival**. ... ***Folker* meets appreciation:** Almost **90%** of our readers **keep the magazine after reading**, more than 50% reread old issues. **More than 60%** of *Folker* readers also visit our website regularly. ...

For more information, special insert offers or if you are interested in online adverts or combinations of online and print adverts please contact anzeigen@folker.de.

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Artwork Requirements, Copy Dates & Other



Publication frequency: 6 times a year (bi-monthly), published on the first weekday of January, March, May, July, September, November.

Print run: 8,500 (circulation: 7,900 by 30 June 2015) – available by subscription and at train station newsstands all over Germany (partly also in Austria and Switzerland)

Readership: established and affluent; by virtue of a high number of non-subscription readers (factor 3.9 per subscription) we reckon on an estimated number of up to 30,000 readers in total.

Magazine size: DIN A4, width 210 mm, height 297 mm, Print Space: 190x267mm

Final booking date: 35 days prior to publication.

Artwork copy date: 28 days prior to publication.

Artwork requirements: High resolution PDF files (PDF/X-3:2002) or JPEG, TIFF (CMYK format, 300 dpi)

Artwork submission to anzeigen@folker.de (20 MB max)

Printing technique: Offset

All prices are in Euro and exclude VAT.



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