

Gonzo (circus) adrates 2023

GONZO
(circus)
TIJDSCHRIFT + CD OVER VERNIEUWENDE MUZIEK EN CULTUUR

Mission Statement in brief

- Gonzo (circus) is a print magazine
- Gonzo (circus) wants to be a reference guide for everyone who's looking for innovation in music, movie and culture: experimental, tasteful, alternative, small-scaled, non-commercial and contemporary.
- Gonzo (circus) believes music, culture and society are intertwined: music and art result from the personal interaction of a talented individual with the world around him/her.
- Gonzo (circus) is niche, independent and dedicated. Gonzo (circus) supports local and global scenes.

Our Readers

Our readers are dedicated music lovers, professionals, early adopters, 'culture vultures'. Their musical preferences are alternative/indie rock and post-rock, vart-rock, experimental, electronic, kraut, (industrial) noise, techno, ambient, jazz and improv

General profile

- 90% male, 10% female, average age: 39
- 10% students, 85% working
- 75% received higher education (university or similar)
- 60% of the Gonzo (circus) readers are professionals in music and culture

Reading habits & rating

- 84% readers keeps the magazine for future reference
- 99% listens to the Mind The Gap-compilations
- 62% listens to each extra compilation

Cultural behaviour

- 55% attends more than 10 gigs each year
- 56% visits at least three exhibitions per year
- 43% visits at least one film festival per year
- 25% regularly visits a theatre



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Basic Info

frequency: 6 times in a year

range: 5.500 readers

distribution: controlled circulation, subscriptions, for sale in shops in Belgium and the Netherlands

Website: 18.000 visitors per month

Emailnewsletter: 17.000 subscribers

Deadlines

	Delivery	Streetdate
Nr 173	08-12-2022	06-01-2023
Nr 174	14-02-2023	10-03-2023
Nr 175	18-04-2023	12-05-2023
Nr 176	13-06-2023	07-07-2023
Nr 177	15-08-2023	08-09-2023
Nr 178	17-10-2023	10-11-2023

Sizes & rates (w x h in mm, excl VAT)

1/1 page portrait fc	210 x 275 mm*	€ 850,-
½ page portrait fc	93 x 258 mm	€ 450,-
½ page landscape fc	193 x 125,5 mm	€ 450,-
¼ page portrait fc	93 x 125,5 mm	€ 260,-
¼ page landscape fc	193 x 59 mm	€ 260,-

*important: 5mm bleed size necessary

All prices excl. VAT and print-ready

Backcover	+ 50%
Preferred place	+ 25%
Inserts on request	

Online advertising

On Gonzocircus.com there are 3 different formats

- Leaderboard, 728 x 90 pixels € 380,- per month
- Skyscraper, 160 x 600 pixels € 320,- per month

Advertising in our e-newsletter (17.000 readers worldwide) on request.

Submission guidelines

Deliveryformats: JPEG, TIFF, EPS and PDF, 300 dpi true scale. Full-colour ads in CMYK (**important**: during printing small differences in colour can appear, especially when RGB colours are used. Gonzo (circus) can not be held responsible for this). All ads need to be delivered print-ready. Do not include Crop Marks

Corrupt files or wrongly designed files will be invoiced, but not placed.

Delivery adds: traffic@virtumedia.nl

Terms & Conditions

Reservations not cancelled at least 7 days before the reservation deadline 30% of the applicable rate will be invoiced. If you fail to deliver the advertisement on time, we will invoice the entire amount of the applicable rate for the advertisement. International customers (outside Benelux) can be requested to pay upfront (on delivery of advertisement). Payments are requested within 30 days of the invoicing date. No new advertisement reservations will be accepted before payment.

Contact

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