

LEaT Media Data 2024

LEaT – Unit Professionel Technology & Live-Communication



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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)

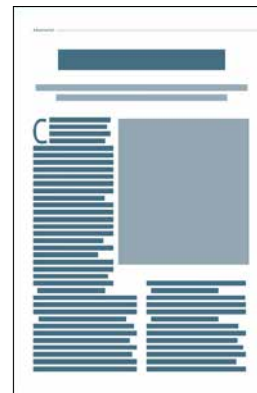
2,900 €



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 595 euros per dispatch

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

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.


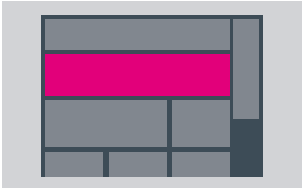

Minimum duration: 3 months, 150 euros/month



Advertising Banner

Special offers
for LEaT con
exhibitors on
page 15

Display Banner

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



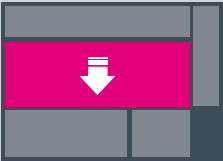

- Submission advertising files**
- all banner formats up to a max. of 100kb
 - file types: JPEG, GIF, HTML5
 - submission at least 5 days before initial campaign launch

* 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

Advertising Banner

Special offers
for LEaT con
exhibitors on
page 15

Display Banner

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

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 (Preis: 2026) ist wieder eine Emulation noch eine Neuentwicklung. Die Sepia-Module sollen vom Original-Hardware-Hersteller entwickelt werden, die sowohl die wichtigsten Komponenten aktueller Hardware abdecken als auch ausgefallene Designs wiederbeleben. Die Module sollen in einer Rack-Modul-Einheit untergebracht werden.
www.karno.com



ANKERPUNKT LOADPIT
 Ankerpunkt Rigging entwickelt ein Rackbausatz zur homogenen Lastverteilung für Freigang-Sitzgeleise mit Aufhängen. Wo ein Aufhänger eine aufgebogene Last bei Durchbiegung zunehmend auf das innere Gerüst der Freigang-Struktur verlagert, verteilt der LoadPit die Last gleichmäßig auf alle vier Ecken des Gerüsts. 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



ROE VANISH ST
 Die VST Serie ist in einem massiven Stahl mit den Abmessungen 1000 x 1000 mm und in Frontabständen von 4 mm (VST1) und 6 mm (VST2) erhältlich und soll als hochpräzisionsige Touring-Produkte die für den Aufwandsersatz erforderliche außergewöhnliche Haltbarkeit bieten. VAS1 und VAS2 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.
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 40°C und 90% relativer Luftfeuchtigkeit sowie in kalten Umgebungen von bis zu -40°C konzipiert. Mit der speziellen Kapselform, modifizierten Membranen und Mikrofonfingern 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



PRODUCTION PARTNER K.1003

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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 Ingrid Vater die Vater Tontechnik GmbH an seinen Partner und Nachfolger Eduard 'Edi' Hoffer, EdU und Hoffer, zu übertragen. Nach dem Zusammenstoß der beiden Firmen ist das neue Unternehmen besser aufgestellt. Mitarbeiter acht Mitarbeiter ermöglichen personelle Flexibilität. Der Materialpool wurde gleichermäÙen verkleinert und vorgefärdert. Insgesamt bietet das groÙe Unternehmen bessere Möglichkeiten zur Professionalisierung, zur besseren Prozesssteuerung und zur größeren Unabhängigkeit von Partnern und Lieferanten. Ingrid Vater wird künftig als Fachberaterin und seine Praxisführung in der Ausbildung von Fachkräften für Veranstaltungstechnik an der Multimedia EBS in Hannover einbringen.

EdU Hoffer und Ingrid Vater

Publitec vermietet Stromverteiler von StageSmarts



Publitec Präsentationsysteme & Eventservice hat seinen Mietbestand ausgebaut und bietet Stromverteileranlagen (C24-R-21) des schwedischen Herstellers StageSmarts an (Vertrieb: Trend). Diese sollen bei komplexen LED-Wänden maximale Aufhängelast und verbleibende Kontrolle inklusive der Möglichkeit eines kanalbezogenen Monats- von Surtain, wie Spezialist Niclas nahm bereits Anfang 2023 eine große Menge der StageSmarts C-Gerie in das eigene Mietangebot auf. So liegt Stagesmarts Geschäftsführer der Niclas Gruppe so wie von Publitec.

Hilg Stöpplein, Jörg Thöndel, Herbert Winkler, Martin Wickel

Produktion Partner 1.0203

Produktion Partner 1.0203

Moderne WLAN-Lösungen

Lösungen für Echtzeitinformationen, 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 „Self Check“ 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 Kursunterbrechungen beim Satelliteneinsatz, berücksichtigt.

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 €
TOPJOB (Attention boost: Prominent placement above all other jobs and in the TOPJOB slider)	99 €
ReachPLUS (increase in reach through targeted search engine marketing incl. free refresh)	270 €
Refresh (repositioning at the top of the hit list after 30 days)	49 €
Renewal (within active period)	245 € / 60 days
Reactivation (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

Contact: Sabine Vockrodt - Tel.: +49 731 88005-8222 | E-Mail: 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

Contact



Duc Nguyen

Director LEaT

+49 [731] 88005-2048

duc.nguyen@ebnermedia.de



Frauke Meilinger-Dreßen

Sales Manager

+49 [731] 88005-2021

frauke.meilinger-dressen@ebnermedia.de



Thomas Häger

Sales LEaT

+49 [176] 119 910 00

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.