

# LEaT Media Data 2024

## LEaT – Unit Professionel Technology & Live-Communication



# Contents

<b>Deadlines</b>	3
<b>Coverage</b>	4
<b>Print</b>	5-6
<b>Industry Guide</b>	7
<b>Newsletter</b>	8-9
<b>White Paper</b>	10
<b>Lead Generation</b>	11
<b>Content Marketing</b>	12
<b>Advertising Banner</b>	13-14
<b>LEaT Exhibitor Specials</b>	15
<b>LEaT con Booking</b>	16
<b>Editorial Notes</b>	17-18
<b>LEaT Jobs Platform</b>	19
<b>Contact</b>	20
<b>Terms of Conditions</b>	20
<b>Technical Specification</b>	21

# Deadlines

## LEaT-magazine Technology Edition (Production Partner) + LiveCom Edition (Event Partner)

Edition	Publication Date	Adverstising Deadline	Deadline Printfiles
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

# Coverage

	Technology Edition (Production Partner)	LiveCom Edition (Event Partner)	LEaT con	Sound & Recording
Facebook	10,002	4,656	966	17,200
LinkedIn	1,241	3,001	2,453	442
Unique Users	14,906	10,258	17,000	22,000
Page Impressions	31,000	26,665	80,000	36,588
Instagram		681	1,936	3,033
Newsletter Weekly	1,356	3,853		
Newsletter Daily	870	2,668		
Youtube			42	9,100
Average print circulation	2,634 +765 Digital subscriptions	12,084 +5,190 Digital subscriptions		

# Print Ad Formats

Examples	Advertising Format	Bleed size* (width x height in mm)	Pricing (4C)
	2/1 Page	426 x 280	8,200 €
	1/1	213 x 280	4,200 €
	2. Cover page	213 x 280	4,250 €
	3. Cover page	213 x 280	4,210 €
	4. Cover page	213 x 280	4,500 €
	1/2 vertical	103 x 280	2,800 €
	1/2 horizontal	213 x 142	
	1/3 vertical	74 x 280	2,100 €
	1/3 horizontal	213 x 99	
	1/4 vertical	58 x 280	1,600 €
	1/4 horizontal	213 x 78	
	1/6 vertical	--	950 €
	1/6 horizontal	--	

## Inserts

Inserts can be loose sheets, cards or brochures enclosed with the magazine.

Up to 25g individual weight per 1,000 copies

**700 €**

Over 25g individual weight

**on request**

Largest size:  
200mm x 275mm

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

# Print Advertorial

## Pricing

### 1/2 page advertorial

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

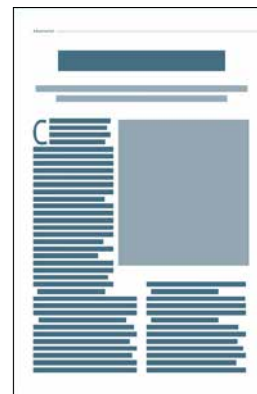
**2,900 €**



### 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 €**



## 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 €\*\***

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 €\*\***  
**Each following page / 300 €\*\***

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

\*\*These prices are not subject to discount.

# 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 €**

[Click](#) for online samples



# Newsletter

Ad format	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  <b>595 euros per dispatch</b>

## Sticky

dispatch at 6 days  
 (Monday - Saturday)

**1,785 €**

## file format

JPEG or GIF  
 (No animated GIF file)

## File size

max. 50KB

Position	Price/week
1. Position	460 euros/week
2. Position	395 euros/week
3. Position	375 euros/week
4. Position	350 euros/week





# Newsletter

## Standalone mailing

Dispatch to unique newsletter subscribers in the look & feel of the editorial newsletter exclusively with customer content.

Delivery of the content or HTML code approx. 10 working days before publication.

**Share your message exclusively with the standalone mailing and contact up to 12,000 recipients.**

**Platinum Package:** Dispatch to Production Partner [1,226], Event Partner [3,340] and ProMediaNews [6,472] subscribers.

**3,800 €**

**Gold Package:** Dispatch to Production Partner [1,226], Event Partner [3,340] subscribers

**2,800 €**

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

**1,800 €**



# 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	<b>2,300 €</b>
white paper 1/2 Page vertical	<b>1,600 €</b>
white paper 1/4 Page vertical	<b>900 €</b>

### 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

### on request:

guaranteed leads [GDPR-compliant]

[Click](#) for online samples



# 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 white paper 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 €**  
**79 €**



# Content Marketing

Exclusive offers for LEaT exhibitors on page 15

## 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 €**

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

**+ 95 €**

## 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.


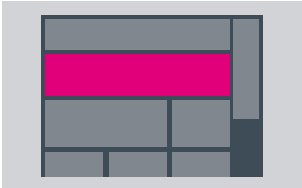

**Minimum duration: 3 months, 150 euros/month**



# Advertising Banner

Special offers  
for LEaT con  
exhibitors on  
page 15

## Display Banner

Examples	Display banner	Format	Price
	<b>Fireplace</b>	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	<b>CPM *: 259 €</b>
	<b>Billboard</b>	desktop 980 x 250 pixels mobile 320 x 100 pixels mobile interstitial 320 x 480 pixels	<b>CPM *: 259 €</b>
	<b>Halfpage Ad</b>	300 x 600 pixels	<b>CPM *: 259 €</b>

### Submission advertising files



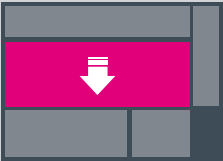

- all banner formats up to a max. of 100kb
- file types: JPEG, GIF, HTML5
- submission at least 5 days before initial campaign launch

\* 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

Special offers  
for LEaT con  
exhibitors on  
page 15

# Advertising Banner

## Display Banner

Examples	Display banner	Format	Price
	<b>Content Ad (Rectangle)</b>	300 x 250 pixels	<b>CPM *: 159 €</b>
	<b>Wide Content Ad</b>	600 x 250 pixels / 300 x 500 pixels	<b>CPM *: 189 €</b>
	<b>Pushdown Billboard</b>	Desktop min. 980 x 90 pixels to max. 980 x 250 pixels	<b>CPM *: 249 €</b>
	<b>Skyscraper</b>	160 x 600 pixels	<b>CPM *: 169 €</b>

### Submission advertising files

- all banner formats up to a max. of 100kb
- file types: JPEG, GIF, HTML5
- submission at least 5 days before initial campaign launch

\* 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 Exhibitor Specials

Special offers and rates for exhibitors of  
LEaT con, LEaT X and AVcon



## Banner ads special - get 50% more playout and duration of campaign

- Playout period: August - November
- Recommended: 5,000 impressions per 14 days  
Valid for all banner formats (page 13-14)

## Industry guide special (online + print)

- 6-month duration automatically expires
- period: August - January

## Special Package Basic

- 5000 ad impressions or banner in the production partner newsletter
- Online advertorial as TOP post on production-partner.de, in the daily newsletter and social network before the events

## Special Package Plus

- Package Basic
- additional ½ print ad or advertorial

**500€ instead of 900€**

**990€ instead of 2,385€**

**1,900€ instead of 5,185€**

# LEaT con 2024, October 22th - 24th

## Stand Booking

### Our all-inclusive package

- stand space
- shell-scheme stands with full print on backwall
- 1 free visitor 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

**starting at only 429€ per sqm**





# 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 €

## Usage rights

Purchase the rights for an unlimited usage of the PDF and the article for your own advertising purposes. We design an appealing PDF document for you, including a cover page. Any third party advertisements will be removed. You can freely use the PDF on your homepage, in your newsletter and any other platform.

Price: 180 €/page  
 Translation: 85 €/page

**PRODUCTION GEAR**



**KARNO SEPIA**  
 Sepia vereint einen analogen Signalweg in einem modularen und digital steuerbaren Paket für Live-, Theater- und Studio-Workflows, so Karro. Sepia (Preiszeitung) ist wieder eine Emulation noch eine Neuentdeckung. Die Sepia-Module sollen vom Original-Hardware-Hersteller entwickelt werden, die sowohl die wichtigsten Komponenten aktueller Hardware abdecken als auch angebotene Designs wiederbeleben. Die Module sollen in einer Rahmen-Einheit untergebracht werden.  
[www.karno.com](http://www.karno.com)



**ANKERPUNKT LOADPIT**  
 Ankerpunkt Rigging entwickelt ein Netzwerkbasiertes zur homogenen Lastverteilung für Freigang-Sitzgeleise mit Aufhängen, wo ein Aufhänger eine aufgebundene Last bei Durchbiegung zunehmend auf das innere Gerüst der Freigang-Struktur verlagert, verursacht durch die Last. Die spezielle Kapazität, die die 0,1 mm starken Fasern durch Höhenveränderungen, reduziert lokale Spannungen durch glatte Aufhänger. Er ist materialschonend, da der LoadPit als Trennlage dient und eine Tragfähigkeit bis zu 2000 kg bzw. 4000 kg pro Aufhänger bietet.  
[www.ankerpunkt-rigging.de](http://www.ankerpunkt-rigging.de)



**ROE VANISH ST**  
 Die VST Serie ist in einem massiven Rohmaterial mit den Abmessungen 1000 x 1000 mm und in Frontabständen von 4 mm (VST1) und 6 mm (VST2) erhältlich und soll als hochpräzisionsfertiges Leuchtprodukt für den Außenbereich eingesetzt werden. Die VST1 und VST2 verfügen über einen integrierten Galvanisierprozess, der sie bis zu einer Windlast von 20 m/s widerstandsfähig macht und dem Publikum Sicherheit und strukturelle Stabilität bietet.  
[www.roe.com](http://www.roe.com)



**DPA 2017**  
 Das Shotgun-Mikrofon verfügt sowohl feuchte Bedingungen und direkter Regenbeschauer als auch trockene, widerstandsfähige Umgebungen und wurde für den Einsatz in Umgebungen mit Temperaturen von bis zu +60°C und 90% relativer Luftfeuchtigkeit sowie in kalten Umgebungen von bis zu -40°C konzipiert. Mit der speziellen Kapazität, modischen Interferenzschilde und Mikrofonfilter soll das 2017 eine herausragende Leistung sowohl auf als auch außerhalb der Achse bieten. Das stark gedämpfte Off-Axis-Signal ist authentisch und eignet sich hervorragend zum Besseren in das gesamte Klangbild.  
[www.dpa-microphones.de/2017](http://www.dpa-microphones.de/2017)



**PRODUCTION PARTNER K.1003**

17

# 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:** Announce a brief and concise piece of news, such as a new product, a successfully completed project, or a personnel announcement for the community, by using 'news' format.

**Specifications:** 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. Report from an objective point of view. Thus, in the text, your company should not appear as the speaker, but rather it should be reported about the company. Avoid a direct address of the readers.

495 €

**NEWSMAGAZIN**

### Aus Vater Tontechnik wird Event Werk

Nach 25 Jahren erfolgreicher Tätigkeit in der Veranstaltungsbranche überlegt Ingemar Vater die Vater Tontechnik GmbH an seinen Partner und Nachfolger Eduard Jäger/Hoffer Eduard

Eduard Hoffer und Ingemar Vater

Unternehmen Vater Tontechnik unter dem Namen Event Werk GmbH weiterführen. Mit dem Zusammenschluss der beiden Firmen ist das neue Unternehmen besser aufgestellt. Mitarbeiter acht Mitarbeiter ermöglichen personelle Flexibilität. Der Materialpool wurde gleichermäÙen verknüpft und vorgefärdert. Insgesamt bietet das groÙe Unternehmen bessere Mglichkeiten zur Professionalisierung, zur besseren Prozesssteuerung und zur größeren Unabhängigkeit von Partnern und Lieferanten. Ingemar Vater wird künftig sein Fachwissen und seine Praxiserfahrung in der Ausbildung von Fachkräften für Veranstaltungstechnik an der Multimedia EBS in Hannover einbringen.

**Alle Informationen unter [www.lesatcon.com/infodownload](http://www.lesatcon.com/infodownload)**



### Moderne WLAN-Lösungen

Lösungen für Echtzeit-Informationen, interaktive Teilnahme, mobile Zahlungen und Checks, Online-Präsentationen und Datenanalyse auf Veranstaltungen sind Eventnet seit 2013 als technischer Eventdienstleister. Eine der neusten Techniken ist das „J&J-Cloud“ mit Starlink als unabhängiger Kommunikation für Events. Es bietet eine direkte Satellitenverbindung und funktioniert unabhängig völlig unabhängig von der digitalen Infrastruktur vor Ort. Eventnet hat das Starlink-System für den Eventbedarf angepasst und die Eigenschaften von Starlink, wie Kursveränderungen beim Satellitenwechsel, berücksichtigt.

**PRODUCTION PARTNER | 2023**



### Studiorene-Masterclasses entspannt erleben

Auf der Studiorene im Rahmen der LEaT am 23. Hamburg vom 17.-19. Oktober zeigen international sowie national erfolgreiche Produzenten und Engineers, wie man seine Producing-, Mixing- und Mastering Skills auf das nächste Level hebt. Dieses Mal mit am Start sind Jansen Joshua (Bavaria), Sönge Dagg (Warner Home Production) & Jörg Purje (Düsseld. Machine), Moritz Enders (S&Barmund), J&J Zimmermann (Hessenschlag), Quarenheim (Blubb-Schlag), Stefan Berthe (Düschke Musik, Alghaville), Hans-Martin Buff (Scargioni, Peter Gabriel) sowie Wanja Bierbaum (Nina Chubal). Zu den Assistenten zählen auch 2023 wieder die Top-Brands der Pro-Audio-Branche, in einer DJ-Area kann man vor Ort seine eigenen Mixdowns, einen FET Cloud-Lift oder eine Ru-Anlage, live selbst zusammenstellen.

**Alle Informationen unter [www.lesatcon.com/infodownload](http://www.lesatcon.com/infodownload)**



### Pubittec vermietet Stromverteiler von StageSmarts

Pubittec Präsentationsysteme & Eventservice hat seinen Mietbestand angepasst und bietet Stromverteileranlagen (C24-R-21) des schwedischen Herstellers StageSmarts an (Vertrieb: Trend). Diese sollen bei komplexen LED-Wänden maximale Aufhängbarkeit und verbleibende Kontrolle inklusive der Möglichkeit eines kanalbezogenen Monitorings über komplexe Installation bieten. Dry-Use-Spezialist Niclas nahm bereits Anfang 2023 eine große Menge der StageSmarts-Cable in das eigene Mietangebot auf, so liegt Stöcker-Geschäftsführer der Niclas-Gruppe so wie von Pubittec.



Jörg Stöpper, Niclas-Vertriebsleiter, Martin Wickel

18

# LEaT Jobs Platform

## Online Job Advertisements

### YOUR AD:

- 60 days on our online job market
- logo display in the search results list
- listed in the job advertisement section of the print editions
- personal contact person
- promotion in the daily and weekly newsletters (> 25,000 mailings per week)
- job mailer to subscribers
- social media posts including Facebook (>100,000 contacts)

Please note that only one vacancy is allowed in a single advertisement.

Use our online dashboard to upload your job opening at <https://bit.ly/31bZNmR>

### FORMATS AND PRICES:

Types	Pricing
Regular advertisement	490 €
Freelancer	199 €
<b>TOPJOB</b> (Attention boost: Prominent placement above all other jobs and in the TOPJOB slider)	99 €
<b>ReachPLUS</b> (increase in reach through targeted search engine marketing incl. free refresh)	270 €
<b>Refresh</b> (repositioning at the top of the hit list after 30 days)	49 €
<b>Renewal</b> (within active period)	245 € / 60 days
<b>Reactivation</b> (after end of the initial period)	323 € / 60 days

Prices in euros plus VAT. Terms and conditions apply. 15% brokerage commission only applies when placing orders from third parties and is only granted to registered advertising agents. You can view the terms and conditions at: [www.ebnermedia.de/ebvm/agg](http://www.ebnermedia.de/ebvm/agg)

**Contact:** Sabine Vockrodt - Tel.: +49 731 88005-8222 | E-Mail: [jobs@leatcon.com](mailto:jobs@leatcon.com)  
 Reinhold Fritsch - Tel.: +49 731 88005-8285 |



### Volume Bonus

Book multiple ads and received a discount for every ad.  
 (Based on a 12 month period, starting from the first order.)

3 ads	16 %
5 ads	21 %
10 ads	26 %
20 ads	39 %

Please send your advertising materials to our Client Success Team  
[ClientSuccess@ebnermedia.de](mailto:ClientSuccess@ebnermedia.de)

## Contact



**Duc Nguyen**

Director LEaT

+49 [731] 88005-2048

[duc.nguyen@ebnermedia.de](mailto:duc.nguyen@ebnermedia.de)



**Frauke Meilinger-Dreßen**

Sales Manager

+49 [731] 88005-2021

[frauke.meilinger-dressen@ebnermedia.de](mailto:frauke.meilinger-dressen@ebnermedia.de)



**Thomas Häger**

Sales LEaT

+49 [176] 119 910 00

[sales@leatcon.com](mailto:sales@leatcon.com)

Our terms and conditions can be found at  
<https://www.ebnermedia.de/mmv/shop-agb>

# Technical specification

## Information on Printing

Magazine Format: 213 x 280

Print Form: Digital

Printing Method: Offset

## Information on Multicolor Advertisements

The omission of the base color black in the creation of multicolor advertisements does not affect the calculation of the advertisements. If additional colors are used differently on both sides of formats with through-printing, the calculation will be made separately for each side of the magazine according to the rates applicable to the partial formats. Special colors of hues that cannot be achieved by the combination of colors used in the Euroscale require special agreement. Details available on request. Slight tone value deviations are within the tolerance range of the offset process.

## Advertisement Placements

Promised placement requests lose their validity if the necessary printing documents do not arrive at the publishing house by the deadline for printing documents.

## Warranty Claims

We only take responsibility for the proper processing and publication of digitally transmitted advertisement templates if our specified guidelines are adhered to. Data that does not comply with the guidelines can be rejected by the publisher. Undesired printing results, which can be traced back to the customer's deviation from the guidelines, do not lead to a claim for a reduction in price. Transmitted data will be deleted after a period of 3 months following the appearance of the advertisement. If data is transmitted that deviates from the aforementioned technical specifications and leads to additional work, the publisher may charge for this additional work at an hourly rate of EUR 100. Warranty claims for obvious defects in an advertisement are excluded if they are not reported in writing to EBNER MEDIA GROUP GmbH & Co. KG within four weeks from the first day of sale of the publication.

## Programs

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

## Data Formats/Image Data/Compression

Image Data: TIFF, EPS, JPEG, PDF (high resolution, print-ready)

Colors: Cyan, Magenta, Yellow, Black (EUROSCALE)

For flawless print quality, your halftone images should be scanned at a minimum of 300 dpi.

For line illustrations, 1200 dpi (at least 600 dpi) is ideal.

All used image elements should not be compressed (JPEG/LZW compression). However, the total file (or the collected elements) can be packed as a SEA, SIT, ZIP, or EXE (SEA) file.

## Fonts

Include all typefaces, including logo and symbol fonts. Related files (layout, image, font files) must always be within one directory/folder. A review of incoming data is guaranteed by us within one working day. If the data/files are incorrect, you or the contact person named to us will be immediately notified at the phone number provided.

## Payment Terms

Germany: Net cash within 14 days. Interest on arrears according to item 14 of the General Terms and Conditions will be calculated at the customary bank interest rates for overdraft facilities. All other countries: Advance payment (ILC) until the advertisement deadline. Do not forget to provide us with your VAT identification number. Debiting via credit card is possible (VISA, MASTERCARD, AMEX). Debiting is only in Euros.