STICKS
PLAY. DRUMS. BETTER.

Media Rates 2020

Price list no. 31, 01.01.2020
About Us

With over 30 years of experience, STICKS online provides current news and stories from the world of drums and percussion: interviews with the stars of the drummer scene, backstage reports, reviews of new instruments, workshops on the latest tricks and interesting facts about drums and percussion - essential information for all those interested in drums, from beginners to professionals.

Christiane Weyres
Sales Manager

Axel Mikolajczak
Chief Editor

70,000 Page Impression
9,000+ Newsletter Subscribers
9,000+ Facebook Fans
TARGET GROUP

Demography
• 90% of our readers (offline and online) are male
• 58% are between the ages of 35 and 54
• 56% are married
• 25% live in a big city with more than 100,000 residents
• Half are college educated (bachelor, master, diploma, PhD) and 47% are employed fulltime
• Nearly half earn a monthly salary above € 2,000

Relationship To Music
• 92% of our readers make music themselves
• 74% actively play in a band and over 70% regard themselves as advanced or experienced musicians
• Which instruments do they play: drums (91%), electric drums (39%), percussion (31%), cajón (30%)
• Round about 3/4 update themselves about new musical instruments and read stories at least once per week
• More than 3/4 get their information from social media, newsletters and magazines (76%)
• 35% bought new equipment during the past month, 66% did so during the past year
• 40% spend up to € 100 on music and musical instruments each month

Source: Sticks Survey 2018

Interests
• Top three interests
  • Sports (42%)
  • Travel (40%)
  • Films (32%)
• 60% do not yet use a music-streaming service
• 35% went to a concert during the past four weeks; 70% did so during the past 12 months
At sticks.de you have the opportunity to present your products in a thematically relevant and search engine optimised environment and to anchor them in the mindset of the reader by means of a direct approach via newsletter.

**Basic**
- 5,000 Ad Impression Billboard
- 5,000 Ad Impression Rectangle
- 4 Weeks Newsletter
- 535 € net

**Advanced**
- 10,000 Ad Impression Billboard
- 10,000 Ad Impression Rectangle
- 8 Weeks Newsletter
- 1,000 € net

**Premium**
- 20,000 Ad Impression Billboard
- 20,000 Ad Impression Rectangle
- 12 Weeks Newsletter
- 1,740 € net

**Display Flights**

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**Billing**
- Contact: emil@silence.de
- Tel: 0179 4735212
- www.sticks.de

**Invoice**
- 993 213 1010
- 0180 5250727

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**Advertisement**
- Privacy Policy
- Cookie Policy
With Content Marketing you can inform, advise and entertain your target group and convince them of your product with different approaches. Our topic experts are at your side to advise you in the creation and implementation.

**Basic**
- 1x Advertorial
- 1x Newsletter Post
- 1x Social Media Post
- 700 € net

**Advanced**
- 1x Advertorial
- 4x Newsletter Post
- 4x Facebook Post
- 1,200 € net

**Premium**
- 2x Advertorial
- 8x Newsletter Post
- 8x Social Media Post
- 2,000 € net
We look forward to your inquiry!

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