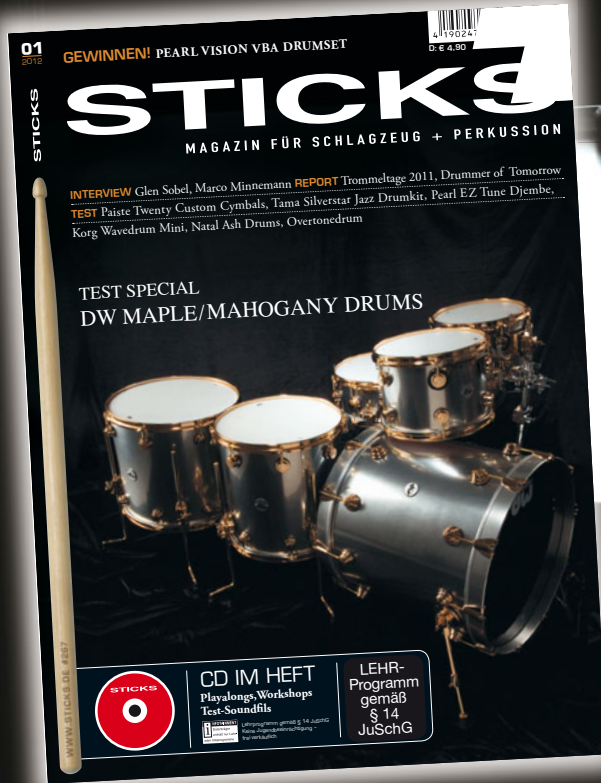


# Media Rates 2012



Since 1987

Monthly, CD included

Brand aware readers

Authentic advertising medium

Huge innovative publishing house

# STICKS

MAGAZIN FÜR SCHLAGZEUG + PERKUSSION



Circulation officially  
monitored by the IVW

**STICKS** is the only monthly German magazine about drums and percussion.

**STICKS** informs in interviews, reviews, reports and workshops about drummers and percussionists, equipment and manufacturers, drum schools, drum workshops and events of the drum scene as well as other relevant topics.

**STICKS** delivers every month up-to-date information for everyone interested in drums – from beginners to professionals. Produced by a team of professional drummers and percussionists, drum teachers and drum techs.

**STICKS** is the special interest magazine for everyone involved with drums and percussion, including a CD with playalong songs, soundfiles of review instruments and groove examples of drum and percussion workshops.

**STICKS** on the internet: [www.sticks.de](http://www.sticks.de)  
The website for every drummer and percussionist!

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## editors

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Chief editor: Axel Mikolajczak  
[redaktion@sticks.de](mailto:redaktion@sticks.de)

graphik, design, layout: Denis Metz, Ulrike Roesberg

composing: Uli Knipping, Frank Loevenich

STICKS is the only monthly German special interest magazine for drums and percussion, reaching professional musicians as well as amateurs, drum teachers, and drum students. A recent study shows an age structure of the readers with the age groups "13 - 20", "20 - 30", "30 - 40" and "40 - 50" being evenly represented.

The content is focussed on interviews with national and international musicians, historical and current features about drum and percussion manufacturers as well as drum events, tests of instruments and accessories, workshops and transcriptions, and current info and notation for the STICKS JAM Playalongs. These can be downloaded from the STICKS website @ [www.sticks.de/playalongs](http://www.sticks.de/playalongs). The website also offers access to the comprehensive STICKS archives with downloads of all the interviews, reports, reviews and workshops.

Recent polls show that reviews in STICKS are distinguished by high levels of competency and credibility and have a proven high influence on buying decisions of the readers. The constant influx of hundreds of monthly letters gives the editors of STICKS direct contact and fast reactions to the wishes and ideas of the STICKS readers. This ensures that STICKS will continue to stay the leading magazine by musicians for musicians in this field.

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## I V W

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Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V. (IVW), Berlin

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### MI - sector

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**KEYBOARDS** - The magazine for musicians - hardware instruments of all kinds from synthesizers to portables, from stage pianos to workstation keyboards.  
Contact: [redaktion@keyboards.de](mailto:redaktion@keyboards.de)  
[www.keyboards.de](http://www.keyboards.de)

**Sound & Recording** - The ultimate recording studio magazine.  
Contact: [redaktion@soundandrecording.de](mailto:redaktion@soundandrecording.de)  
[www.soundandrecording.de](http://www.soundandrecording.de)

**Gitarre & Bass** - The magazine for guitarists and bassists.  
Contact: [redaktion@gitarrebass.de](mailto:redaktion@gitarrebass.de)  
[www.gitarrebass.de](http://www.gitarrebass.de)

**STICKS** - The only monthly German magazine for drums and percussion.  
Contact: [redaktion@sticks.de](mailto:redaktion@sticks.de)  
[www.sticks.de](http://www.sticks.de)

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### PRO - sector

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**PRODUCTION PARTNER** - The leading magazine for sound reinforcement, lighting, stage-, projection- and event-technology.  
Contact: [redaktion@production-partner.de](mailto:redaktion@production-partner.de),  
[www.production-partner.de](http://www.production-partner.de)

**PROFESSIONAL system** - The magazine for system integration and digital signage.  
Contact: [redaktion@professional-system.de](mailto:redaktion@professional-system.de)  
[www.professional-system.de](http://www.professional-system.de)

**EVENT PARTNER** - The magazine for event marketing.  
Contact: [redaktion@event-partner.de](mailto:redaktion@event-partner.de)  
[www.event-partner.de](http://www.event-partner.de)

price list No. 23 valid from 1/1/2012

### advertisements

formats	b/w EURO	4-c EURO
2/1		4.680,50
1/1		2.461,-
2/3		2.145,50
1/2		1.494,-
1/3		1.161,-
1/4	519,-	940,-
1/6	368,-	553,-
1/8	309,-	471,-

### pro-shop

Special advertising Features in STICKS (3-columns setting) repeat ads are possible for 6 or 12 editions (no discount possible)

Prices in EURO per ad	booking			
	6 x b/w EURO	6 x 4-c EURO	12 x b/w EURO	12 x 4-c EURO
1/6 (59 x 127/122 x 63)	274,-	384,-	263,-	369,-
1/8 (59 x 95/185 x 30)	205,50	288,-	197,-	276,-
1/12 (59 x 63)	136,50	191,-	131,-	184,-
1/24 (59 x 30)	69,-	96,-	65,-	92,-

payment terms look at Prices Online

All prices are exclusive of potentially applicable print

### preferred placements

back cover:	+ 5%
inside back cover:	+ 3%
inside front cover:	+ 3%
fixed placements:	+ 5%

### sticks market

formats	b/w EURO	4-c EURO
1/16	179,-	276,-
1/32	119,50	177,-

### special inserts

on demand:  
++49/(0)22 36/96 217-74

### special editions

(Inquiries regarding re-prints and PDF versions):  
+49 (0)22 36/96 217-38 Paul Mistic  
or sonderdrucke@sticks.de

### classified ads

Prices are calculated according to lines of text (started):  
1 line = 25 characters

**Private classified ads:**  
€ 2,50 per line or part of line

**Business classified ads:**  
€ 5,- per line or part of line  
excl. VAT

**Charge for box numbers**  
€ 5,- incl. postage for forwarding responses (inland)

### discounts

discounts for multiple insertions within a one-year period

discounts		frequency	
volume based			
1 page	5%	3 ads	5%
3 pages	10%	6 ads	10%
6 pages	15%	12 ads	15%
12 pages	20%	24 ads	20%
24 pages	23%		

**discount for classified ads** 10%

**discount for want ads** 50%  
orders through agency 35% + 15%  
agency commission

**COMBI-discount** on demand  
not for classified ads

**agency commission** 15%

price list No. 23 valid from 1/1/2012

All prices are exclusive of potentially applicable sales tax

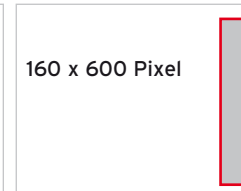
## TKP-Staffelung :

Je 1.000 Impressions = 24,00 Euro  
 Ab 100.000 Impressions = 19,00 Euro  
 Ab 1.000.000 Impressions = 15,00 Euro

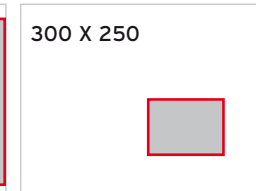
**Superbanner**



**Skyscraper**



**Rectangle**



Bannersizes up to 50 KB, formats SWF, GIF, JPG. For Flash files fall-back-images are required. Detailed specs on demand.

## Premium-Pakete für Großkunden

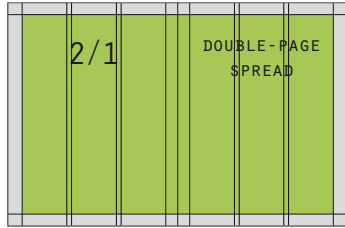
Für Ihre zukunftsorientierten Online-Werbeaktivitäten stellen wir Ihnen drei Premium-Pakete zur Verfügung. Jeweils buchbar für 12 Monate.

Preis/Monat		Superbanner	Skyscraper	Rectangle	Newsletter-Belegung
Preise zzgl. ges. MwSt.		728 x 90	160 x 600	300 x 250	nach Verfügbarkeit, 1 Banner
Gold	3.090 Euro	10	10	10	3
Silber	2.060 Euro	6	6	6	2
Bronze	1.030 Euro	3	3	3	1

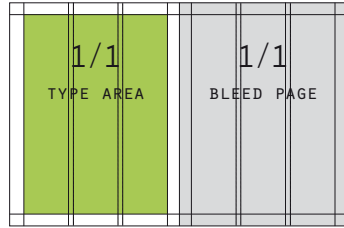
issue	advertising deadline	printing deadline	date of publication	trade fairs
02/12	19.12.2011	23.12.2011	27.01.2012	
03/12	30.01.2012	03.02.2012	24.02.2012	NAMM Show Winter Anaheim 13.01. - 16.01.
04/12	27.02.2012	02.03.2012	23.03.2012	
05/12	02.04.2012	05.04.2012	27.04.2012	
06/12	30.04.2012	04.05.2012	25.05.2012	Musikmesse Frankfurt 06.04. - 09.04.
07/12	04.06.2012	08.06.2012	29.06.2012	
08/12	02.07.2012	06.07.2012	27.07.2012	NAMM Show Summer Nashville 21.07. - 23.07.
09/12	06.08.2012	10.08.2012	31.08.2012	42th AES Conference Ilmenau 22.07. - 24.07.
10/12	03.09.2012	07.09.2012	28.09.2012	
11/12	01.10.2012	05.10.2012	26.10.2012	Music China Shanghai 11.10. - 14.10.
12/12	05.11.2012	09.11.2012	30.11.2012	SAE Alumni Convention Berlin 13.10. - 14.10.
01/13	26.11.2012	30.11.2012	21.12.2012	Musik Produktiv Hausmesse Ibbsbüren 04.11. - 06.11.

## A D - F O R M A T S

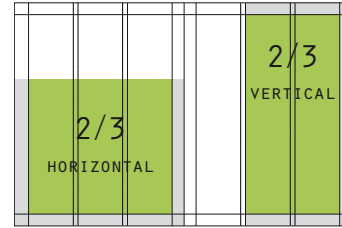
Sizes millimeter (10 mm = 0,3937 inch/1 inch = 25,4 mm) width × height • Bleed: plus 5 mm trim round about bleed pages



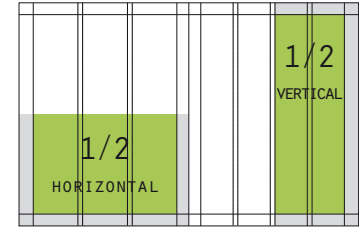
type area: 390 × 254  
bleed page: 426 × 280



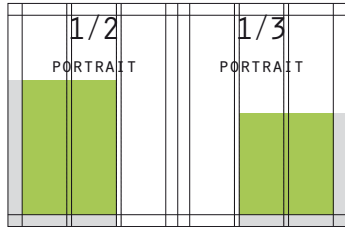
185 × 254      213 × 280



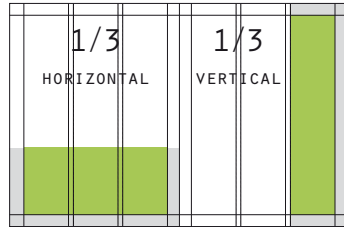
185 × 169      122 × 254\*  
213 × 184\*      137 × 280\*



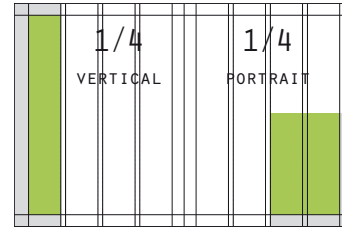
185 × 127      90 × 254  
213 × 142\*      105 × 280\*



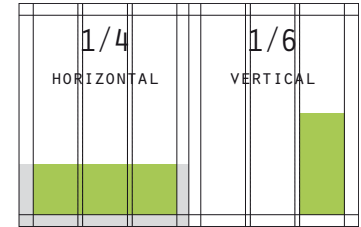
122 × 169\*      122 × 127\*  
137 × 184\*      137 × 139\*



185 × 84      59 × 254\*  
213 × 99\*      74 × 280\*



43 × 254      90 × 127  
58 × 280\*      105 × 139\*



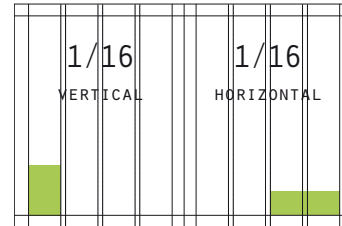
185 × 63      59 × 127\*  
213 × 78\*      105 × 139\*



43 × 127      185 × 30



90 × 63      59 × 63\*



43 × 63      90 × 30



59 × 30\*      43 × 30

\* Not possible as a ad in jobmarket

## reprints



12 pages  
folder



10 pages  
folder



8 pages  
folder



6 pages  
folder



4 pages  
folder

### Use the strong impact of special reprints!

Features in **Sticks** about your company and your products have a high value for your customers in their decision making. The features are impartial and written with the approved competence of **Sticks**.

With our reprints we offer you the possibility to use the advertising impact of such features by applying them in your own marketing activities. For this purpose we provide you with a special reprint of the original layout. If requested we can change the original advertisements to your own.

Special reprints are an ideal marketing tool and can be used ...

- as part of a mailing
- as a completion of your prospectuses for trade fairs and events
- by your distributors as additional info material

You can also buy reprints in digital form as PDF files (72 dpi resolution) - adding a reference to the content of your homepage which will be seen as impartial and reliable by your customers.

Inquiries to [sonderdruck@sticks.de](mailto:sonderdruck@sticks.de)

Or by telephone: Paul Mistic  
02236 - 96217-38

## information for printing process

Magazine format:	213 x 280
Method of printing:	digital
Printing process:	offset

### Multicolour ads:

In the case that black is omitted in processing a multicolour ad, this will not alter the charge. If, in the case of formats with a gutter bleed, different additional colours are used on each side of a double page, each page will be charged separately according to the rates for partial formats.

**Special colours** or tones which cannot be achieved by combining colours in the Eurokala are possible but require prior agreement. Details can be provided on request. **Minor tone variations** in offset printing are permitted within the tolerance area. Corrections will be made against a proof.

### Advertisement placements:

A confirmed placement is no longer valid, if the printing material has not arrived until deadline at Musik-Media.

### Checklist data transfer:

Before you start the digital transfer, please make sure to send the checklist for data transfer first. Usually you get this checklist together with your confirmation order.

You can also order your checklist by telephone: +49 (0)2236/96217-85 or download the checklist from [www.musikmedia.de](http://www.musikmedia.de), keyword: "Checklist Datatransfer"

### Claims for compensation

We only accept responsibility for the perfect processing and publication of digitally transferred advertising copy when the guidelines listed above have been complied with. The publishing house may reject data that does not match the guidelines. No claim for a price reduction will be accepted for unsatisfactory printed results that are due to the customer deviating from the guidelines.

Transferred data will be deleted three months after the publication of the advertisement.

Transferred data that deviates from the above technical instructions and that require additional work will be invoiced at an hourly rate of Euro 100. All claims by the orderer, with the exception of obvious deficiencies, must be asserted in writing within four weeks after receiving the invoice and voucher copy.

## guidelines for the digital transfer of advertising copy

All Musik-Media magazines - Keyboards, Gitarre & Bass, Sound & Recording and Sticks (MI), Production Partner, Event Partner and Professional System (PRO) - are **produced digitally**.

Please follow these guidelines in order to ensure a problem free data transfer and the best possible printed result.

### operating systems

Macintosh, PC

### programs

Quark Xpress  
Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator

### data format / image data / compression

Image data: TIFF; EPS, JPEG, PDF,

Colours: cyan, magenta, yellow, black (EUROSCALA)

For perfect print quality continuous tone images should be scanned at a minimum of 300 dpi.

For line art the minimum resolution is 600 dpi and 1200 dpi is ideal.

**Compressed files: None of the image elements that are used should be compressed. Do not use JPEG or similar compression.**

The whole file may however be stuffed as SEA, SIT, ZIP or EXE (SEA)

### fonts

Include all character sets. Special fonts, e.g. logo fonts should also be included. TrueType fonts may not be used.

When several related files are to be transferred please ensure that these files are placed in a single Directory (Folder). We undertake to check received files within one working day. You will immediately be informed of any incorrect data or files. Please enter contact details in the checklist.

### Prior to data transfer

**ORDER:** Please ensure that an order for your advertisement has been sent to Musik-Media

**FAX:** Send us the CHECKLIST FOR DATA TRANSFER and a binding print out

For Keyboards, Gitarre & Bass, Sound & Recording and Sticks to ++49/(0)2236/96217-70

For Production Partner, Event Partner and Professional System to ++49/(0)2236/96217-88

**PROOF:** For colour advertisements please send a binding proof to:

**MM-Musik-Media-Verlag GmbH & Co. KG**  
**att. Vivien Hauser (MI) or**  
**att. Marion Bondar (PRO)**  
**Emil-Hoffmann-Str. 13**  
**D-50996 Köln**  
**Germany**

**CD-ROM:** Please send CD-ROMS to the Musik-Media address until the deadline of printing material.

**E-MAIL:** advertising@musikmedia.de (maximal 20 MB)

**INTERNET:** data transfer by browser: At <http://anzeigen.musikmedia.de> you have the opportunity to load the advertisement data onto our server. Please follow the guidelines of our advertisement system and please have patience! Do not access during the transmission on the Browser, otherwise it comes to the abort. Wait to itself the Browser Window again is constructed and the transmission are complete.

If you have further questions or need more technical information (ftp-upload) please feel free to contact us by telephone ++49/(0)2236/96217-20.

# GENERAL TERMS AND CONDITIONS

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## general terms and conditions

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1. "Advertisement order" within the meaning of the following general conditions of acceptance is the contract for the publication of one or more advertisements by an advertiser or other space buyer in a publication for the purpose of dissemination.

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2. Where doubt exists advertisements are to be released for publication within one year of conclusion of a contract. If a contract allows for the release of individual advertisements, the order must be processed within one year of the advertisement appearing for the first time, provided the first advertisement is released and published within the period specified in section 1.

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3. In the event of a contract being concluded the orderer is entitled to release further advertisements exceeding the advertisement volume specified in the contract within the period agreed or the period specified in section 2, whichever is applicable.

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4. In the event of a contract not being performed for reasons for which the publishing company is not responsible, the orderer, notwithstanding any other legal obligations, must reimburse the publishing company the difference between the discount granted and the relevant discount for the number of advertisements actually published. Reimbursement need not be effected if the failure to perform is attributable to force majeure within the scope of the publishing company's risk.

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5. When calculating the amount of text to be published the text millimetre lines are converted into advertisement millimetres in accordance with the price.

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6. Advertisements and inserts shall only be included in specified issues, specified editions or in specified positions in the publication if the orderer has stated that the advertisement or insert must appear in specified issues, specified editions or in specific positions in the publication and the publishing company has provided written confirmation to this effect. Classified advertisements will appear in the appropriate special section without express agreement being required.

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7. Textual advertisements are advertisements which border on text on at least three sides and do not border on other advertisements. Advertisements which from their copy or layout are not recognisable as advertisements shall be rendered recognisable as such by the publishing company by the addition of the word "advertisement".

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8. The publishing company reserves the right to reject both advertisement orders, including individual releases within the framework of a contract, as well as insert orders, on account of their content, their origin or their technical form in accordance with uniform, objectively justified principles, if, in the due judgement of the publishing company, their contents contravene laws or official directives or are likely to cause offence, or their publication cannot be expected of the publishing company. This also applies to orders placed at registered or branch offices or agencies. Insert orders are only binding for the publishing company once a specimen copy of the insert has been submitted and approved. Inserts shall not be accepted which, by nature of their size or appearance, give the reader the impression of being a part of the newspaper or magazine, or which contain advertisements of a third party.

The orderer will be notified without delay of the rejection of an order.

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9. Prompt submission of the advertising text and faultless copy or of the inserts, glued-in inserts etc. is the responsibility of the orderer. The publishing company shall demand immediate replacements for recognisably unsuitable or damaged copy. The publishing company warrants usual printing quality within the scope of possibilities of the copy provided for the issue in which the order is to appear.

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10. In the event of the printed advertisement being partially or entirely illegible, incorrect or incompletely reproduced, the orderer may claim price abatement or a faultless replacement advertisement, but only to the extent to which the advertisement was impaired in its purpose. In the event of the publishing company allowing a reasonable extension period granted to it to elapse, or of a replacement advertisement again failing to be acceptable, the orderer has the right of cancellation.

Claims for compensation for collateral negligence, culpa in contrahendo or wrongful act are excluded even for orders placed by telephone; claims for compensation resulting from impossibility of performance and default are limited to compensation for foreseeable damage and the compensation payable for the advertisement or insert in question. This does not apply to intent and gross negligence on the part of the publishing company, its legal representative or its vicarious agent.

The liability of the publishing company for damage caused by lack of warranted qualifications remains unaffected. Nor is the publishing company liable in commercial business dealings for gross negligence on the part of vicarious agents; in all other cases the liability to merchants for gross negligence is limited to the foreseeable damage to the value of the compensation to be paid for the advertisement in question.

All claims by the orderer, with the exception of obvious deficiencies, must be asserted within four weeks of receipt of invoice and voucher copy.

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11. Proofs will be supplied at the orderer's express wish. The orderer is responsible for the correctness of the returned proofs. The publishing company will act on all corrections to which attention is drawn within the period set at the time of despatch of the proof.

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12. Provided no particular size has been specified the order will be charged on the basis of the print height actually used usual for the type of advertisement.

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13. Unless the orderer effects prepayment the invoice will be sent immediately, at all events however, fourteen days following publication of the advertisement.

The invoice is to be paid within the period specified in the price list on commencing from the receipt of the invoice, unless another period or prepayment has been agreed for the case in question. Any discounts for early payment will be granted in accordance with the price list.

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14. In the event of default or delay in payment interest charges in accordance with those listed in the pricelist together with collection expenses will be levied. However, the orderer retains the right to furnish proof that the loss incurred is substantially less serious. In the event of default the publishing company may delay further performance of the current order until payment has been effected, as well as demand prepayment of the remaining advertisements.

In the case of justified doubt in the ability of the orderer to effect payment the publishing company has the right, even during the duration of an advertisement contract, to make the appearance of further advertisements dependent upon the prepayment of the sum in question and of settlement of outstanding invoices without regard to the terms of payment originally agreed upon.

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## GENERAL TERMS AND CONDITIONS

15. Upon request the publishing company will supply a voucher copy of the advertisement together with the invoice. Depending on the nature and size of the advertisement order clippings, tear sheets, or complete voucher copies will be supplied. If it is no longer possible to obtain a voucher copy, a legally binding certification confirming that the advertisement was published and disseminated will be provided by the publishing company in its stead.

16. The orderer shall bear the expense of the preparation of copy and drawings ordered, or of alterations requested by the orderer, or of reasonable alterations which differ substantially from the version originally agreed upon.

17. Where a contract has been signed for the publication of a series of advertisements a claim can be deduced in the event of a reduction in the number of copies printed, if, on overall average for the insertion year commencing with the appearance of the first advertisement, the circulation falls below the average circulation quoted in the price list or otherwise specified, or, in cases where no circulation is specified, the average number of copies sold in the previous calendar year (in the case of specialist publications this may be the average number of copies actually disseminated).

A reduction in the print run is only a deficiency justifying a reduction in price if the reduction amounts to

20 % in the case of a circulation of up to	50,000 copies
15 % in the case of a circulation of up to	100,000 copies
10 % in the case of a circulation of up to	500,000 copies
5 % in the case of a circulation exceeding	500,000 copies

Furthermore, reductions in contract price are excluded in cases where the publishing company informed the orderer of the reduction in circulation sufficiently early so as to allow the latter enough time to terminate the contract before the advertisement appeared.

18. In the case of box number advertisement the publishing company entrusts the custody and prompt forwarding of the offers to the care of a serious businessman. Registered letters and express letters in reply to box number advertisements will be forwarded by standard post. Letters received in reply to box number advertisements will be kept for four weeks. Letters not collected within this period will be destroyed. The publishing company returns valuable documents, although no such obligation exists. In the interest and for the protection of the orderer the publishing company reserves the right to open offers received for examination to ensure that the box number service is not misused. The publishing company is not obliged to forward commercial recommendations or offers of mediation.

19. Text and layout will only be returned to the orderer in response to a specific request so to do. The obligation to keep text and layout in safe custody elapses three months after expiry of the contract.

20. Place of performance is the registered office of the publishing company. In business transactions with merchants, juristic persons under public law or separate estates under public law the place of jurisdiction for legal action is the registered office of the publishing company. If the domicile or place of habitual residence of the orderer, even in the case of non-merchants, is unknown at the time of the commencement of an action, or if the orderer alters his/her domicile or place of habitual residence to a place outside the jurisdiction of the law following conclusion of the contract, the place of jurisdiction is agreed upon as being the registered office of the publishing company.

Additional conditions of acceptance of the publishing company

a) While exercising all due diligence when accepting and examining the advertisement copy, no liability attaches to the publishing company if misled or deceived by the orderer.

By placing an advertisement order the advertiser undertakes to bear the expense of the publication of a counterrepresentation referring to actual claims made in the published advertisement in accordance with the advertisement rates valid at the time.

b) The orderer bears the responsibility for the content and the legal permissibility of the text and illustrations provided for the insertion. It is incumbent upon the orderer to indemnify the publishing company with respect to the claims of third parties arising against the publishing company from the execution of an order, even if it was not suspended in time. The publishing company is not obliged to check orders and advertisements with a view to their infringing the rights of third parties. In the event of advertisements appearing which were not suspended in time, no claims of the advertiser can be made against the publishing company. The orderer also releases the publishing company from all claims resulting from infringement of copyright.

c) Notification of cancellations must be given in writing. In the event of an advertisement being cancelled the publishing company can demand payment of the composition costs incurred.

d) Cases of force majeure and industrial action for which the publishing company bears no responsibility release the publishing company from the obligation to fulfil contracts and to pay compensation.

e) The publishing company accepts no liability for errors in the transmission by telephone of advertisements, changes of the appointed date of appearance or of the issue in which the advertisement is to appear, of corrections to the text, or of cancellations.

f) Claims arising from incorrect printing of repeat advertisements are excluded if the advertiser had the opportunity of drawing attention to the error prior to the printing of the advertisement immediately following. The claim to payment of the publishing company remains unaffected.

g) The advertiser may lay retrospective claim to the corresponding discount for the actual number of advertisements printed within the one-year period if, at the beginning of the period, he concluded a contract which, in accordance with price list, would have entitled him to a rebate from the very beginning. The claim to retrospective rebate lapses if not pressed within one month of the expiry of the one year period.

h) A trade discount of ten percent on the standard price shall only be granted for direct advertising orders.

i) The publishing company reserves the right to fix special rates for advertisements in publishers inserts, special publications and specials/special editions. The publishing company further reserves the right to correct (credit notes, additional charges) incorrect invoices within six months of the making out of the invoice.

j) Space brokers and advertising agencies are obliged to adhere to the prices listed by the publishing company when making their offers to, as well as concluding contracts and settling accounts with advertisers. The agency commission granted by the publishing company may not be passed on to the advertiser either in full or in part.

k) Personal liability of the representative of an orderer: If the orderer is a juristic person, or otherwise limited liability (eg. GmbH), the person signing on behalf of the orderer is personally liable to the publishing company as a guarantor who has waived his plea of primary recourse against the principal debtor.

l) Data protection: Pursuant to §26 of the (German) Federal Data Protection Act we draw attention to the fact that within the framework of the business relations the required customer and supplier data are stored with the aid of electronic data processing equipment.

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