

LeaT media data 2024



– Unit Professional Technology & Live-Communication



As at: January 2024



coverage, deadline, print

Event Partner

Edition	publication date	advertising deadline	deadline for printing materials
issue 1	23.02.2024	23.01.2024	30.01.2024
issue 2	28.03.2024	27.02.2024	05.03.2024
issue 3	31.05.2024	30.04.2024	07.05.2024
issue 4	06.09.2024	06.08.2024	13.08.2024
issue 5	18.10.2024	17.09.2024	24.09.2024
issue 6	06.12.2024	05.11.2024	12.11.2024



4.684
Facebook
fans



2.747
LinkedIn
followers



9.577
unique
users



681 +
Follower
[instagram.com/
event_partner95/](https://www.instagram.com/event_partner95/)



3.853 weekly,
2.668 daily
newsletter
subscribers



12.084
Average print
circulation
+ 5.190 digital sub.

As at 1/2024

coverage, deadline, print

Production Partner

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issue 5	18.10.2024	17.09.2024	24.09.2024
issue 6	06.12.2024	05.11.2024	12.11.2024



10.052
Facebook
fans



1.109
LinkedIn
followers



14.906
unique
users



31.012
page
impressions



1.356 weekly,
870 daily
newsletter
subscribers



2.634
Average print
circulation
+ **765** digital sub.

As at 1/2024

Newsletter advertising formats

newsletter banner

Werbeformate	Format
billboard	580 x 250 pixels + link
sponsored post	Headline: max. 75 characters (including spaces), text: 280 characters image [1,024 x 682 pixels] + link 595 euros per dispatch

sticky element

dispatch at 6 days
[Monday - Saturday]

1,785 Euro

file format

JPEG or GIF banner
[No animated GIF file]

file size

max. 50 kb

position	price/week
1st position	460 euros/week
2nd position	395 euros/week
3rd position	375 euros/week
4th position	350 euros/week



newsletter advertising formats

standalone mailing

standalone mailing

A dispatch to unique newsletter subscribers in the look and feel of our editorial newsletter, exclusively with the client's content. Content or HTML code delivery is required approx. 10 working days before publication.

With the standalone newsletter, you share your message exclusively with up to 11,000 recipients.

"Platinum Package": Dispatch to Production Partner (1.226), Event Partner (3.340) and ProMediaNews (6.472) subscribers.

3,800 euros

"Gold Package": Dispatch to Production Partner (1.226), Event Partner (3.340) subscribers

2,800 euros

"Silver Package": Dispatch to Production Partner or Event Partner subscribers

1,800 euro s



white paper

White papers are published purely digitally with a targeted selection of topics.

Our packages include:

- format display in the appropriate content
- logo on landingpage with hyperlink

conditions

white paper 1/1 Page 4c	2,300 euros
white paper 1/2 Page vertical 4c	1,600 euros
white paper 1/4 Page vertical 4c	900 euros

on request:

guaranteed leads (GDPR-compliant)

format (width x height)

1/1 4c [bleed], 426 x 280mm
1/2 vertical 4c [bleed], 213 x 280mm
1/4 vertical 4c [bleed], 103 x 280mm



lead generation

lead generation campaign

- Your white paper, study, case study, or product information online
- The download campaign will run until the number of leads you have specified is reached
- A brief description and preview teaser of your whitepaper, leading the user to the download
- We collect the following data for you: salutation, first name, last name, email, company, position, industry, and company location (country)
- We manage the campaign across all online channels of the publisher to generate your leads
- We create the advertising materials for your whitepaper campaign
- After the campaign has ended, we will permanently archive your whitepaper on our homepage

teaser campaign for lead generation cost
cost per lead
you define the number of leads

starting at 3,500 euros
79 eurs



website advertising formats

online advertorial

We design your content to match the look & feel of the editorial environment, optimize it for SEO and mobile devices, and place it on our website. Your online advertorial will be published as a teaser in the daily newsletter and on our social media channels. Online advertorials are clearly labeled and include no follow links. Your online advertorial will also be posted as featured content on the homepage and remain in the stream of the magazine website

1,950 characters (including spaces), up to a maximum of 5 images, a video, and a link

1,590 euros

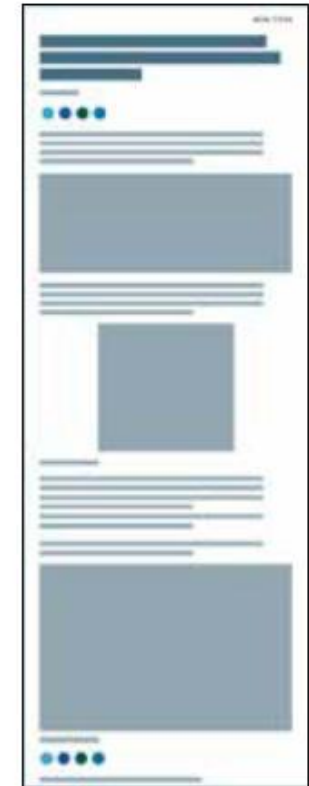
- content review by our editorial team
- archiving on our homepage after the campaign expires
- per refresh as a top headline

+ 95 euros

news flat rate

Use our online reach for your press releases and company information. With our flat rate service, the news will be processed and published with the highest priority. This exclusive news service is available at least twice a month.

Minimum duration: 3 months, 150 euros/month



website formats

display banner

example	display banner	formats	price
	fireplace	desktop left/right 290 x 1080 pixels, width 1600 x 1080 pixels, cutout 1020 pixels, leaderboard 90 x 1020 pixels mobile interstitial 320 x 480 pixels	CPM*: 259 euros
	billboard	Desktop 980 x 250 pixels Mobile 320 x 100 pixels Mobile interstitial 320 x 480 pixels	CPM*: 210 euros
	halfpage ad	300 x 600 pixels	CPM*: 189 euros

Data delivery, advertising materials

- all banner formats up to a maximum of 100 kb
- data formats: JPEG, GIF, HTML 5, Flash (please provide fallback GIF for Flash)
- delivery at least 5 days before initial campaign launch

* The cost per thousand impressions (CPM) for 1,000 deliveries (Ad Impressions), formats and prices also apply to ProMediaNews.de. Minimum booking: 5,000 Ad Impressions per month

Website formats

display banner

example	display banner	formats	prices
	content ad (rectangle)	300 x 250 pixels	CPM*: 159 euros
	wide content ad	600 x 250 pixels / 300 x 500 pixels	CPM *: 189 euros
	Pushdown billboard	Desktop min. 980 x 90 pixels bis max. 980 x 250 pixels	CPM *: 249 euros
	Skyscraper	160 x 600 pixels	CPM *: 169 euros

data delivery, advertising materials

- all banner formats up to max. 100 KB
- Data formats: JPEG, GIF, HTML 5, Flash (please provide fallback GIF for Flash)
- data delivery at least 5 days before initial campaign launch

* The cost per thousand impressions (CPM) for 1,000 deliveries (Ad Impressions), formats and prices also apply to ProMediaNews.de.
Minimum booking: 5,000 Ad Impressions per month

LEaT con 2024

exhibition stand bookings

our all-inclusive package

- booth Space
- shell-scheme stands with full print on backwall
- 1 free bisitor ticket per sqm
- lighting
- carpeting & cleaning
- 3kW AC power supply incl. consumption
- environmental fee
- catering for you, your team, and your guests
- free media package, marketing & communication
- presentation slot in a speakers corner of your choice [on availability]

starting at only 409 euros per sqm



LEaT X

February 28-29, 2024

LEaT con

October 22-24, 2024

LEaT con 2024

media packages

For all LEaT con exhibitors, we offer the opportunity to enhance and complement their trade show presence by booking an exclusive media package



LEaT package small

- rectangle banner on production-partner.de with 5,000 ad impressions or banner in our dedicated LEaT newsletter
- top news online advertorial on production-partner.de, in our daily newsletter, and on social networks before the events

990 euros

LEaT package medium

- print advertisement or advertorial in a half-page format
- top news online advertorial on production-partner.de, in our daily newsletter, and on social networks before the events

1,900 euros

print ad formats

example	advertising format	bleed size* (width x height in mm)	advertising price 4C
	2/1 page	426 x 280	8,200 euros
	1/1	213 x 280	4,200 euros
	2nd. cover page	213 x 280	4,250 euros
	3rd. cover page	213 x 280	4,210 euros
	4th. cover page	213 x 280	4,500 euros
	1/2 horizontal	103 x 280	2,800 euros
	1/2 vertical	213 x 142	
	1/3 horizontal	74 x 280	2,100 euros
	1/3 vertical	213 x 99	
	1/4 horizontal	58 x 280	1,600 euros
	1/4 vertical	213 x 78	
	1/6 horizontal	--	950 euros
	1/6 vertical	--	

* Bleed: plus 5 mm bleed allowance all around for full-page ads

inserts

inserts are loose sheets, cards, or brochures enclosed with the magazine

up to 25g individual weight
per 1,000 copies

700 euros

over 25 g individual weight
on request

largest size:
200 x 270 mm

print advertorial

prices

1/2 page advertorial

headline: 35 characters (including spaces), introduction: 80 characters (including spaces),
text: 1,000 characters (including spaces), 1 image* (300dpi) **2,900 euros**



1/1 page advertorial

headline: 40 characters (including spaces), introduction: 145 characters (including spaces),
text: 2,500 characters (including spaces), 1 image* (300dpi) **4,300 euros**



Extended coverage

The advertorial can also be posted as an online advertorial on our homepage to be included, including a teaser in our newsletter and on social media. **475 euros****

We offer text services based on a briefing. This includes the briefing, elaboration of the briefing, research, article conceptualization, content creation, picture editing, and proofreading. These prices are not subject to discount.

First page: 500 euros**

Each following page: 300 euros**

*Several images may be included by adjusting the overall character count.

**These prices are not subject to discount.

editorial notes

production gear

- product description of your equipment
- 350 characters (including spaces), 1 image (min. 300 dpi), 1 URL
- Important note: The URL should be kept as short as possible for print

450 euros

user rights

Would you like to use this article for your advertising purposes? In this case, you can acquire the rights of use for the PDF from us. For this purpose, we design an appealing PDF document for you, including a cover page. Any third-party advertisements will be removed. You can use the PDF freely on your homepage and in your newsletter.

price: 180 euros/page
translation: 85 euros/page

PRODUCTION GEAR



KARNO SEPIA

Sepia vereine einen analogen Signaleweg in einem modularen und digital steuerbaren Paket für Live-, Theater- und Studio-Workflows, so Karno. Sepia (Release: 2024) sei weder eine Emulation noch eine Nachbildung. Die Sepia-Module sollen von Original-Hardware-Herstellern entwickelt werden, die sowohl die wichtigsten Klangelemente aktueller Hardware übernehmen als auch ausgestorbene Designs wiederbeleben. Die Module sollen in einer Karno-Host-Einheit untergebracht werden.

karno.com



ANKERPUNKT LOADSPIT

Ankerpunkt Rigging entwickelte ein Plattenbauteil zur homogenen Lastverteilung für PreRig-Situationen mit Auflagern. Wo ein Auflieger eine aufgenommene Last bei Durchbiegung zunehmend auf das innere Gurtrohr der PreRig-Strecke verschiebt, verschafft der LoadSplit Abhilfe. Er minimiert Fehler durch Höhenungenauigkeiten, reduziert lokale Spannungen durch größere Auflagefläche. Er ist materialschonend, da der LoadSplit als Trennlage dient und eine Tragfähigkeit bis zu 2.000 kg bzw. 4.000 kg pro Auflager bietet.

ankerpunkt-rigging.de



DPA 2017

Das Shotgun-Mikrofon trägt sowohl feuchte Bedingungen als auch trockene, wüstenartige Umgebungen und wurde für den Einsatz in Umgebungen mit Temperaturen von bis zu 40°C und 90% relativer Luftfeuchtigkeit sowie in kalten Umgebungen von bis zu -40°C konzipiert. Mit der speziellen Kapsel, modernem Interferenzrohr und Mikrofonfingerring soll das 2017 eine herausragende Leistung sowohl auf als auch außerhalb der Achse bieten. Das stark gedämpfte Off-Axis-Signal sei authentisch und eigne sich hervorragend zum Beibehalten in das gesamte Klangbild.

dpaemkrophones.de/2017



ROE VANISH ST

Die VST-Serie ist in einem massiven Panel mit den Abmessungen 1000 x 1000 mm und in Pixelabständen von 4 mm (V4ST) und 6 mm (V6ST) erhältlich und soll als kostengünstiges Touring-Produkt die für den Außeneinsatz erforderliche außergewöhnliche Helligkeit bieten. V4ST und V6ST verfügen über einen integrierten Gelenkrahmen, der sie bis zu einer Windlast von 20 m/s widerstandsfähig macht und dem Publikum Sicherheit und strukturelle Stabilität bietet.

roevanish.com

PRODUCTION PARTNER 9/2023

editorial notes

news

- A text with approx. 1,000 characters (including spaces)
- 1 image
- 1 URL
- includes extended coverage of the print content via our digital channels: website, newsletter, social media.

Brevity is the soul of wit: If you want to announce a brief and concise piece of news, such as a new product, a successfully completed project, or a personnel announcement for the community, you can also use our 'news' format.

Please find the specifications below:

Regarding news, the focus should naturally be on the novelty. Typically, this would be a new product, a new employee, or a current project that has been supervised. This is reported from an objective standpoint. Thus, in the text, your company should not appear as the speaker, but rather it should be reported about your company. Also, a direct address of the readers does not occur here.

495 euros

NEWS MAGAZIN

Aus Vater Tontechnik wird Event Werk

Nach 25 Jahren erfolgreicher Tätigkeit in der Veranstaltungsbranche überlegt Ingmar Vater die Vater Tontechnik GmbH an seinen Partner und **„Ede“ Hoffer**. Eduard Hoffer und Ingmar Vater werden das Unternehmen Vater Tontechnik unter dem Namen Event beider Firmen ist das neue Unternehmen breiter aufgestellt. Mittlerweile acht Mitarbeiter ermöglichen personelle Flexibilität. Der Materialpool wurde gleichermaßen verkleinert und vergrößert. Insgesamt bietet das größere Unternehmen bessere Möglichkeiten zur Professionalisierung, zur besseren Prozessorientierung und zur größeren Unabhängigkeit von Partnern und Lieferanten. Ingmar Vater wird künftig sein Fachwissen und seine Praxiserfahrung in die Ausbildung von Fachkräften für Veranstaltungstechnik an der Multimedia BBS in Hannover einbringen.

Moderne WLAN-Lösungen

Lösungen für Echtzeit-Informationen, interaktive Teilnahme, mobile Zahlungen und Check-ins, Online-Präsentationen und Datenanalyse auf Veranstaltungen liefert Eventnet seit 2013 als technischer Eventdienstleister. Eine der neuesten Techniken ist das „SAT-Cast“ mit Starlink als unabhängiger Internetverbindung für Events. Es bietet eine direkte Satellitenverbindung und funktioniert europaweit völlig unabhängig von der digitalen Infrastruktur vor Ort. Eventnet hat das Starlink-System für den Eventbedarf angepasst und die Eigenheiten von Starlink, wie kurze Unterbrechungen beim Satellitenwechsel, berücksichtigt.





Studioszene-Masterclasses entspannt erleben

Auf der Studioszene im Rahmen der LEA can 23 Hamburg vom 17.-19. Oktober zeigen international sowie national erfolgreiche Produzenten und Engineers, wie man seine Produktionen **© contentregio568** auf **Stahndrucktendenz** hebt. Dieses Mal mit am Start sind: Jaycen Joshua (Beyoncé, Snoop Dogg), Warren Huart (Produce Like A Pro), Purple Disco Machine, Moritz Enders (Silbermond), Jill Zimmermann (Depeche Mode, Alphaville), Hans-Martin Buff (Scorpions, Peter Dinklage) sowie Wanjia Bierbaum (Nina Chuba). Zu den Ausstellern zählen auch 2023 wieder die Top-Brands der Pro-Audio-Branche, in einer DIY-Area kann man vor Ort seine eigenen Mikrokabel, einen FET Cloud-Lifter oder eine Re-Amping-Box selbst zusammenkleben. **Alle Informationen unter www.leacon.com/studioszene**

Publitec vermietet Stromverteiler von StageSmarts



Jörg Stöppler, Trenda-Vertriebsleiter Martin Wickel

Publitec Präsentationssysteme & Eventservice hat seinen Mietbestand ausgebaut und bietet Stromverteilungslösungen C24 B-21 des schwedischen Herstellers StageSmarts an (Vertrieb: Trenda). Diese sollen bei komplexeren LED-Wänden maximale Ausfallsicherheit und verbesserte Kontrolle inklusive der Möglichkeit eines kanalbezogenen Monitorings über die komplette Installation bieten. Dry Hire-Spezialist NicLen nahm bereits Anfang 2023 eine große Menge der StageSmarts C-Serie in das eigene Mietangebot auf, so Jörg Stöppler, Geschäftsführer der NicLen GmbH sowie von Publitec.

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industry guide

print and online

This is where clients, decision-makers and planners will find competent partners for upcoming projects.

text format: max. 500 characters (including spaces) logo min. 300dpi

month and section: 150 euros



The form is a vertical rectangle with a light blue header bar at the top containing the word "RUBRIK" in small, dark letters. Below the header, there are two main sections, each with a light blue background and a dark blue title. The first section is titled "LOGO" and contains a large, empty rectangular box for a logo. The second section is titled "KONTAKTDATEN" and contains a series of horizontal lines of varying lengths, representing a form for contact information. The lines are arranged in a way that suggests a list of fields, with some lines being longer than others, indicating different types of data to be entered.

Please send your advertising material to our Client Success Team
ClientSuccess@ebnermedia.de

Contact



Martina Wohlfarth

Senior Sales Managerin

+49 (731) 88005-8126

martina.wohlfarth@ebnermedia.de



Frauke Meilinger-Dreßen

Sales Managerin

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Our terms and conditions can be found at

<https://www.ebnermedia.de/mmv/shop-agb/>

