

AKTUELLT • PRODUKTNYHETER | LEDARE • BÖRJAR MED EN BLOCKFLÖJT

mm
MUSIKERMAGASINET
NR 1-2023 • UTGÅVA 414 • PRIS 79:--

VI TESTAR

WARM AUDIO

CENTAVO & WARMDRIVE

GUIDER

UTBILDNINGSGUIDE

MUSIKUTBILDNINGAR I SVERIGE HT'23

EGENDISTRIBUTION

PUBLICERA OCH FÅ UT DIN EGEN MUSIK

ÖVRIGA TESTER

NEUMANN

STUDIO HEADPHONE NDH 30

CHERRY AUDIO

PLUGINSAMLING

REPORTAGE

SOUNDTRACK YOUR BRAND - MUSIKSTREAMING FÖR FÖRETAG

GUINJARE OLSSON

AKTUELLT • PRODUKTNYHETER | EN ENDA LÅT...

mm
MUSIKERMAGASINET
NR 5-2023 • UTGÅVA 418

VI TESTAR

FENDER

HAMMERTONE SPACE DELAY, REVERB & OVERDRIVE

STOR INTERVJU

TÄGELLE OM DEN SVENSKA VREDEN

ÖVRIGA TESTER

STEINBERG
FALCON /
TWO NOTES
REVOLT GUITAR
TEENAGE ENGINEERING

AKTUELLT • PRODUKTNYHETER | TRÅKIGA NYHETER

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MUSIKERMAGASINET
NR 6-2023 • UTGÅVA 419

VI TESTAR

T-REX

BINSON ECHOREC - DRUM DELAY

STOR INTERVJU

NUNO BETENKOURT OM EXTREMES NYA STUDIOALBUM

ÖVRIGA TESTER

BITWIG
STUDIO 5
URBAN PICKUPS
THE MUD & THE CLEAN, P, JAZZ SAMI, CUSTOM DINGWALL PICKUP
SPITFIRE AUDIO
JUPITER BY TREVOR HORN & BBC'S SYMPHONY ORCHESTRA PIANO
AUDIOEASE
ALIVREB 7 OCH TIO ANDRA REVERB - PIGGA PLUGGAR SPECIAL

Reach 60,000 musicians today!

MM is the Nordic region's leading magazine and website for musicians. Here you can read fresh product news, exclusive reports on classical music studios and manufacturers, band and artist interviews with music technique and execution in focus, useful guides and masterclasses, as well as in-depth product tests written by some of Sweden's top musicians.

The magazine, which has been active since 1978, has been every musician's faithful companion since its inception. MM is today a dominant player in the digital arena with our website and collaborations with the digital services Readly and Paperton. We have also developed our own app which is available on the App Store and Google Play.

MM is the Nordic region's leading magazine for musicians, by musicians.

MUSIKERMAGASINET 2024

ISSUE	BOOKING	MATERIAL	PUBLICATION	SPECIAL
01	19 jan	2 feb	15 feb	Education
02	17 maj	31 maj	13 juni	
03	23 aug	6 sep	19 sep	
04	8 nov	22 nov	5 dec	

REACH Approximately 60,000 unique readers per issue such as music stores, studios, student unions and musicians throughout the Nordics
ISSUES PER ANNUM 4
DISTRIBUTION Paperton and Readly as well as our own app via the App Store and Google Play
WEBSITE 400-500 unique visitors per day

AD BOOKINGS
 Björn Hansen
 +46 31 77 56 551
 bjorn@hansenforlag.se

AD SIZES & PRICES

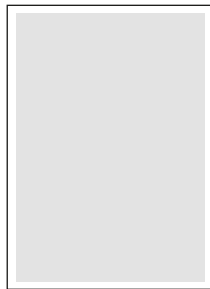
The formats in mm width x height. Current VAT is added.

Spread
44,600 SEK



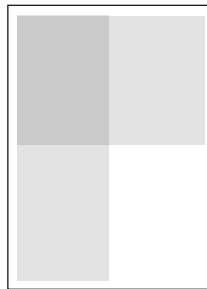
Type area: 420 x 270 mm
 Print-to-edge: 450 x 300 mm

Full page
24,700 SEK



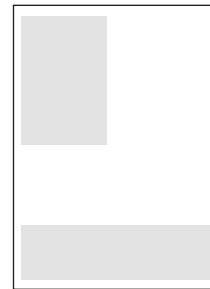
Type area: 195 x 270 mm
 Print-to-edge: 225 x 300 mm

Half page
14,600 SEK



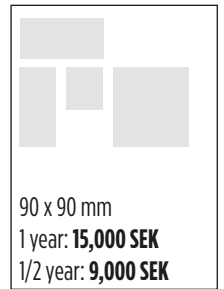
Type area (L): 195 x 130 mm
 Type area (P): 95 x 270 mm
 Print-to-edge (L): 225 x 145 mm
 Print-to-edge (P): 110 x 300 mm

Quarter page
8,600 SEK



Type area (L): 195 x 55 mm
 Type area (P): 95 x 130 mm
 Print-to-edge (L): 225 x 70 mm
 Print-to-edge (P): 110 x 145 mm

Galleria ad



90 x 90 mm
 1 year: **15,000 SEK**
 1/2 year: **9,000 SEK**
 44 x 90 or 90 x 44 mm
 1 year: **9,000 SEK**
 1/2 year: **5,300 SEK**
 44 x 44 mm
 1 year: **6,000 SEK**
 1/2 year: **3,950 SEK**

Back page: **29,600 SEK** | Other requested placement: **10% addition** | Inserts: **Ask for offer**
All ads are linked to any URL



Björn Hansen
 Sales Manager

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SPONSORED ARTICLE

Musikermagasinet offers the opportunity to publish sponsored articles in the magazine. A sponsored article, also called native advertising, means that the advertiser provides a basis for an article in the form of text, image and logo.

The material for a sponsored article is processed by our editorial staff and designed so that it resembles other editorial articles in the magazine. However, the article is clearly marked with an "ad" mark. A well-produced sponsored article engages and has a high reading value compared to traditional advertising.

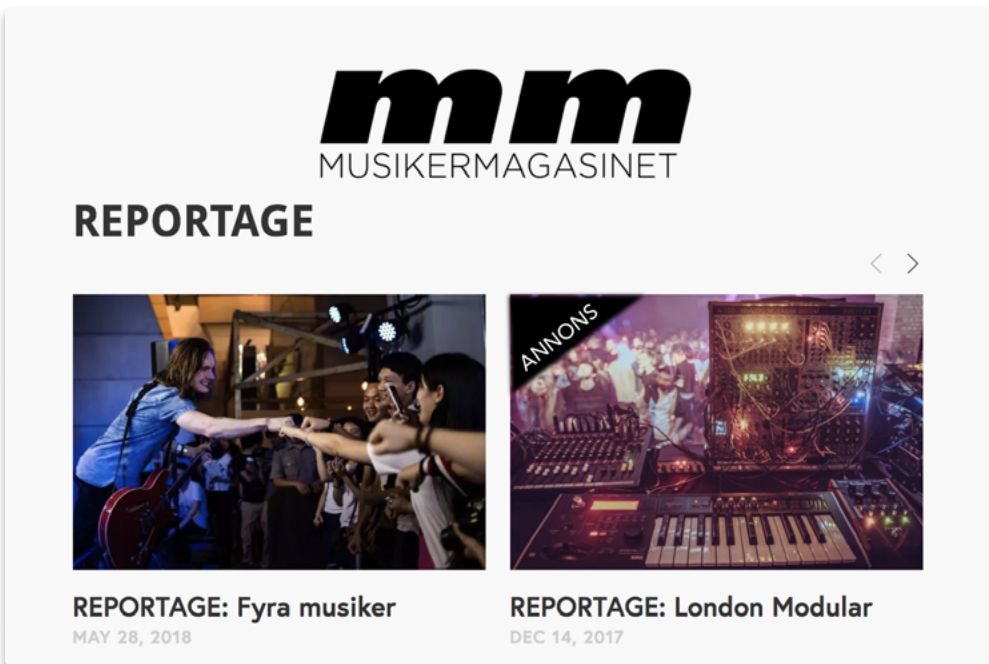


Spread in article form (maximum one per issue): **46,000 SEK**

Full page in article form (maximum two per issue): **26,000 SEK**

SPONSORED WEB ARTICLE

MM also offers the opportunity to publish sponsored articles on the website. The procedure is the same as for an advertisement in article form in the newspaper, but the publication takes place exclusively on our website.

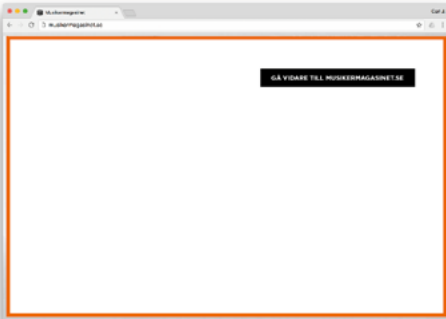


Web article max 5700 characters and 3 images (corresponds to spread): **28,000 SEK**

Web article max 2500 characters and 2 images (corresponds to full page): **16,000 SEK**

WEBSITE

Welcome page



Welcome page
20,000 SEK / month
1920 x 1080 px

First page

Top Module
10,000 SEK / month
1300 x 300 px

Center Module L
7,000 SEK / month
1000 x 300 px

Center Module M
6,000 SEK / month
1000 x 200 px

Center Module S
5,000 SEK / month
1000 x 100 px

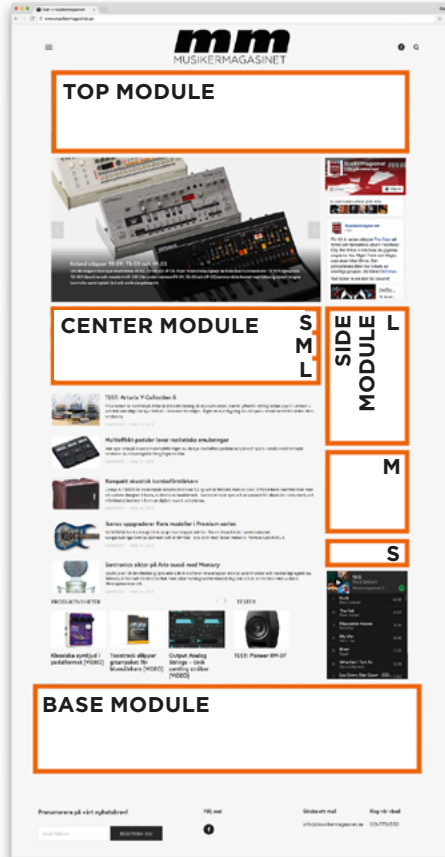
Side Module L
4,000 SEK / month
300 x 500 px

Side Module M
3,000 SEK / month
300 x 300 px

Side Module S
2,000 SEK / month
300 x 100 px

Base Module (All pages)
8,000 SEK / month
1300 x 300 px

First page



Inside pages

(all pages with news, reports, reviews, etc.)

Side Module L
7,000 SEK / month
300 x 500 px

Side Module M
6,000 SEK / month
300 x 300 px

Side Module S
5,000 SEK / month
300 x 100 px

Base Module (All pages)
8,000 SEK / month
1300 x 300 px

Inside pages



Musikermagasinet's website is adapted for reading on mobile.



NEWSLETTER

TOP



Nyhetsbrev Oktober

Detta nummer finns i tidningsbutikerna den 25/10

SVERIGES ENDA MUSIKTEKNIK TIDNING FÖR MUSIKER

I detta nummer av MM, ett specialnummer om plugins, har vi samlat ihop några av de hetaste testerna från året som gått. Vi återbesöker U-bros Sladhe, Antares Autotune 8, Spectrasonics masslösningspaket Omnisphere 2, trummaskin Heatbeat från Scottlive samt XLN DG10 och Addictive Trigger. Våra produktfotograf har även fått ett plugin/uppdrag tilldelat sig. Peter Marchione och Mikl'lastr även de just nu hetaste pluggarna på marknaden!



I detta nummer 11-2016

Musikermagasinet's newsletter is free of charge and is delivered once a month to 6,000 technology-driven musicians throughout Sweden. In the newsletter we keep our readers up to date on what is going on in the Swedish music scene and informs about interviews, features and reviews in the following issue of Musikermagasinet.

Top (Placed at the top)

4,900 SEK / mailings

600 x 150 px

Large (Placed in the center)

4,300 SEK / mailings

600 x 100 px

Medium (Placed at the bottom)

3,400 SEK / mailings

600 x 100 px

LARGE

Tio pluggar du inte kan leva utan – plus några till
Head to head – Peter vs Gunnar.

I denna artikel återbesöker två av MM's mest emblematiske återbesökare, Peter Marchione och Gunnar E. Olsson, två betydlösa erfarenheter i en diskussion om vilka pluggar som föregår en plats på toret.



Small (Placed at the bottom)

2,600 SEK / mailings

600 x 60 px

MEDIUM/SMALL

Blåta hänvisningar från redaktionen
Lena, Camilla, Björn, Fredrik, Henrik, Carl.

Musikermagasinet utkommer i Sverige, Norge, Danmark och Finland.
Är du inte prenumerant men vill bli, gå då in på denna länk.
Är du redan prenumerant så bekräftar du ditt namn här.

För att läsa alla artiklarna så måste man vara prenumerant.
Musikermagasinet är Sveriges enda musikteknik tidning.

Hansen Förlag AB
Drottninggatan 88, 434 30 Alingsås, Sverige.

TERMS: Invoice will be sent when advertisement has been published. Terms 10 days after invoice-date. Prices do not include Value Added Tax. Cancellations of advertisements will be accepted provided that a written notice to that effect is received by Hansen Förlag no later than 2 weeks prior to the date which the advertisements was scheduled for publication. Hansen Förlag will invoice you for any additional process or layout work if the advertisement material is not screen ready. Hansen Förlag will not be held responsible for any mistakes caused by faulty material or late delivery. Inserts must not contain third-party advertisements. Complaints must be made within 5 days from the publishing date. Prices and terms in this pricelist are subject to change.



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