

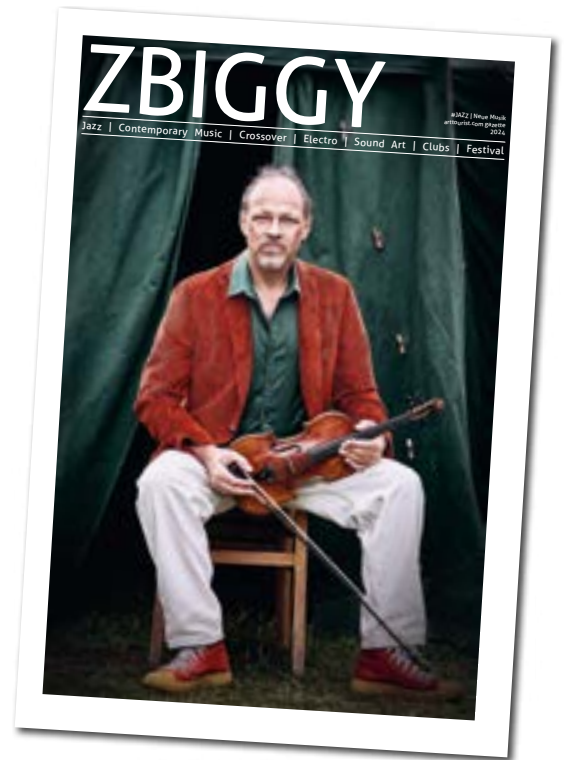
ZBIGGY

#JAZZ | Neue Musik
arttourist.com gazette
2024

Jazz | Contemporary Music | Crossover | Electro | Sound Art | Clubs | Festival



arttourist.com



Dear Sir or Madam
dear customers and friends of arttourist.com

With our seventh edition ZBIGGY (association Zbigniew “Zbiggy” Seifert) things are about to change. ZBIGGY following MILES, ELLA, OSCAR, PEGGY, TONY and MELBA with violinist and composer Gregor Huebner from New York/Munich as our cover face.

Several factors have initiated and accelerated a process of rethinking and further development.

- ▶ Our online extended version of MELBA 2023 with 56 pages, instead of 32 pages in print, has achieved 538,045 views from publication to date (30.11.2023), which has exceeded our expectations many times over. Much is still open and possible in this area.
- ▶ Our in-house print shop, Druckhaus Waiblingen, with which we have produced all newspapers since our first publication PABLO in 2012, has ceased operations for economic reasons.
- ▶ The possibility of distributing our publication via distribution points has become increasingly difficult and declined in recent years.
- ▶ The postage costs for sending a single large letter have more than doubled from EUR 0.85 in 2012 to EUR 1.90 today.

After intensive internal and external discussions with experts from the print and digital sectors, we have decided on the following.

- ▶ All arttourist publications will only appear in digital form with the option to download and on newspaper portals with a flip page function.
- ▶ From 2024, a digital arttourist culture kiosk **KIOSK** by arttourist will be launched for our customers and partners, where flyers, program booklets and other publications can be stored as documents for browsing and people interested in culture can get an overview of cultural events of various genres on a portal. The kiosk will feature a wide range of themed sections.
- ▶ To advertise the publications, an A5 postcard and/or flyer with a corresponding QR code will be published and produced at trade fairs, for display, mailing and online.
- ▶ Both activities are accompanied by social media activities and SEO Search engine optimization marketing

ZBIGGY will be launched in the 1st quarter of 2014, just in time for jazzahead! (11-13.4.2024) and will again have a term of one year, whereby we can make corrections or additions to the digital version during the year, as the accompanying kiosk is open 365 days 24/7 and is advertised separately.

We would be delighted if you would open this new chapter with us and join us in the next step in our development, and if we could welcome you to ZBIGGY and the **KIOSK** by arttourist.

With best regards



Kai Geiger
Editor arttourist.com

Here are the titles of our previous magazines.

For image rights reasons,
you can only view
the issue MELBA (2023) online.



Click and look in
the magazine!

arttourist.com

Our offer:

Issue:	ZBIGGY arttourist.com 2024 JAZZ & CONTEMPORARY MUSIC & ELECTRO & SOUND ART & DIGITAL
Topics:	festivals concert series concert halls jazz clubs artists ensembles orchestras organizers agencies schools workshops labels
Duration:	April 2024 to April 2025
Distribution:	Online Magazine on Yumpu, XUKIOSK ^{by arttourist} , arttourist.com and additional newspaper portal
Page trim:	for online readability edited format
Number of pages:	flexible
Online edition:	by accesses (MELBA 2023 has had 538,045 accesses so far, period 20 April - 30 November 2023)
Editorial Deadline:	25.02.2024
Ads delivered by:	01.03.2024
Released:	April 2024
Distribution print:	advertising postcard and/or flyer A5 with integrated QR code; distribution at jazzahead! and selected other trade fairs, display at festivals, event venues, jazz clubs, hotels, restaurants and in selected advance booking offices; distribution of the advertising material to cultural tour operators, the press and jazz-related individu- al customers as well as authorized distribution points.
Distribution online:	digital newspaper portals (Yumpu, issu, XUKIOSK ^{by arttourist}), arttourist.com and other platforms

Editorials (in English and/or German):

Editorial_1	1/1-page editorial 1 editorial page with about 5.800 characters incl. spaces, up to 7 photos. Page can be designed as a 1/1 page, or invested in 2/3 to 1/3 (column) + Online editorial on arttourist.com + Deposit of 1 publication on XUKIOSK ^{by arttourist} (installation and space for a period to be defined) EUR 750,00
Editorial_2	2/3-page editorial 2/3 editorial page with about 4.000 charac- ters incl. spaces, up to 3 photos (the right columns (1/3 of the page) will be filled with short message information = Kurzredaktion short message) + Online editorial on arttourist.com + Deposit of 1 publication on XUKIOSK ^{by arttourist} (installation and space for a period to be defined) EUR 600,00
Editorial_3	1/2-page editorial 1/2 page editorial with about 3.000 charac- ters incl. spaces and 1 photo + Online editorial on arttourist.com + Deposit of 1 publication on XUKIOSK ^{by arttourist} (installation and space for a period to be defined) EUR 400,00
Editorial_4	Kurzredaktion short message short text with about 1.000 characters incl. spaces and 1 photo + Online editorial on arttourist.com + Deposit of 1 publication on XUKIOSK ^{by arttourist} (installation and space for a period to be defined) EUR 200,00

Please ask for individual offers.

Prices do not include VAT.

Digital adverts:

As the visual appearance of TONY is very dear to us, we offer only a very small number of adverts, limited to full pages.

1/1-page	EUR 1.100,00
U2 (1x)	EUR 1.750,00
U3 (2x)	EUR 1.350,00
U4 (inside)	EUR 1.700,00
U4 (outside)	EUR 2.000,00

Prices do not include VAT.

Additional costs

- for updates and uploads during the term of ZBIGGY
- for additional pages and uploads during the term of ZBIGGY
- for additional publication in XUKIOSK^{by arttourist}
▶ depending on effort