

jazzahead! meets
THE NETHERLANDS



NEW HORIZONS

11 – 13 APRIL

TRADE FAIR AND FESTIVAL IN BREMEN

MEDIA RATES

BUILD EXPOSURE ON THE INTERNATIONAL JAZZ SCENE
AND REACH THE FESTIVAL AUDIENCE

INCREASE YOUR VISIBILITY



Print ads

jazzahead! Guide & Notebook

(in English)

Print run: 2.500 + Online Version



jazzahead! Brochure

(in German and English)

Print run: 40.000 + Online Version



(New: Without participants list, available online only)

1/1 page, 4c
135 x 210 mm (W x H)
+ 3 mm Bleed
€ 950,-

1/4 page, 4c
67 x 105 mm (W x H)
+ 3 mm Bleed
€ 450,-

1/1 page, 4c
105 x 148 mm (W x H)
+ 3 mm Bleed
€ 1.500,-

U 2 · 3 · 4, 4c
105 x 148 mm (W x H)
+ 3 mm Bleed
€ 2.500,-
(for selected partners only)

1/2 page vertical, 4c
67 x 210 mm (W x H)
+ 3 mm Bleed
€ 700,-

U 2 · 3 · 4, 4c
135 x 210 mm (W x H)
+ 3 mm Bleed
€ 1.500,-
(for selected partners only)

1/2 page cross, 4c
105 x 74 mm (W x H)
+ 3 mm Bleed
€ 1.000,-

1/2 page cross, 4c
135 x 105 mm (W x H)
+ 3 mm Bleed
€ 700,-

2/1 page, 4c
210 x 148 mm (W x H)
+ 3 mm Bleed
€ 2.500,-

Booking deadline: **29.02.2024**
Delivery deadline: **07.03.2024**
Publishing date (Online): **14.03.2024**
Publishing date (Print): **11.04.2024**

Booking deadline: **06.02.2024**
Delivery deadline: **13.02.2024**
Publishing date (Print & Online): **05.03.2024**

Distribution on-site to registered participants.
International online distribution **without contact details**
prior to the trade fair.

Distribution Print on a regional scale and online via partners,
artists and locations.

Data requirements: high-res PDF/X-3, fonts in paths • **Delivery to:** monzalvo@jazzahead.de

ADDITIONAL SPACES at the trade fair (Costs on request, depending on production)

Indoor Advertising



Floor windows
Dimensions: 59.4 x 84.1 cm (DIN A 1)
Note: There are up to 30 floor windows available

Price per unit of 10: € 500,-

Outdoor Advertising



Ad & banner spaces,
product placements and
promotional areas

Special rates for all bookings: 10% discount for registered jazzahead! participants

WEB BANNER on jazzahead.de (limited)

Page impressions

> 450.000 p.a. Positioning is subject to availability / Positioning for partners on selected pages

Stand-alone banner

400 x 250 px (W x H) · JPG or PNG



Cost per month banner placement



Jun, Jul, Aug

450 €

Sep, Dec, Jan, Feb, May

650 €

Oct, Nov, March

850 €

1 week banner placement



Apr

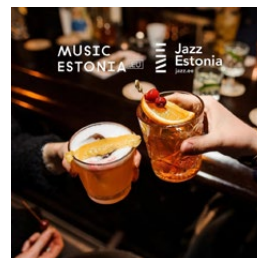
300 €

jazzahead! week

500 €

Banner in content

250 x 250 px (W x H) · JPG or PNG



Cost per month banner placement



Jun, Jul, Aug

350 €

Sep, Dec, Jan, Feb, May

500 €

Oct, Nov, March

650 €

1 week banner placement



Apr

200 €

jazzahead! week

450 €

Reserve web banners at least **2 weeks** before publication | Web banner due **1 week** before publication

Ad Specs: File: JPG or PNG | Resolution: 72 dpi

INDIVIDUAL BRANDINGS & PLACEMENTS



jazzahead! BAG INSERTS

Circulation: **2.500** pieces
Distribution on-site for registered participants only

Possible inserts: i.e. postcards, CDs, merchandise items, print materials up to a weight of **350 gr**. Enclosure of magazines reserved for selected partners.

€ 980,-



Wristbands (different days)

€ 700,- 350 x 15 mm (L x H)
Day Wristbands
€ 1.500,- All DAYS Wristbands or CLUBNIGHT



Lanyards

830 x 20 mm (L x H)
With logo placement for selected partners only

All prices plus 19% VAT if applicable

Wanted



We are looking for

... bag sponsors

... exclusive partner

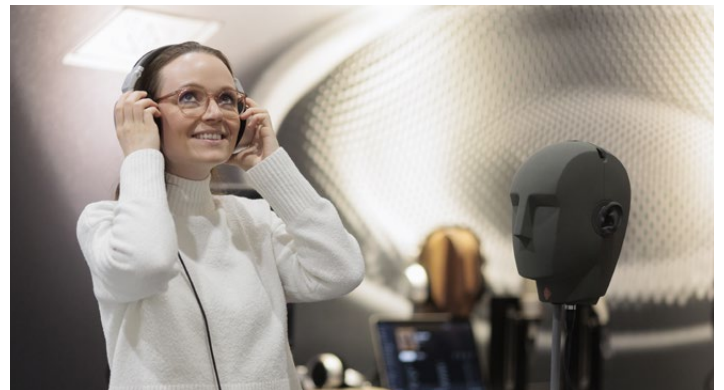
for extra logo placement,
upon request

... sustainable products

to put into our bags

... lanyard sponsors

for different target groups



We are looking for

... promotional partners for
our "work and meet areas"

... mobility partners

on regional, national,
international scales

... sponsors/vendors who have

important products to present
to a trade fair and festival
audience



Photo credits: MESSE BREMEN, Andrea Kueppers, Jan Rathke, Jens Schlenker Jörg Sarbach

GET IN TOUCH:

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