
ADVERTISING OFFER GONZO (CIRCUS)

2026-2027



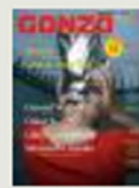


INTRODUCTION TO GONZO (CIRCUS)

35 YEARS OF GONZO (CIRCUS)

Gonzo (circus) is an independent magazine that has been covering innovative music, literature, and culture since 1991. The magazine focuses on alternative genres such as contemporary music, metal, electronica, jazz, and experimental pop.

Besides music, Gonzo (circus) also covers topics such as film, literature, visual culture, media, and society—always with a unique approach and more in-depth coverage than your average "music magazine."



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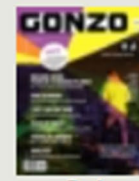
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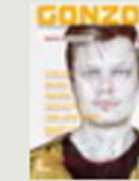
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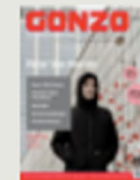
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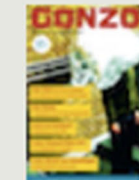
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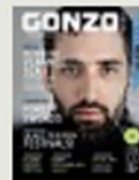
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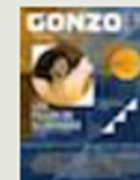
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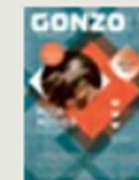
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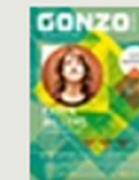
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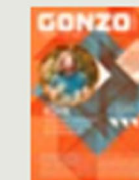
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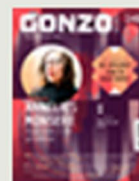
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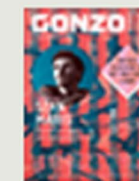
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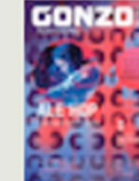
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The Gonzo (circus) reader

GONZO CIRCUS

Based on readers research (in 2021 and 2025), this profile portrays a **highly educated, culturally active and highly engaged consumer of niche music and -art.**
Often, our reader is professionally active in the cultural world.

Who is the Gonzo (circus) reader?

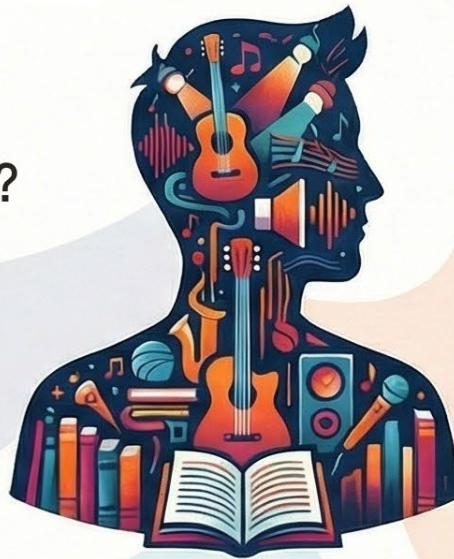


81.8%

is highly educated, has a master's degree, doctorate or professional bachelor's degree/higher professional education.

36.4%

is (semi)professioneel actief in de cultuursector. Als artiest, medewerker bij een culturele organisatie of vrijwilliger.



An active consumer of culture

64.9%

Goes to concerts monthly or more often and is a very active visitor to live music and niche venues.



Deep involvement with the content



reads 2 hours or more per issue. Indicates an exceptionally high attention value for the content.



78.4%

finds the editorial approach (very) innovative.



64.9%

gives the Mind The Gap compilation a score of 9 or 10. The included physical CD is exceptionally highly rated.



51.4%

buys more than 25 vinyl records per year. The reader is a serious and active music collector.



Buys music through various channels Both online (**75.7%**) and in local record stores (**67.8%**).



NUMBERS

PRINT:

- Published 4 times a year
- Circulation: 1,300 (divided between Belgium and the Netherlands + a small fraction in the EU)
- +/- 1,560 readers (including secondary readers)

ONLINE:

- Digital subscriptions (website): 571 in 2025
 - Unique website visitors: 26,532 in 2025 (+18%)
 - Newsletter subscribers: 8,346
 - Facebook followers: 8,800
 - Instagram followers: 3,374
-

ADVERTISING OPTIONS

DOORNROOSJE
CONCERTEN - CLUBNACHTEN - FESTIVALNUMMERS

di 14 jan 2025
Cardinals
POPK, GARAGE ROCK, POST PUNK

do 06 feb 2025
CMAT
POP, SINGER-SONGWRITER, FOLK, COUNTRY

vr 07 feb 2025
Chalk
POST PUNK, WAVE, ELECTRONIC

zo 02 mrt 2025
Alan Sparhawk
POP, SINGER-SONGWRITER, FOLK, ROOTS

wo 19 mrt 2025
Pure Adult + Cassels
PUNK, NOISE

GONZO (CIRCUS) EN DE CONCERTZENDER PRESENTEREN

KAAP GONZO

De tweemaandelijks radioshow, met muziek uit het tijdschrift en meer!

Woensdag 8 januari
20:00-22:00

Ook on demand te luisteren via bit.ly/kaapgonzo

concertzender GONZO!

KRAAK FESTIVAL
KRAAK

8 MARCH 2025
HET BOS (ANTWERPEN)




Carme Lopez | De Viaanse Primitieven
Giulio Erasmus & Ex-Worm 3000
Leo Chang | Michaela Turcerová
Muon S | Rhodri Davies | R. Moro
Seraphim Blush | Shitty Shed
Statoil | The Shadow Ring

WWW.KRAAK.NET
image by Shaun Eve

Vlaanderen

FRI 10 JAN 2025

FIBER x
The Rest is Noise



Animistic Beliefs + Jeisson Dreth present Thúc Tinh

Aisha Devi + Emmanuel Biard }S{ present Les Immortelles

justin case (D.J.)

A mesmerising audiovisual experience

Muziekgebouw
muziekgebouw.nl/fiber



— C —

za 01 & zo 02 mrt 2025

SLOW(36h)
Hoe trager de ervaring, hoe intenser de herinnering

Kunstenfestival van de traagheid met muziek, slow painting, klankkunst, dans, workshops ...

concertgebouw.be/slow



GONZO 184

WEDSTRIJKSE AANMELDTINGEN

Nederland:
Tel. +31 (0)231 - 257624
E-mail: info@slow.nl

België:
Tel. +32 (0)2 808 55 53
E-mail: konferentie@aboband.be

PROGRAMMA
www.slowconcerts.com
Pentabus 17
Boulevard Kalfenbergh
2340 Antwerpen

ADVERTISING?
adv@gonzocircus.com

DISTRIBUTE
België: VNG Press, AMP G Abonnementenland
Nederland: VNG Press en Abonnementenland

OPVEKER
Grote Cirkelweg 112, Muziekgebouw p/a Streekluis
1017 CA Amsterdam

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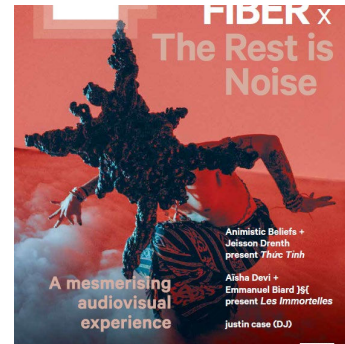
Met de gewaardeerde steun van de Vlaamse Staat

Vlaanderen

GONZO

!! All mentioned prices are VAT excluded !!

DIFFERENT AD FORMATS FOR EVERY BUDGET



Full page - €850.00

1/1 page portrait 210mm (w) x 275mm(h)

Cover 4 (backcover) : +50%

Cover 2 or 3 (inner covers) : +25%

Discount annual contract : 10%

5 mm bleed necessary

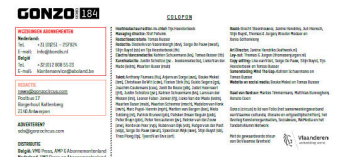


Half page horizontal or vertical - € 450,00

Half page portrait 93mm (w) x 258mm (h)

Half page landscape 193mm (w) x 125.5mm (h)

Discount annual contract : 10%



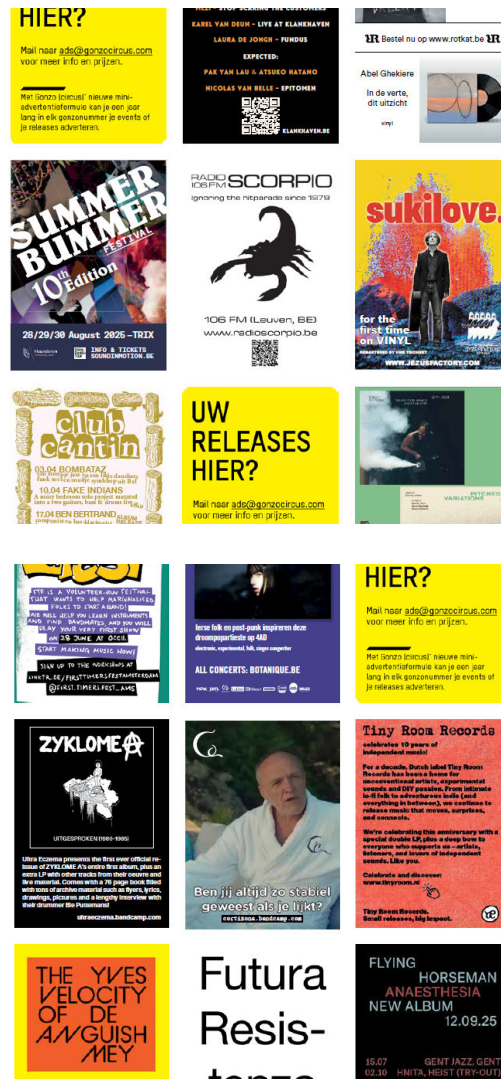
Quarter page vertical - € 260,00

1/4 page portrait

93mm (w) x 125.5mm (h)



DIFFERENT AD SIZES FOR EVERY BUDGET



Subscription formula for mini-ads - €400,00

1/9th page portrait

Only for small and medium-sized - Gonzo-relevant - venues, record labels and artists who want to announce one or more concerts and/or new albums.

2 years : 20% discount (gives a total of €640.00 ex VAT) - will be invoiced annually at the start of the new year - so you will receive 2x 1 invoice for €320.00

3 years : 30% discount (gives a total of €840.00 ex VAT) - will be invoiced annually at the start of the new year - so you will receive 3x 1 invoice for €280.00)

1 invoice per year or 1 invoice for the entire period

For combinations or tailor-made proposals, please contact us via ads@gonzocircus.com



Goesting om er werk van te maken?
Kom Leren, Durven, Doen!



Tijdschrift ▼

Steun ons

Voor abonnees

Contact



GONZO
CIRCUS

Mind The Gap

Artikelen ▼

Recensies ▼

Shop

DIGITAL OFFER

Website Banner - € 320.00 per month

90 x 728 (max. 40 KB) Leaderboard
of 160 x 600 (max. 40 KB) Skyscraper

Placement prior to the event (min. 30 days) Delivery at
ads@gonzocircus.com 5 working days before the campaign start
date.

DIGITAL OFFER

Your logo (or image ad) and URL in our newsletter - €100.00 per send

Sent to 8,000+ confirmed subscribers, delivered 2-3 times a week.

The advertiser provides a ready-made image file, along with the URL to the landing page. Appears in the next newsletter or according to the agreed-upon schedule.

2-5 repetitions: €75.00 per repetition

6-10 repetitions: €50.00 per repetition

Full year (approx. 25 newsletters): €1,000.00

Point Contact (WW Records)
Asa Horvitz / Carmen Quill / Ariadne Randall / Wayne Horvitz (Celestial Excursions / Het HEM)
Jeugdbrand (Futura Resistenza)
Lamina (Twin System)
Nele De Gussem (VIERNULVIER)

Lees verder



con
cert
zen
der

EDITORIAL ATTENTION AND OTHER PARTNERSHIPS

We are very grateful for our long-term partnerships.
These organizations are happy to return to work with us
every year

Sonic
Acts



stuk HUIS VOOR DANS,
BEELD EN GELUID

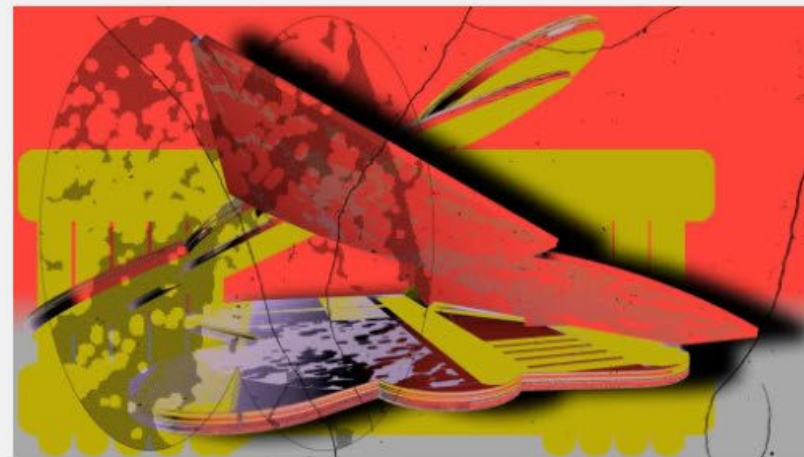
rewire



Tweede lichtung namen Rewire aangekondigd

Nog geen week nadat het Haagse Rewire een IJzeren Podiumdier won voor beste festivalprogramma (iets dat wij op de Gonzo (circus)-burelen natuurlijk al langer wisten) op Eurosonic, kondigen ze een nieuwe lijst namen aan.

tekst: Gonzo (circus) | geplaatst: do 22 jan 2026



EDITORIAL ATTENTION AND OTHER PARTNERSHIPS

Editorial attention

Does your organization or event really stick together with what we bring? Perhaps there is interesting editorial content that we can share or create. We agree on a number of pages in terms of content with our editors. We are very happy to focus on your line-up, and then interview a number of artists from it or create our advised circuit on your festival.

GONZOROUTE

Curated Festival Highlights

- Special attention to your line-up. Our editorial team selects and advises readers.
- A guide through your lineup for open-minded readers and cultural enthusiasts.

Online Gonzoroute - €500,00

- Published route on gonzocircus.com
- Shared via social media & newsletter in the run-up to your festival (1-time placement)

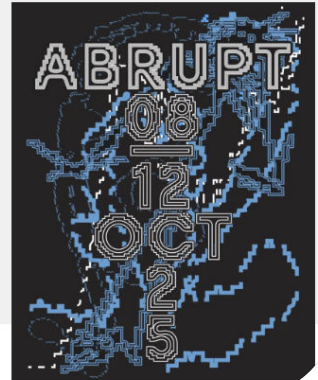
Gonzoroute Print + Online - € 850,00

- Depending on the timing of your festival and the publication of our magazine, we will include the Gonzo Route as a one- or two-pager.
 - Also available online at gonzocircus.com
 - Shared via social media & newsletter in the run-up to your festival (1-time placement)
-

Abrupt Festival 2025: De Gonzoroute

Het Brusselse Abrupt Festival is aan zijn tweede editie toe. Ooit begonnen als uitwas van het in Lyon gevestigde Nuits Sonores, begint deze Belgische aftakking ook zijn eigen vruchten te werpen. De Gonzoroute gidst je doorheen het programma, van experimenteel concertgedruis tot eigenzinnige clubavonden. Een relatief nieuwe speler tekent zo een scherp silhouet af.

tekst: Florian Strik | geplaatst: do 25 sep 2025



Sonic Acts Biennial: De Gonzoroute

Het sonische bos door de bomen

De Amsterdamse Sonic Acts Biennial presenteert tussen 5 februari en 29 maart 2026 diverse (live)events, performances en installaties met als rode draad 'thuiskomen' en de herontdekking van community. Daar kunnen we wel wat mee, want een gezamenlijke luisterervaring kunnen we vandaag goed gebruiken.

tekst: Marc Puyol-Hennin | geplaatst: ma 12 jan 2026



FESTIVAL SPECIAL

- 8 Pages – € 2.750,00
- 6 Pages - € 2.250,00
- 4 Pages - € 1.700,00

In consultation with our editorial team, we include:

- Your poster or advertisement
- Mention on the cover
- Gonzoroute
- Interview(s) with relevant artist(s)/curator(s)
- 1 announcement in our newsletter and social media
- No Paywall for relevant content on our website before and during your festival



OTHER PARTNERSHIPS

Review of your event – ticket for 1 or 2 people

We'll send our reviewers out to discuss your event for our website and social media channels. Subject to reviewer availability.

Promotional win-win (in exchange for a substantial discount on your advertising price)

Sent through your ticketing system (email confirmations): festival ticket buyers receive an additional €10 discount on a subscription to Gonzo (circus), thanks to an exclusive promotional code.

Souvenir value of your festival special in Gonzo (circus)

Distribute Gonzo (circus) containing your special at your event (sales through the merchandise booth or free distribution, you decide!). Order 100 booklets for only €250.00. Each subsequent installment of 100 booklets costs €130.



SUPPORT GONZO (CIRCUS)

Sign up for a support subscription (€120 per year)

You pay the actual cost of the magazine, making us less dependent on government subsidies. Order your subscription directly from our webshop and tick the support subscription while you order.

Gift a subscription to someone else (€35.00)

- Want Gonzo (circus) to be read more than ever? Give a subscription to your own clients, volunteers, or employees.
- Gift subscriptions expire automatically after one year, unless the recipient decides to renew it on their own initiative.
- You can easily book our invoice in your expenses as a promotional gift.
- Contact Stef at administratie@gonzocircus.com for more information or a formal proposal.

GONZO CIRCUS
MEER LEZEN OVER NIEUWE
MUZIEK & KUNST?

Jaarabonnement vanaf € 35,- (introductieprijs)

GONZO CIRCUS 185
Muziek, Kunst, Plein
GHAIS GUEVARA
Schipbreukeling van de high-hop-industrie
GAVIN FRIDAY
Bref als punkkaken
BELUISTER MIND THE GAP #171

GONZO CIRCUS 186
Muziek, Kunst, Plein
OTAY:ONII
Wolf in circuskleren
FESTIVALGIDS 2025
De beste muziek en kunst om Gonzo (circus) te bezoeken

GONZO CIRCUS 187
Muziek, Kunst, Plein
BACKXWASH
Melodeën uit de ochtend
MERZBOW
Synoniem voor noise
BELUISTER MIND THE GAP #173

gonzocircus.com/shop



ADVERTORIAL

Advertorial - €850,00 per page

Editorial advertising work Content and images are provided by the advertiser

Visual distinction with the editorial content by means of the mention "advertorial" & a different color background (determined by our designers)

Design is provided by our designers and approved by the advertiser. 1 revision round is included in the rate. Additional adjustments/revisions will be charged at an hourly rate (€ 86.00 per hour VAT excl)

—C—

za 01 & zo 02 mrt 2025

SLOW(36h)

Hoe trager de ervaring,
hoe intenser de herinnering

Kunstenfestival van de traagheid met
muziek, slow painting, klankkunst,
dans, workshops ...

concertgebouw.be/slow



© Cine-City UA

Vlaanderen
B. B. L.
G. G. E.
De Persgroep
Knaack
Fluxys

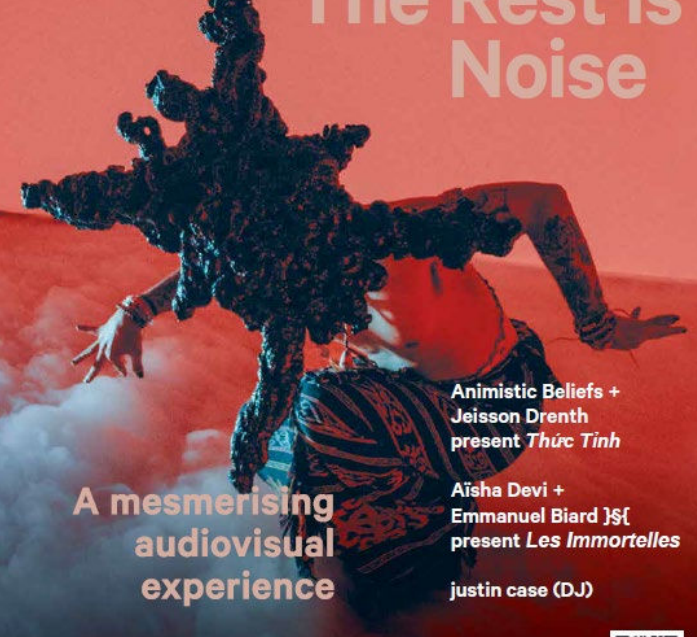
GONZO 184

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Nederlands:
Tel. +31 (0)251 - 257924
E-mail: info@bondis.nl
België:
Tel. +32 (0) 2 808 55 23
E-mail: klantenservice@babeland.be

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Managing director: Staf Potamus
Redactiehoofd: Tomas Busser
Redactie: Stienk van Veenendaal (hoofd), Serge De Pauw (aand),
Sjijn Bayet (red) en Tjib Heesterbeek (hoofd)
Electro/dansredactie: Katrijn Schaumans (hoofd), Tomas Busser (hoofd)
Kunstredactie: Justin Schreier (hoofd - boekrecensies), Lieske Van der
Nude (hoofd), Maarten Busser (aand)
Beeld: Brecht Steenhout, Janine Hendriks, Just Heresch,
Sjijn Bayet, Thomas G. Jurgens Wouter Modder en
Xenia Gettenkeny
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Lay-out: Thomas G. Jurgens (thomasgurgens.nl)
Copy editing: Lisa van Vliet, Serge De Pauw, Sjijn Bayet, Tjib
Heesterbeek en Tomas Busser
Samenstelling Mind The Gap: Katrijn Schaumans en

The Rest is Noise



**A mesmerising
audiovisual
experience**

Animistic Beliefs +
Jeisson Dreth
present *Thúc Tinh*

Aïsha Devi +
Emmanuel Biard }S{
present *Les Immortelles*

justin case (DJ)

POP, SINGER SONGWRITER, FOLK, COUNTRY

vr 07 feb 2025
Chalk
POST-PUNK, WAVE, ELECTRONIC

zo 02 mrt 2025
Alan Sparhawk
POP, SINGER SONGWRITER, FOLK, ROOTS

wo 19 mrt 2025
Pure Adult + Cassels
PUNK, NOISE

GONZO (CIRCUS) EN DE CONCERTZENDER PRESENTEREN

KAAP GONZO

De tweemaandelijks radioshow,
met muziek uit het tijdschrift én meer!

Woensdag 8 januari
20:00-22:00

Ook on demand te luisteren

8 MARCH 2025
HET BOS
(ANTWERPEN)



Carme Lopez | De Vlaamse Primitieven
Giulio Erasmus & Ex-Worm 3000
Leo Chang | Michaela Turcerová
Muon S | Rhodri Davies | R. Moro
Seraphim Blush | Shitty Shed

BENEFITS OF ADVERTISING WITH GONZO (CIRCUS)

WHY WOULD YOU ADVERTISE IN GONZO (CIRCUS)?



Growing subscribers base

After the challenging years of the coronavirus pandemic and a stagnation in the subscriber base, Gonzo (circus) has seen a renewed influx of new subscribers discovering the magazine since mid-2024. You immediately reach about 1,500 culture enthusiasts who are truly on a journey of discovery. This hard-to-reach "niche" is small but a very appreciative audience.

Strong online presence

With a strong online presence, Gonzo (circus) reaches a wider audience, from Gonzo readers to cultural backpackers and explorers.

Multiple channels

Take advantage of our multi-channel reach to amplify your message, not only in the printed magazine, but also online. Combine for greater impact.

Customized solutions

We'd love to brainstorm with you about the best campaign for your event or organization. Discuss it with our editorial team or business manager.

RELEASE & SUBMISSION DATES



Edition	Floordate (*)	Submission date for materials	Focus on concert-, festival-, releases from...
GC#190 – MTG#176	April 7th, 2026	March 9th, 2026	Mid-April to end of September (extended Festival calendar in the magazine)
GC#191 – MTG#177	July 7th, 2026	June 8th, 2026	Mid-July to end of December
GC#192 – MTG#178	October 6th, 2026	September 7th, 2026	Mid-October to end of March
GC#193 – MTG#179	January 12th, 2027	December 12th, 2026	Mid January to end of April

* Indicative date depending on postal services.

* At retail shops & recordstores, the magazine will arrive at the latest 1 week after the floordate.

ads@gonzocircus.com
(Stijn and Stef)

GONZO CIRCUS
Muziek.Kunst.Meer.

CONTACT & INFO

