

# Media Information 2020

dschott

das Orchester  
Neue Zeitschrift für Musik  
organ – Journal für die Orgel  
Musik, Spiel und Tanz  
Musik in der Grundschule  
Musik & Bildung  
üben & musizieren  
Tonkünstlerkalender

➤ [MUSIC-JOB.COM](https://www.music-job.com)



List of advertising rates No. 43, valid from 01.12.2019

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**Banner placement and  
online advertising on all websites  
upon request**

[www.dasorchester.de](http://www.dasorchester.de)  
[www.musikderzeit.de](http://www.musikderzeit.de)  
[www.organ-journal.com](http://www.organ-journal.com)  
[www.schott-musikpädagogik.de](http://www.schott-musikpädagogik.de)  
[www.music-job.com](http://www.music-job.com)  
[www.schott-music.com](http://www.schott-music.com)

**MUSIC-JOB.COM**  
Your job market

# General Information and Price List Our Customers

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<b>Bulk discounts:</b>	if the order is placed for one year, calculated from receipt of the order 3 x 5%, 6 x 10%, 11 x 15%
<b>Combination discounts:</b>	if the same ad is placed in 2 magazines 10 % in 3 magazines 20 % in 4 magazines 25 %
<b>Commission:</b>	15 % (not including colour surcharges and ad surcharges)
<b>Colour surcharge:</b>	25% of the b/w rate (no discount, no commission)
<b>VAT:</b>	For orders from EU countries, we kindly ask you to let us know your VAT registration number. If you do not send us your VAT registration number, we will have to charge you German VAT (19%). This is a legal requirement.
<b>Terms of payment:</b>	Every invoice for an advertisement is due for payment 30 days after the date of invoice. The rates are exclusive of VAT. For unpublished advertisements we will charge a lump sum.

Adams, Arcus, Auckland Philharmonia Orchestra, Australian Opera & Ballet, Bärenreiter, Bamberger Symphoniker, BASF Services Europe GmbH, Bayerische Staatsoper, Berliner Philharmonisches Orchester, Boosey & Hawkes, Bonhams London, Bosse, BR, Breitkopf & Härtel, Brucknerorchester Linz, China National Center of the Performing Arts, Class Association of Classical Independents Germany, Deutsche Oper, Deutsches Symphonie Orchester Berlin, Donau-eschinger Musiktage, Dresdner Philharmonie, Düsseldorfer Symphoniker, Essener Philharmoniker, Fidula-Verlag Holzmeister, Flöten Haber, Fox Products, GEWA-music GmbH, Gewandhaus Leipzig, Gebrüder Alexander, Gürzenich Orchester, Guild Hall School, Guiyang Symphony Orchestra, Hangzhou Philharmonic Orchestra, Henle, HR, Hug Musikverlage, John & Arthur Beare, Kisselbach, Körber Stiftung, Kolberg Percussions, Konzert Theater Bern, Kobe International Flute Competition, Kunstuni Graz, Konzerthaus Orchester Berlin, Kultursommer Rheinland-Pfalz, London Philharmonia, London Symphony Orchestra, Lucerne Festival, Mannheimer Versicherung Sinfonima, MDR, Melbourne Symphony Orchestra, Messe Frankfurt, Min-On Concert Association, Mozarteum Salzburg, Münchner Philharmoniker, Musik Bertram, Musikverein Wien Modern, NDR, NHK Symphony Orchestra Tokyo, New York Philharmonic, Oehms Classics, Oper Frankfurt, Opernhaus Zürich, Orchestre Philharmonique de Monte Carlo, Orgelbau Rieger, Orgelbau Weimbs, ORF, C.F.Peters, Philharmonie Luxembourg, J. Püchner, Radio France, Ricordi & Co., Rias Kammerchor, Ries und Erler, RSB Berlin, Royal Swedish Opera, Sächsische Staatskapelle, Sikorski, SR, Staatskapelle Berlin, Staatsorchester Stuttgart, Stuttgarter Philharmoniker, Steirischer Herbst, Sydney Symphony Orchestra, SWR, Theater Freiburg, Thomann, Thomastik Infeld, Tonhalle Zürich, Tonkünstler Orchester, Universal, Universal Edition Wien, Villa Musica, WDR, Wergo, Wiener Staatsoper/ Wiener Philharmoniker, Wiener Symphoniker, Winter & Winter, Yleisradio Helsinki, DIE ZEIT

## Overview



Also digitally available as app,  
including job market

# das Orchester

<b>Title:</b>	<b>das Orchester</b> Magazin für Musiker und Management
<b>Brief description:</b>	das Orchester – Magazin für Musiker und Management is the world's leading specialist magazine for professional orchestral musicians. It contains specialist articles on the topics of Musical training, professional life, healthy performing, teaching, how to attract audiences and cultural funding, orchestral marketing and management. Each issue takes a look at the international orchestral scene, reports on the work of German radio choirs and publishes studies on audience research. Current musical life is reflected in reports on concert series, competitions, symposiums, and numerous reviews of new publications.
<b>Target market:</b>	Professional and amateur musicians, orchestra and cultural managers, instrumental teachers, music students, musical instrument makers
<b>Frequency:</b>	11 times a year
<b>Trim size:</b>	210 mm x 297 mm
<b>Year of issues:</b>	68 <sup>th</sup> year, 2020
<b>Number of copies printed:</b>	20.000 copies
<b>Purchase price:</b>	Annual subscription (11 issues) National 93.– € (incl. postage) International 113.– € (incl. postage) Single issue 9.80 € (plus postage)

<b>Publisher:</b>	Schott Music GmbH & Co. KG Weihergarten 5, 55116 Mainz Postfach 3640, 55026 Mainz VAT Reg. No.: DE 149025549 Amtsgericht Mainz
<b>Advertisements:</b>	Almuth Gilomen Phone: +49 (0) 61 31 24 68 -51 Fax: +49 (0) 61 31 24 67 58 -51 almuth.gilomen@schott-music.com
<b>Editorial:</b>	Andrea Raab orchester.redaktion@schott-music.com

### Content analysis 2019 = 11 issues

Total number of pages	1,252 pages = 100.0 %
Editorial part	808 pages = 64.5 %
Advertisements	444 pages = 35.5 %

### Content analysis of editorial part

Key topics	294 pages = 36.4 %
Specialist articles	46 pages = 5.7 %
Reports	156 pages = 19.3 %
Reviews	169 pages = 20.9 %
Latest news	69 pages = 8.5 %
Miscellaneous*	74 pages = 9.2 %

\*= editorial, table of contents, preview, cover

**MUSIC-JOB.COM**  
Your job market

[www.dasorchester.de](http://www.dasorchester.de)  
[www.music-job.com](http://www.music-job.com)



## Prices & Deadlines

# das Orchester

Format	Horizontal	Vertical	Price b&w/€	Price 4c/€*
1/1	185 mm	260 mm	1,850.–	2,312.50
2/3 portrait	122 mm	260 mm	1,295.–	1,618.75
2/3 landscape	185 mm	172 mm		
1/2 portrait	90 mm	260 mm	995.–	1,243.75
1/2 landscape	185 mm	127 mm		
4/9	122 mm	172 mm	920.–	1,150.–
1/3 portrait	58 mm	260 mm	695.–	868.75
1/3 landscape	185 mm	83 mm		
1/4	90 mm	127 mm	585.–	731.25
2/9 portrait	58 mm	172 mm	520.–	650.–
2/9 landscape	122 mm	83 mm		
1/9	58 mm	83 mm	275.–	343.75
1/18 commercial ad	58 mm	39 mm	145.–	181.25
1/18 as a small private ad	58 mm	39 mm	90.–	112.50
Cover pages	Horizontal	Vertical	Price 4c/€	
Inside front cover plus 3 mm bleed	210 mm	297 mm	2,750.–	
Inside back cover plus 3 mm bleed	210 mm	297 mm	2,750.–	
Outside back cover plus 3 mm bleed	210 mm	297 mm	2,900.–	

Copy deadline	Date of publication
Issue 1 25 <sup>th</sup> Nov 2019	1 <sup>st</sup> Jan 2019
Issue 2 6 <sup>th</sup> Jan 2020	1 <sup>st</sup> Feb 2019
Issue 3 31 <sup>st</sup> Jan 2020	1 <sup>st</sup> Mar 2019
Issue 4 2 <sup>nd</sup> Mar 2020	1 <sup>st</sup> Apr 2019
Issue 5 1 <sup>st</sup> Apr 2020	1 <sup>st</sup> May 2019
Issue 6 30 <sup>th</sup> Apr 2020	1 <sup>st</sup> June 2019
Issue 7/8 2 <sup>nd</sup> June 2020	1 <sup>st</sup> July 2019
<b>double issue!</b>	
Issue 9 3 <sup>rd</sup> Aug 2020	1 <sup>st</sup> Sep 2019
Issue 10 1 <sup>st</sup> Sep 2020	1 <sup>st</sup> Oct 2019
Issue 11 1 <sup>st</sup> Oct 2020	1 <sup>st</sup> Nov 2019
Issue 12 29 <sup>th</sup> Oct 2020	1 <sup>st</sup> Dec 2019

## MUSIC-JOB.COM

All job offers of 1/9 page and larger  
also appear free of charge at  
[www.music-job.com](http://www.music-job.com)

**Inserts:** 210.– € (incl. postage) for every 1,000 copies up to 25g; another 8.– € for every additional 10g;  
partial inserts possible

**Bound-in inserts:** on request

**Advertisement positioning in the editorial part:** 20% surcharge\* on the b&w price

**Typesetting and litho printing** will be charged extra.

\* Colour and positioning surcharges are not subject to a discount or commission

# Overview



Also digitally available as app: videos, audio examples, extracts, links, and picture galleries

# NEUE ZEITSCHRIFT FÜR MUSIK

**Title:** **Neue Zeitschrift für Musik**

**Brief description:** Founded by Robert Schumann in 1834, the Neue Zeitschrift für Musik takes a journalistic approach to contemporary music, overlapping with popular music, jazz and the art of sound. The issues consist, in equal parts, of a topical section, numerous columns and a service section. The latter section contains reports on festivals, music theatre performances and conferences, reviews of CDs and books as well as notes and calendars for world premieres and radio/TV programmes.

**Target market:** Contemporary music aficionados and concert-goers interested in contemporary music theatre, musicians, musicologists, people in charge of concert programming

**Frequency:** 6 times a year

**Trim size:** 210 mm x 297 mm

**Year of issues:** 181<sup>st</sup> year, 2020

**Number of copies printed:** 4,000 copies, digital: 1500 copies

**Purchase price:** Annual subscription (6 issues)

National	58.–	€ (incl. postage)
International	68.–	€ (incl. postage)
Single issue	11.90	€ (plus postage)

Annual subscription plus (6 issues plus 6 CDs)

National	124.–	€ (incl. postage)
International	134.–	€ (incl. postage)

**Publisher:** Schott Music GmbH & Co. KG  
Weihergarten 5, 55116 Mainz  
Postfach 3640, 55026 Mainz  
VAT Reg. No.: DE149025549 Amtsgericht Mainz

**Advertisements:** Sebastian Burkart  
Phone: +49 (0) 61 31 24 68 -52  
Fax: +49 (0) 61 31 24 67 58 -52  
sebastian.burkart@schott-music.com

**Editorial:** Dr. Till Knipper, Friederike Lamberty, Kerstin Siegrist  
nzfm.redaktion@schott-music.com

## Content analysis 2019 = 6 issues

Total number of pages	504 pages	=	100.0 %
Editorial part	456 pages	=	90.0 %
Advertisements	48 pages	=	10.0 %

## Content analysis of editorial part

Key topics	300 pages	=	62.0 %
Reports	59 pages	=	12.0 %
Reviews	76 pages	=	15.0 %
Latest news	39 pages	=	7.0 %
Miscellaneous*	30 pages	=	6.0 %

\*= editorial, table of contents, preview, impressum – legal notice, authors' biographies, cover



[www.musikderzeit.de](http://www.musikderzeit.de)

## Prices & Deadlines

Format	Horizontal	Vertical	Price b&w/€
1/1	185 mm	260 mm	975.–
2/3 portrait	122 mm	260 mm	675.–
2/3 landscape	185 mm	172 mm	
1/2 portrait	90 mm	260 mm	555.–
1/2 landscape	185 mm	127 mm	
4/9	122 mm	172 mm	495.–
1/3 portrait	58 mm	260 mm	375.–
1/3 landscape	185 mm	83 mm	
1/4	90 mm	127 mm	355.–
2/9 portrait	58 mm	172 mm	275.–
2/9 landscape	122 mm	83 mm	
1/9	58 mm	83 mm	195.–
Cover pages	Horizontal	Vertical	Price 4c/€
Inside front cover plus 3 mm bleed	210 mm	297 mm	1,550.–
Inside back cover plus 3 mm bleed	210 mm	297 mm	1,550.–
Outside back cover plus 3 mm bleed	210 mm	297 mm	1,700.–

### Copy deadline

### Date of publication

Issue 1	12 <sup>th</sup>	Dec	2019	20 <sup>th</sup>	Jan	2020
Issue 2	7 <sup>th</sup>	Feb	2020	23 <sup>rd</sup>	Mar	2020
Issue 3	20 <sup>st</sup>	Apr	2020	25 <sup>th</sup>	May	2020
Issue 4	3 <sup>rd</sup>	June	2020	20 <sup>th</sup>	July	2020
Issue 5	5 <sup>th</sup>	Aug	2020	21 <sup>st</sup>	Sep	2020
Issue 6	16 <sup>th</sup>	Oct	2020	23 <sup>rd</sup>	Nov	2020

### Our topics in 2020

1/20	Publikum
2/20	Next generation
3/20	Ensemble
4/20	Verlag
5/20	Chaya Czernowin
6/20	Rundfunk

**Inserts:** 210.– € (incl. postage) for every 1,000 copies up to 25g; another 8.– € for every additional 10g; partial inserts possible

**Bound-in inserts:** on request

**Typesetting and litho printing** will be charged extra.

## Overview

**Title:** organ – Journal für die Orgel

**Brief description:** organ – Journal für die Orgel is THE up-to-date quarterly for organ experts and all lovers of organ music. Each issue of the journal deals with topics on all aspects of the pipe organ. Regular sections contain portraits and interviews, articles on instruments, organ-building, organ aesthetics and repertoire, as well as on the theory and interpretation. organ informs its readers about current events , competitions and master classes, as well as about new books, scores, CDs and DVDs. Also available for each issue is a CD specially recorded for organ.

**Target market:** Organ experts, professional organ players, lovers of organ music

**Frequency:** 4 times a year

**Trim size:** 210 mm x 297 mm

**Year of issues:** 23<sup>rd</sup> year, 2020

**Number of copies printed:** 4,000 copies

**Purchase price:** Annual subscription (4 issues)

National	48.–	€ (incl. postage)
International	54.–	€ (incl. postage)
Single issue	9.90	€ (plus postage)

Annual subscription plus (4 issues plus 4 CDs)

National	92.–	€ (incl. postage)
International	98.–	€ (incl. postage)

**Publisher:** Schott Music GmbH & Co. KG  
Weihergarten 5, 55116 Mainz  
Postfach 3640, 55026 Mainz  
VAT Reg. No.: DE149025549 Amtsgericht Mainz

**Advertisements:** Sebastian Burkart  
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sebastian.burkart@schott-music.com

**Editorial:** Dr. Markus Zimmermann, Friederike Lamberty  
organ.redaktion@schott-music.com

### Content analysis 2019 = 4 issues

Total number of pages	256 pages	= 100.0 %
Editorial part	230 pages	= 90.0 %
Advertisements	26 pages	= 10.0 %

### Content analysis of editorial part

Key topics	142 pages	= 61.0 %
Reports	16 pages	= 7.0 %
Reviews	32 pages	= 14.0 %
Latest news	14 pages	= 6.0 %
Miscellaneous*	27 pages	= 11.0 %

\*= editorial, table of contents, cover





## Prices & Deadlines

Format	Horizontal	Vertical	Price b&w/€	Price 4c/€*
1/1	185 mm	260 mm	595.–	743.75
2/3 portrait	122 mm	260 mm	445.–	556.25
2/3 landscape	185 mm	172 mm		
1/2 portrait	90 mm	260 mm	395.–	493.75
1/2 landscape	185 mm	127 mm		
4/9	122 mm	172 mm	375.–	468.75
1/3 portrait	58 mm	260 mm	330.–	412.50
1/3 landscape	185 mm	83 mm		
1/4	90 mm	127 mm	315.–	393.75
2/9 portrait	58 mm	172 mm	235.–	293.75
2/9 landscape	122 mm	83 mm		
Cover pages	Horizontal	Vertical	Price 4c/€	
Inside front cover plus 3 mm bleed	210 mm	297 mm	1,400.–	
Inside back cover plus 3 mm bleed	210 mm	297 mm	1,400.–	
Outside back cover plus 3 mm bleed	210 mm	297 mm	1,500.–	

Copy deadline	Date of publication
Issue 1 7 <sup>th</sup> Feb 2020	27 <sup>th</sup> Mar 2020
Issue 2 8 <sup>th</sup> May 2020	26 <sup>th</sup> June 2020
Issue 3 7 <sup>th</sup> Aug 2020	28 <sup>th</sup> Sep 2020
Issue 4 29 <sup>th</sup> Oct 2020	10 <sup>th</sup> Dec 2020

### organ concert calendar

400 characters for 60.- € + VAT

The affordable way to promote your concerts! The concert dates are listed chronologically

### Your information should contain:

- Date and time
- City and venue
- Works by X, Y, Z or title of the concert
- Performer(s) and instruments
- Event organizer (name, phone number, email)
- Home page

**Inserts:** 210.– € (incl. postage) for every 1,000 copies up to 25g; another 8.– € for every additional 10g; partial inserts possible

**Bound-in inserts:** on request

**Typesetting and litho printing** will be charged extra.

\* Colour surcharges are not subject to a discount or commission

# Overview

**Title:** **üben & musizieren**  
The magazine for instrumental education and musical learning

**Brief description:** üben & musizieren, the magazine for instrumental education and musical learning, looks into all aspects of instrumental teaching, elementary music education and early music education, focussing on didactic issues which go beyond the instrument. Each issue deals intensively with a topical issue in the field of instrumental education. In addition, üben & musizieren provides practical tips and information on the areas of law, insurance, occupational studies, marketing, (self-) management, as well as cultural and educational discussions.

**Target market:** Instrumental and vocal teachers, music school teachers, university lecturers, music students

**Frequency:** 6 times a year

**Trim size:** 210 mm x 297 mm

**Year of issues:** 37<sup>th</sup> year, 2020

**Number of copies printed:** 4,500 copies

**Purchase price:** Annual subscription (6 issues)  
National 56.– € (incl. postage)  
International 66.– € (incl. postage)  
Single issue 9.50 € (plus postage)

**Publisher:** Schott Music GmbH & Co. KG  
Weihergarten 5, 55116 Mainz  
Postfach 3640, 55026 Mainz  
VAT Reg. No.: DE149025549 Amtsgericht Mainz

**Advertisements:** Almuth Gilomen  
Phone: +49 (0) 61 31 24 68 -51  
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almuth.gilomen@schott-music.com

**Editorial:** Rüdiger Behschnitt  
ruediger.behschnitt@schott-music.com

**Content analysis 2019 = 6 issues**  
Total number of pages 432 pages = 100.0 %

**Content analysis of editorial part**

Topic	107 pages = 24.7 %
Practice	51 pages = 11.8 %
musikschule )) DIREKT	72 pages = 16.7 %
Reports	22 pages = 5.1 %
Further specialist articles	51 pages = 11.8 %
Reviews	69 pages = 16.0 %
Latest news	12 pages = 2.8 %
Miscellaneous	48 pages = 11.1 %



## Prices & Deadlines

Format	Horizontal	Vertical	Price b&w/€	Price 4c/€*
1/1	185 mm	260 mm	925.–	1,156.25
2/3 portrait	122 mm	260 mm	665.–	831.25
2/3 landscape	185 mm	172 mm		
1/2 portrait	90 mm	260 mm	545.–	681.25
1/2 landscape	185 mm	127 mm		
4/9	122 mm	172 mm	500.–	625.–
1/3 portrait	58 mm	260 mm	395.–	493.75
1/3 landscape	185 mm	83 mm		
1/4	90 mm	127 mm	355.–	443.75
2/9 portrait	58 mm	172 mm	295.–	368.75
2/9 landscape	122 mm	83 mm		
1/9	58 mm	83 mm	170.–	212.50
1/18 commercial ad	58 mm	39 mm	90.–	112.50
1/18 as a small private ad	58 mm	39 mm	70.–	87.50
Cover pages	Horizontal	Vertical	Price 4c/€	
Inside front cover plus 3 mm bleed	210 mm	297 mm	1,400.–	
Inside back cover plus 3 mm bleed	210 mm	297 mm	1,400.–	
Outside back cover plus 3 mm bleed	210 mm	297 mm	1,500.–	

Copy deadline	Date of publication
Issue 1 7 <sup>th</sup> Jan 2020	3 <sup>rd</sup> Feb 2020
Issue 2 2 <sup>nd</sup> Mar 2020	1 <sup>st</sup> Apr 2020
Issue 3 4 <sup>th</sup> May 2020	2 <sup>nd</sup> June 2020
Issue 4 6 <sup>th</sup> July 2020	3 <sup>rd</sup> Aug 2020
Issue 5 1 <sup>st</sup> Sep 2020	1 <sup>st</sup> Oct 2020
Issue 6 2 <sup>nd</sup> Nov 2020	1 <sup>st</sup> Dec 2020

### Our topics in 2020

- 1/20 Humor
- 2/20 Räume
- 3/20 Ansprüche
- 4/20 Komponieren elementar
- 5/20 Ausbildung
- 6/20 Supervision und Feedback

**Inserts:** 210.– € (incl. postage) for every 1,000 copies up to 25g; another 8.– € for every additional 10g; partial inserts possible

**Bound-in inserts:** on request

**Typesetting and litho printing** will be charged extra.

\* Colour surcharges are not subject to a discount or commission

## Overview

# Musik, Spiel und Tanz

mit Kindern von 0 bis 6

<b>Title:</b>	<b>Musik, Spiel und Tanz</b> mit Kindern von 0 - 6
<b>Brief description:</b>	Musik, Spiel und Tanz – mit Kindern von 0 - 6 focusses on the little ones. The magazine provides practical material for music schools, daycare centres and non-institutional groups. In addition, it contains specialist articles and background reports, up-to-date information, tips and events. Each issue comes with a CD containing songs, audio examples and PDFs, a set of court cards for immediate use, and a letter to the parents as a master copy to be printed and passed on. Issue No. 2 also contains a practical annual planner.
<b>Target market:</b>	Teachers for elementary music education at music schools and teachers not teaching at schools (i.e. teachers of parent-child classes or teachers for early music education), daycare centre and kindergarten teachers, as well as persons who are being trained for one of the aforementioned professions or who train others for such professions.
<b>Frequency:</b>	4 times a year
<b>Trim size:</b>	210 mm x 297 mm
<b>Year of issues:</b>	7 <sup>th</sup> year, 2020
<b>Number of copies printed:</b>	2,500 copies
<b>Purchase price:</b>	Annual subscription (4 issues plus 4 CDs) National 54.– € (incl. postage) International 60.– € (incl. postage) Single issue 15.95 € (plus postage)

<b>Publisher:</b>	Schott Music GmbH & Co. KG Weihergarten 5, 55116 Mainz Postfach 3640, 55026 Mainz VAT Reg. No.: DE149025549 Amtsgericht Mainz
<b>Advertisements:</b>	Almuth Gilomen Phone: +49 (0) 61 31 24 68 -51 Fax: +49 (0) 61 31 24 67 58 -51 almuth.gilomen@schott-music.com
<b>Editorial:</b>	Karin Hedderich / Kerstin Siegrist mst.redaktion@schott-music.com

### Content analysis 2019 = 4 issues

Total number of pages	240 pages = 100.0 %
Editorial part	226 pages = 94.2 %
Advertisements	14 pages = 5.8 %

### Content analysis of editorial part

Practice-based articles	117 pages = 51.8 %
Specialist articles/ Background reports	30 pages = 13.3 %
Latest news	12 pages = 5.3 %
Court cards	32 pages = 14.1 %
Miscellaneous*	35 pages = 15.5 %

\*= editorial, lists, preview, cover



[www.musikspielundtanz.de](http://www.musikspielundtanz.de)

## Prices & Deadlines

Format	Horizontal	Vertical	Price b&w/€	Price 4c/€*
1/1	185 mm	260 mm	550.–	687.50
2/3 portrait	122 mm	260 mm	420.–	525.–
2/3 landscape	185 mm	172 mm		
1/2 portrait	90 mm	260 mm	350.–	437.50
1/2 landscape	185 mm	127 mm		
4/9	122 mm	172 mm	320.–	400.–
1/3 portrait	58 mm	260 mm	290.–	362.50
1/3 landscape	185 mm	83 mm		
1/4	90 mm	127 mm	260.–	325.–
Cover pages	Horizontal	Vertical	Price 4c/€	
Inside back cover plus 3 mm bleed	210 mm	297 mm	950.–	
Outside back cover plus 3 mm bleed	210 mm	297 mm	1,100.–	

Copy deadline			Date of publication	
Issue 1	8 <sup>th</sup>	Jan 2020	Feb	2020
Issue 2	1 <sup>st</sup>	Apr 2020	May	2020
Issue 3	1 <sup>st</sup>	July 2020	Aug	2020
Issue 4	9 <sup>th</sup>	Sep 2020	Oct	2020

**Inserts:** 210.– € (incl. postage) for every 1,000 copies up to 25g; another 8.– € for every additional 10g; partial inserts possible

**Bound-in inserts:** on request

**Typesetting and litho printing** will be charged extra.

\* Colour surcharges are not subject to a discount or commission

# Overview

**Title:** **Musik in der Grundschnle**

**Brief description:** MUSIK in der Grundschnle is THE magazine for music teaching at primary schools (years 1-6) and special schools. Professional articles give suggestions for lessons suitable for children. MUSIK in der Grundschnle provides the latest hits, suggestions craft work, musicals and classical pieces for children, as well as group and activity games. The issues are orientated towards special topics and take seasonal festivals into account. The articles come with scores, arrangements and master copies, i.e. with everything needed for preparing lessons and for teaching. The suggestions are practical and leave enough room for personal initiative. The accompanying CDs correspond exactly to the contents of the respective issues and are suitable for rehearsing the musical pieces with the children.

**Target market:** Specialist teachers, non-specialist teachers and/or all those who like to teach music

**Frequency:** 4 times a year

**Trim size:** 210 mm x 297 mm

**Year of issues:** 24<sup>th</sup> year, 2020

**Number of copies printed:** 3,000 copies

**Purchase price:** Annual subscription (4 issues)  
National 37.- € (incl. postage)  
International 43.- € (incl. postage)  
Single issue 9.50 € (plus postage)  
Single CD 16.95 € (plus postage)

Annual subscription plus (4 issues plus 4 CDs)  
National 92.- € (incl. postage)  
International 98.- € (incl. postage)

**Publisher:** Schott Music GmbH & Co. KG  
Weihergarten 5, 55116 Mainz  
Postfach 3640, 55026 Mainz  
VAT Reg. No.: DE149025549 Amtsgericht Mainz

**Advertisements:** Almuth Gilomen  
Phone: +49 (0) 61 31 24 68 -51  
Fax: +49 (0) 61 31 24 67 58 -51  
almuth.gilomen@schott-music.com

**Editorial:** Friedrich Neumann  
studioneumann@t-online.de

**Content analysis 2019 = 4 issues**

Total number of pages	224 pages	=	100.0 %
Editorial part	213 pages	=	95.0 %
Advertisements	11 pages	=	5.0 %



## Prices & Deadlines

Format	Horizontal	Vertical	Price b&w/€	Price 4c/€*
1/1	185 mm	260 mm	725.–	906.25
2/3 portrait	122 mm	260 mm	500.–	625.–
2/3 landscape	185 mm	172 mm		
1/2 portrait	90 mm	260 mm	405.–	506.25
1/2 landscape	185 mm	127 mm		
1/3 portrait	58 mm	260 mm	295.–	368.75
1/3 landscape	185 mm	83 mm		
1/4	90 mm	127 mm	275.–	343.75
Cover pages	Horizontal	Vertical	Price b&w/€	Price 4c/€
Inside back cover plus 3 mm bleed	210 mm	297 mm	–	1,300.–
Outside back cover plus 3 mm bleed	210 mm	297 mm	–	1,400.–

### Copy deadline

### Date of publication

Issue 1	9 <sup>th</sup>	Dec 2020	31 <sup>st</sup> Jan 2020
Issue 2	9 <sup>th</sup>	Mar 2020	4 <sup>th</sup> May 2020
Issue 3	8 <sup>th</sup>	June 2020	27 <sup>th</sup> July 2020
Issue 4	7 <sup>th</sup>	Sep 2020	26 <sup>th</sup> Oct 2020

### Our topics in 2020

1/20	Zusammen sind wir stark
2/20	Coole Musik für heiÙe Tage
3/20	Xylofon und Co
4/20	Musik im Winter

**Inserts:** 210.– € (incl. postage) for every 1,000 copies up to 25g; another 8.– € for every additional 10g; partial inserts possible

**Bound-in inserts:** on request

**Typesetting and litho printing** will be charged extra.

\* Colour surcharges are not subject to a discount or commission

## Overview

<b>Title:</b>	<b>Musik &amp; Bildung</b> Die Zeitschrift für Musik in den Klassen 5-13
<b>Brief description:</b>	Four times a year, Musik & Bildung provides suggestions and comprehensive material with varied worksheets for the fields of classical, rock and pop music as well as New Music. Latest hits and arrangements for music-making in class meet the interests of the pupils. Major music-educational topics are thoroughly discussed and carefully considered. The corresponding media package (CD/CD-ROM) contains all necessary audio examples and playbacks as well as videos, worksheets and answer keys.
<b>Target market:</b>	Teachers at special, secondary and comprehensive schools, music teachers and school musicians at grammar, secondary and comprehensive schools, universities and conservatoires, students, trainee teachers
<b>Frequency:</b>	4 times a year
<b>Trim size:</b>	210 mm x 297 mm
<b>Year of issues:</b>	52 <sup>nd</sup> (111 <sup>th</sup> ) year, 2020
<b>Number of copies printed:</b>	5,000 copies
<b>Purchase price:</b>	Annual subscription (4 issues) National 34.- € (incl. postage) International 40.- € (incl. postage) Single issue 8.90 € (plus postage) Single CD 18.95 € (plus postage)

	Annual subscription plus (4 issues plus 4 CDs) National 90.- € (incl. postage) International 96.- € (incl. postage)
<b>Publisher:</b>	Studio Neumann GmbH Goethestr. 61a 16548 Glienicke VAT Reg. No.: DE116070418 represented by Schott Music GmbH & Co. KG
<b>Advertisements:</b>	Almuth Gilomen Phone: +49 (0) 61 31 24 68 -51 Fax: +49 (0) 61 31 24 67 58 -51 almuth.gilomen@schott-music.com
<b>Editorial:</b>	Friedrich Neumann/Dorothea Oettel d.oettel@studioneumann.de

**Content analysis 2016 = 4 issues**  
Total number of pages 64 pages = 100.0 %



[www.musik-und-bildung.de](http://www.musik-und-bildung.de)



## Prices & Deadlines

Format	Horizontal	Vertical	Price b&w/€	Price 4c/€*
1/1	185 mm	260 mm	975.–	1,218.75
2/3 portrait	122 mm	260 mm	695.–	868.75
2/3 landscape	185 mm	172 mm		
1/2 portrait	90 mm	260 mm	555.–	693.75
1/2 landscape	185 mm	127 mm		
4/9	122 mm	172 mm	495.–	618.75
1/3 portrait	58 mm	260 mm	395.–	493.75
1/3 landscape	185 mm	83 mm		
1/4	90 mm	127 mm	335.–	418.75
2/9 portrait	58 mm	172 mm	295.–	368.75
2/9 landscape	122 mm	83 mm		
<b>Cover pages</b>				
	<b>Horizontal</b>	<b>Vertical</b>	<b>Price 4c/€</b>	
Inside back cover plus 3 mm bleed	210 mm	297 mm	1,350.–	
Outside back cover plus 3 mm bleed	210 mm	297 mm	1,450.–	

Copy deadline	Date of publication
Issue 1 3 <sup>rd</sup> Jan 2020	Feb 2020
Issue 2 3 <sup>rd</sup> Apr 2020	May 2020
Issue 3 3 <sup>rd</sup> July 2020	Aug 2020
Issue 4 3 <sup>rd</sup> Oct 2020	Nov 2020

**Inserts:** 210.– € (incl. postage) for every 1,000 copies up to 25g; another 8.– € for every additional 10g; partial inserts possible

**Bound-in inserts:** on request

**Typesetting and litho printing** will be charged extra.

\* Colour surcharges are not subject to a discount or commission

## Overview

<b>Title:</b>	<b>Tonkünstler-Kalender</b> Pocket calendar
<b>Brief description:</b>	Published in association with Deutscher Tonkünstler-Verband e.v., the Tonkünstler-Kalender, the Calendar for Musicians, has been a standard work of the music scene for more than 60 years. The practical calendar including week at a glance and schedule by hour make it the preferred choice of many musicians and teachers as a time planner. Regular sections also contain composer anniversaries with a two-year preview, school holidays, music competitions, annually updated addresses from many areas of the music scene, information on GEMA as well as social insurance and taxes for freelance artists and teachers.
<b>Target market:</b>	Music teachers, freelance instrumental teachers, performing musicians, church musicians, music students, music lovers
<b>Frequency:</b>	1 x a year
<b>Trim size:</b>	ca. DIN A5
<b>Year of publication:</b>	66 <sup>th</sup> year, 2021
<b>Number of copies printed:</b>	5,000 copies
<b>Publisher:</b>	Robert Lienau GmbH Weihergarten 5, 55116 Mainz www.musikverlag-lienau.de represented by Schott Music GmbH & Co. KG

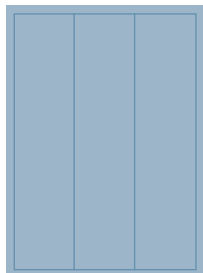
<b>Advertisements:</b>	Sebastian Burkart Schott Music GmbH & Co. KG Weihergarten 5, 55116 Mainz Phone: +49 (0) 61 31 24 68 -52 Fax: +49 (0) 61 31 24 67 58 -52 sebastian.burkart@schott-music.com
<b>Editorial:</b>	Judith Picard judith.picard@schott-music.com

## Prices & Deadlines

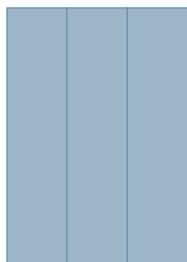
Format	Price b&w/€
1/1	450,-
1/2 hoch	250,-
1/2 quer	250,-

Copy deadline	Date of publication
<b>Year 2020 Calendar</b>	
30 <sup>th</sup> Apr 2020	20 <sup>th</sup> Aug 2020

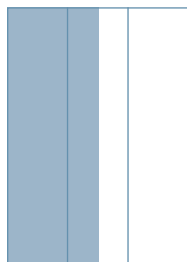
# Display Format



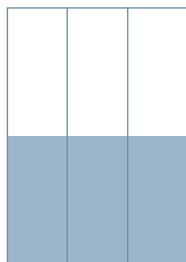
**Cover pages**  
210 x 297 mm  
DIN A4  
+ 3 mm bleed



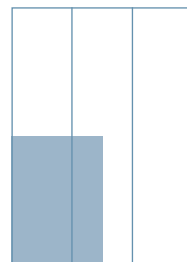
**1/1**  
185 x 260 mm  
Type area



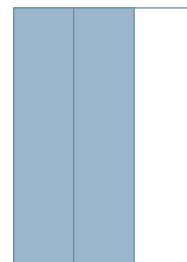
**1/2 portrait**  
90 x 260 mm



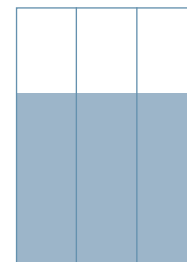
**1/2 landscape**  
185 x 127 mm



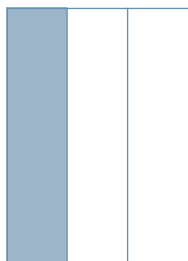
**1/4**  
90 x 127 mm



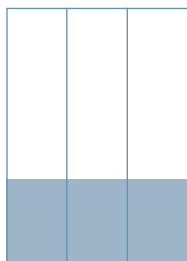
**2/3 portrait**  
122 x 260 mm



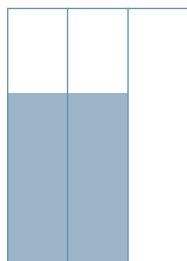
**2/3 landscape**  
185 x 172 mm



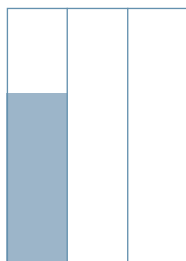
**1/3 portrait**  
58 x 260 mm



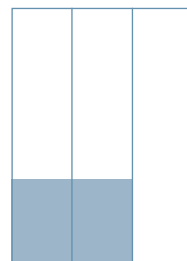
**1/3 landscape**  
185 x 83 mm



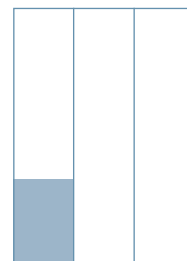
**4/9**  
122 x 172 mm



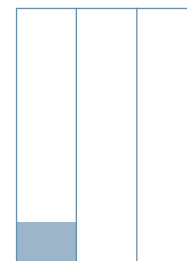
**2/9 portrait**  
58 x 172 mm



**2/9 landscape**  
122 x 83 mm



**1/9**  
58 x 83 mm



**1/18**  
58 x 39 mm

# Technical Data & Data Transfer

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## Important:

Clear file or folder name with the following information:  
advertiser, magazine, issue and size of the advertisement  
e.g. Konzerthaus Berlin\_DAS ORCHESTER\_10-2020\_1/2 page portrait

## A dataset consists of:

- composition file of an appropriate graphics or layout program
- all fonts used (screen + PostScript fonts)
- image fine-grain data (at least 240 dpi) in bit-map, grey-scale or CMYK colour mode
- all logos or icons used
- ideally, including a read-me file with information on special features and with a telephone number for queries

## For single files:

### EPS or PostScript Level 1:

Fonts converted into or loaded in paths, embedded images

### QuarkXPress-EPS solo:

Only with attached or loaded fonts (font includer)

**PDF:** PDF generated with Acrobat Distiller, loaded fonts, high resolution (300 dpi) grey-scale or CMYK colour mode

**TIFF:** high resolution (at least 300 dpi) bit-map, grey-scale or CMYK colour mode

**Advertisements from MS Word files or from manuscripts** can be reset.

The costs for resetting will be charged extra and added to the advertisement rate. Like resetting, any further modification will be charged extra.

## Trim size:

DIN A4 (210 mm x 297 mm)

## Printing process:

Offset 133/54 or 150/60 l/cm screen

## Applications for Mac and Windows:

Adobe Creative Suite CC

QuarkXPress 2018

InDesign CS6

As at 10/2019

Subject to technical modifications



## Schott Music GmbH & Co. KG

### Advertising Department

Weihergarten 5, 55116 Mainz

Postfach 3640, 55026 Mainz

Phone: +49 (0) 6131 24 68 -51/-52

Fax: +49 (0) 6131 24 67 58 -51/-52

## Advertisements are to be sent by e-mail to:

almuth.gilomen@schott-music.com

sebastian.burkart@schott-music.com

# GENERAL TERMS AND CONDITIONS FOR ADVERTISEMENTS OF SCHOTT MUSIC GMBH & CO KG (as at: 08.09.2017)

## I. Scope of Application

1. These General Terms and Conditions for Advertisements apply to all advertising contracts concluded between advertisers or other interested persons ('Advertiser') and SCHOTT MUSIC GmbH & Co KG.

2. The General Terms and Conditions for Advertisements apply exclusively to entrepreneurs, merchants, corporate bodies under public law and public separate estates for all advertisements. General Terms and Conditions of the Advertiser will not be recognized, unless the Publisher expressly accepts their validity. The General Terms and Conditions for Advertisements shall also apply if the Publisher executes the advertising order without contradiction despite knowing of terms and conditions of the Advertiser which are opposed to and differing from these General Terms and Conditions for Advertisements.

## II. Advertising Order

1. The 'Advertising Order' within the meaning of these General Terms and Conditions for Advertisements is the contract concerning the publication of one or more advertisements or other advertising media (e.g. inserts) of an Advertiser in a printed publication of the Publisher for the purpose of disseminating and making available to the public of banners or other kinds of advertising on the Publisher's website.

2. Orders can be placed by phone, in writing or by e-mail. An advertising order as defined in subparagraph 1 is accepted only if the Publisher receives the order in writing or by e-mail or if the advertisement is disseminated and made available as per order. Oral confirmations or confirmations by phone are not legally binding.

3. In case an (advertising) agency places an order, the contract will be concluded with the advertising agency. Orders from agencies are only accepted for identifiable advertisers mentioned by name. The agency is obliged to keep to the prices of the Publisher in their information, contracts and statements. The commissions granted to the agency by the Publisher must not be passed on to the Advertiser, neither in whole nor in part. All current and future claims of the agency against their Advertiser

shall be assigned by the agency to the Publisher. The Publisher accepts such assignments. The Publisher authorizes the agency to collect the assigned claim until they meet their contractual obligation to pay to the Publisher. The Publisher is principally entitled to disclose such assignment and collect the claim himself.

4. The Publisher reserves the right to reject advertising orders, even requests for publication of individual advertisements as part of the contract, because of their content, origin or technical form, according to the Publisher's objectively justified standard principles, if their content violates the law or official provisions or if their publication is unacceptable for the Publisher. The Advertiser will be informed about the rejection of an order immediately.

5. The Advertiser is responsible for the due delivery of the advertising texts and printing material. He is also responsible for the accuracy of the delivered correction proof. If the Advertiser does not object to the duly delivered correction proof within two days, the permission to print shall be deemed granted. Requests of the Advertiser with regard to positioning and format shall only be binding if expressly confirmed by the Publisher in writing.

6. In case of doubt, requests for publication of advertisements are to be made within one year after conclusion of the contract. If the right to request the publication of individual advertisements has been granted in the contract, the order will have to be executed within one year after publication of the first advertisement, provided that the first advertisement is requested and published within the aforementioned one-year period. If a contract has been concluded, the Advertiser is entitled to request the publication of further advertisements, even beyond the number of advertisements mentioned in the order, within the agreed period or the above-mentioned one-year period.

7. The Publisher's duty to keep the printing data ends three months after publication of the advertisement.

## III. Warranty and Liability

1. The Advertiser warrants that the content of his/her advertisements does not violate any legal or other provisions, etc.

2. In the case of modifications or advertising orders placed by phone as well as in the case of illegibly written manuscripts, the Publisher will not assume liability for their accurate reproduction.

3. In the case of illegible, inaccurate or incomplete reproduction, in whole or in part, of an advertisement, the Advertiser is entitled to reduce the advertising rate or demand a substitute advertisement only if the purpose of the advertisement was considerably compromised by the defects. The purpose of the advertisement is only insignificantly compromised by incorrectly printed reference numbers. The Publisher is not liable for defects in printing which are attributable to the quality of the paper.

4. The Publisher will perform a visual check of the printing material. If defects are not instantly visible but become visible only during the printing process, the Advertiser cannot claim damages against the Publisher in the case of defective reproduction.

5. If the advertising order cannot be executed due to circumstances for which the Publisher is not responsible, the Advertiser has to refund to the Publisher the difference between the granted discount and the actual reduction of the advertising rate, notwithstanding any other claims for damages.

6. The Advertiser's claims for damages for impossibility or delay are restricted to the substitution of the predictable damage and to the advertising rate. This does not apply to intent and gross negligence of the Publisher, his legal representatives and agents. The Publisher's liability for damages due to the absence of guaranteed features shall remain unaffected. In business dealings, the Publisher is not liable for gross negligence of his agents; in all remaining cases, the extent of liability for gross negligence against merchants is restricted to the predictable damage up to the amount of the corresponding advertising rate.

## IV. Rates and Payment

1. The rates indicated in the current list of advertising rates are valid. This also applies to price changes which become effective during the term of a standing order or upon the conclusion of a contract. The discounts indicated in the list of advertising rates are only granted for advertisements of the Advertiser published in the contractually agreed year.

2. Invoices of the Publisher are payable, without deduction of discount, within the legal term of payment, though 30 days after invoicing at the latest. Any objections to the matter and amount of the invoices have to be raised against the Publisher in writing within 10 days after invoicing.

3. The Publisher is entitled at any time to make the publication of further advertisements conditional on advance payments or on the settlement of due payments, regardless of the term of payment originally agreed upon.

## V. Termination

Standing orders or contracts can be terminated by giving two months' notice prior to the publication of the next planned advertisement. Such notice must be given to the other contracting party in writing. If a standing order or contract is terminated prior to the expiration of the (minimum) term of the contract without good cause, any possibly granted discount will not apply with future effect.

## VI. Place of Jurisdiction and Applicable Law

1. Place of performance is the Publisher's place of business.

2. In the case of legal actions in business dealings with merchants, corporate bodies under public law or public separate estates, the place of jurisdiction shall be the Publisher's place of business. In case claims of the Publisher are not asserted in an order for payment procedure, the place of jurisdiction is determined, in the case of non-merchants, by their place of residence. If the place of residence or habitual residence of the Advertiser, even for non-merchants, is unknown at the time of institution of legal proceedings, or if, after conclusion of the contract, the Advertiser has transferred his/her place of residence of habitual residence out of reach of the law, the Publisher's place of business shall be understood as place of jurisdiction.

3. German law shall exclusively apply to advertising orders.