

# HiFi ViSiON

The biggest HiFi magazine in the world!

**Media kit 2018**

# HiFi ViSiON

## The biggest HiFi magazine in the world!

HiFi Vision magazine is the digital magazine about HiFi, home cinema, high end HiFi and consumer electronics with the widest range. It appears weekly and can be downloaded for free for iPad and iPhone from the Apple app store.

### Target group „Tablet“:

- High income: 56% earn more than 75,000 Euro<sup>(1)</sup>
- Highly educated: 55% with university degrees<sup>(2)</sup>
- Average age: 46 years<sup>(2)</sup>



Sources:

(1) VDZ: Zeitschriftennutzung auf dem iPad (08-2012))

(2) Reader's Survey (10/2014)

# HiFi ViSION

## Focus



### **Qualified reviews**

Michael E. Brieden publishing house has been publishing competent reviews of consumer electronics and technology for more than 25 years. With own test laboratories, dedicated test rooms and standardized test criteria we create comparability and produce more than 1000 reviews per year.

### **Fascination Technology**

Every week the reader can find reviews, trends, tips and service articles from the world of consumer electronics in HiFi Vision. A modern layout and the interactive functions make HiFi Vision a modern reading enjoyment.



### **Which device shall I buy?**

HiFi Vision is THE information source that influences the buying decision process thanks to detailed comparison and individual tests in all areas of consumer electronics. The easily understandable coverage conveys the enjoyment of HiFi and helps to keep an overview of the complicated technology. Service topics support the reader in using their devices and offer professional advice.



# Advertisement format, prices & interactivity

## Advertisement prices:

1/1 page, term 4 weeks	4,990 Euro
Splash Screen	45 Euro CPM
Special formats	on request

## Media Facts:

- Audience Ø 35 000

## Advertisement

1/1 Seite

- 1536 x 1920 px (H x W, PDF, 264 ppi, RGB)
- **File format for additional images:**  
JPG (maximal width 1000 px, maximal height 1000 px)
- **File format for videos:** .mp4, .mov, .m4v

## Your individual story!

Please contact us, we will be happy to advise you in the implementation of your individual interactive story!

## Interactive buttons for your advertisement:

- With these buttons you can design an interactive ad. Simply send us information about which buttons you want to use, the necessary files or links and an outline where the buttons should be placed, additionally to your advertisement motive.



Bild/Foto



Video



Homepage



Twitter



Information



Tipp



Testbericht



Facebook-Fanpage



Google+



Werbespot

# HiFi Vision Catalog Promotion

## Show your products to a large audience!

	Price per Download
Exclusive placement on the app startpage	0,60 Euro excl. VAT
Standard placement in the „catalogs“ tab	0,40 Euro excl. VAT

- **Perfect target group:** HiFi Vision is the largest independent consumer electronics magazine on iOS
- **Exclusive placement:** Best visibility
- **Interactive:** Image zoom, videos and links
- **Fair:** Cost per download



- 1536 x 1920 px (H x W, PDF, 264 ppi, RGB)

## Dates of publication

1	03.01.2018	27	04.07.2018
2	10.01.2018	28	11.07.2018
3	17.01.2018	29	18.07.2018
4	24.01.2018	30	25.07.2018
5	31.01.2018	31	01.08.2018
6	07.02.2018	32	08.08.2018
7	14.02.2018	33	15.08.2018
8	21.02.2018	34	22.08.2018
9	28.02.2018	35	29.08.2018
10	07.03.2018	36	05.09.2018
11	14.03.2018	37	12.09.2018
12	21.03.2018	38	19.09.2018
13	28.03.2018	39	26.09.2018
14	04.04.2018	40	03.10.2018
15	11.04.2018	41	10.10.2018
16	18.04.2018	42	17.10.2018
17	25.04.2018	43	24.10.2018
18	02.05.2018	44	31.10.2018
19	09.05.2018	45	07.11.2018
20	16.05.2018	46	14.11.2018
21	23.05.2018	47	21.11.2018
22	30.05.2018	48	28.11.2018
23	06.06.2018	49	05.12.2018
24	13.06.2018	50	12.12.2018
25	20.06.2018	51/52	19.12.2018
26	27.06.2018		

### Closing date:

14 days before date of publication

## Contact

### Your contact person:

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### General terms and conditions:

<http://www.hifivision.net/agb>