Michael E. Brieden Verlag GmbH



Media Data 2027

Print & Online

HiFi & Consumer electronics

HiFi Test TV·HIFI

CAR&HiFi

CAR&HiFi INTERNATIONAL

KLANG+TON

KLANG+TON INTERNATIONAL

HiFi Lautsprecher Test-Jahrbuch 2027

lp

lp International

Testberichte der Unterhaltungselektronik
hifitest.de

lp-MAGAZIN.DE

All you can read! Die Zeitschriften-Flatrate

Die Spezialisten der UE · The CE Specialists

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General information and technical details

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Technical questions To ensure a smooth process and the best possible quality of all templates, If you have any technical questions, please contact our graphics department: +49 (0)203 4292-203 or -201

PRINT & ONLINE



Magazine format
width: 210 mm · height: 280 mm

Published
bi-monthly / 6 x per year

Distribution
DACH & BeNeLux

Epaper
international, german-speaking

Print edition price/ Germany
5.50 Euro

Yearly subscription
27.50 Euro (Germany)



Alexander Rose-Fehling
Editor-in-Chief
Contact:
redaktion@brieden.de

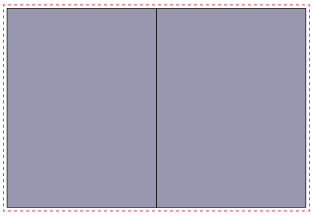
Germany's largest HiFi and TV magazine

– Popular magazine concept in the CE market

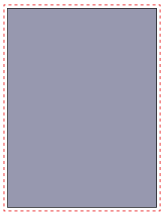
HIFI TEST TV • HIFI is test-oriented and presents devices from all areas of consumer electronics in detailed comparison and individual tests.
Through easy-to-understand reporting, **HIFI TEST TV • HIFI** conveys the fun of the devices and provides an overview of complicated technology.
Service topics help you deal with the devices and offer professional, competent advice.

Germany's largest HiFi and TV magazine
– Target group: those interested in buying in the CE sector
– Hallmark: easy-to-understand reporting
– Exclusive EISA member for TV and video

Advertising formats + 5 mm Bleed



2/1 Page · 420 x 280 mm



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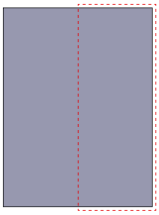
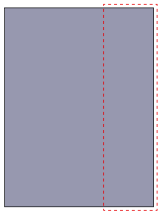
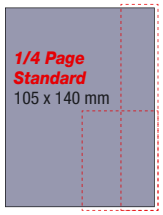


1/2 Page · 105 x 280 mm

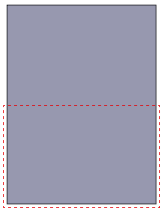


1/3 Page · 70 x 280 mm

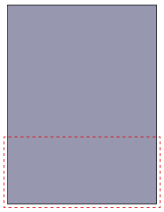


1/4 Page · 52 x 280 mm

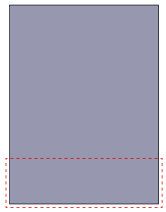
vertical



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date*
2/2027	21.12.2026	24.12.2026	05.02.2027
3/2027	01.03.2027	05.03.2027	09.04.2027
4/2027	26.04.2027	30.04.2027	04.06.2027
5/2027	21.06.2027	25.06.2027	30.07.2027
6/2027	13.09.2027	17.09.2027	22.10.2027
1/2028	02.11.2027	05.11.2027	10.12.2027
2/2028	20.12.2027	24.12.2027	04.02.2028

* The print edition is available at retail outlets the following Monday.

Advertising rates valid from issue 2/2027

1/1 Page	vertical	4c	10,590 €
1/2 Page	vertical/horizontal	4c	5,822 €
1/3 Page	vertical/horizontal	4c	3,882 €
1/4 Page	vertical/horizontal	4c	2,914 €
2/1 Page	horizontal	4c	21,180 €

Special formats/special forms on request

Product tests
– Informationen on request

Inserts
– Informationen on request

Technical requirements

Print template	high resolution PDF
Data delivery	via E-Mail to grafik@brieden.de
Paper Cover	170 g/m², wood-free, matt-painted
Papier inside	90 g/m² wood-free, matt
Technical quiestions	saddle wire stitsching with 2 staples
Technical quiestions (Graphics)	E-Mail: grafik@brieden.de Telefon: +49 203 4292-203

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PRINT & ONLINE

Magazine format
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Published
bi-monthly / 6 x per year

Distribution
DACH & BeNeLux

Epaper
international, german-speaking

Print edition price/ Germany
7.00 Euro

Yearly subscription
35.00 Euro (Germany)



Elmar Michels
Editor-in-Chief
Contact:
redaktion@brieden.de

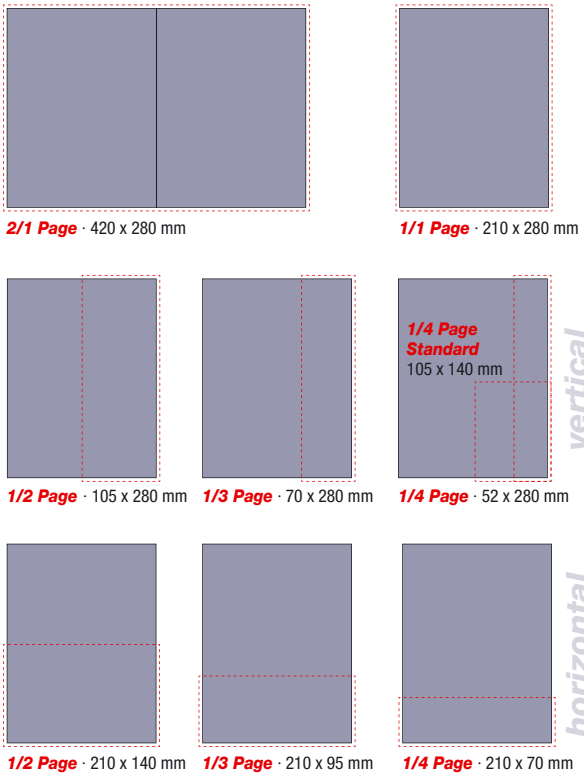
The Car-HiFi magazine with high market penetration

Music-loving drivers can find basics, vehicle installations and test reports in **CAR&HIFI**. The clear structure of the magazine and the high-quality presentation are an important part of the magazine concept. **CAR&HIFI** offers readers competent help on the way to their favorite sound.

The editorial team themselves are die-hard car hi-fi fans. Detailed, practical and transparent test reports provide reliable product recommendations in all price ranges. The most important thing is to enjoy music in the car.

– Target group: Car HiFi enthusiasts and those interested in buying
– Permanent section: Car-Hitec and navigation

Advertising formats + 5 mm Bleed



Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date*
2/2027	14.12.2026	18.12.2026	29.01.2027
3/2027	08.02.2027	12.02.2027	19.03.2027
4/2027	06.04.2027	09.04.2027	14.05.2027
5/2027	14.06.2027	18.06.2027	23.07.2027
6/2027	09.08.2027	13.08.2027	17.09.2027
1/2028	11.10.2027	15.10.2027	19.11.2027
2/2028	13.12.2027	17.12.2027	28.01.2028

* The print edition is available at retail outlets the following Monday.

Advertising rates valid from issue 2/2027

1/1 Page	vertical	4c	8,374 €
1/2 Page	vertical/horizontal	4c	4,603 €
1/3 Page	vertical/horizontal	4c	3,081 €
1/4 Page	vertical/horizontal	4c	2,302 €
2/1 Page	horizontal	4c	16,746 €

Special formats/special forms on request

Product tests
– Informationen on request

Inserts
– Informationen on request

Technical requirements

Print template	high resolution PDF
Data delivery	via E-Mail to grafik@brieden.de
Paper Cover	170 g/m², wood-free, matt-painted
Papier inside	90 g/m² wood-free, matt
Technical quiestions	saddle wire stitsching with 2 staples
Technical quiestions (Graphics)	E-Mail: grafik@brieden.de Telefon: +49 203 4292-203

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CAR&HiFi INTERNATIONAL

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PRINT & ONLINE

Magazine format
width: 210 mm · height: 280 mm

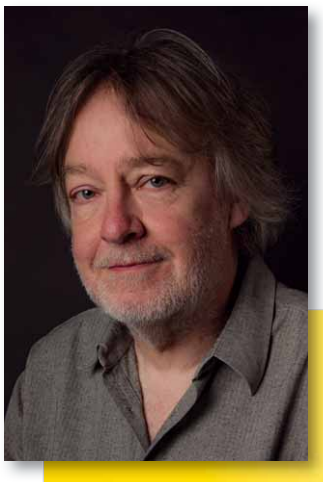
Published
bi-monthly / 6 x per year

Distribution
DACH & BeNeLux

Epaper
international, german-speaking

Print edition price/ Germany
9.00 Euro

Yearly subscription
45.00 Euro (Germany)



Holger Barske
Editor-in-Chief
Contact:
redaktion@brieden.de

The leading magazine for analogue music

Reproduction LP – this is the world of analogue music reproduction
Records and turntables are an expression of a special kind of attitude to life; an analogous experience, precisely the type of feeling that has corresponded to human beings since the beginning of time. **LP** stages the entire range of the analog production spectrum with competent and detailed articles as well as photography that conveys value and detailed precision. The basis for the content is the record and its entire surroundings: amplifiers, speakers and accessories are an indispensable part of the analogue experience. The detailed presentation of current equipment and classics from the past is accompanied by Essays, service articles and record reviews. Authenticity and individuality characterize this Europe's only magazine for this area of music production.

– The target group is lovers of high-quality music reproduction
– The **LP** editorial team has the highest level of analogue expertise and enjoys worldwide recognition
– The high-quality presentation is immediately convincing and corresponds to the presentation of the products

Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date*
1/2027	19.10.2026	23.10.2026	04.12.2026
2/2027	11.01.2027	15.01.2027	19.02.2027
3/2027	08.03.2027	12.03.2027	16.04.2027
4/2027	03.05.2027	07.05.2027	11.06.2027
5/2027	28.06.2027	02.07.2027	06.08.2027
6/2027	23.08.2027	27.08.2027	01.10.2027
1/2028	18.10.2027	22.10.2027	26.11.2027
2/2028	10.01.2028	14.01.2028	18.02.2028

* The print edition is available at retail outlets the following Monday.

Advertising rates valid from issue 1/2027

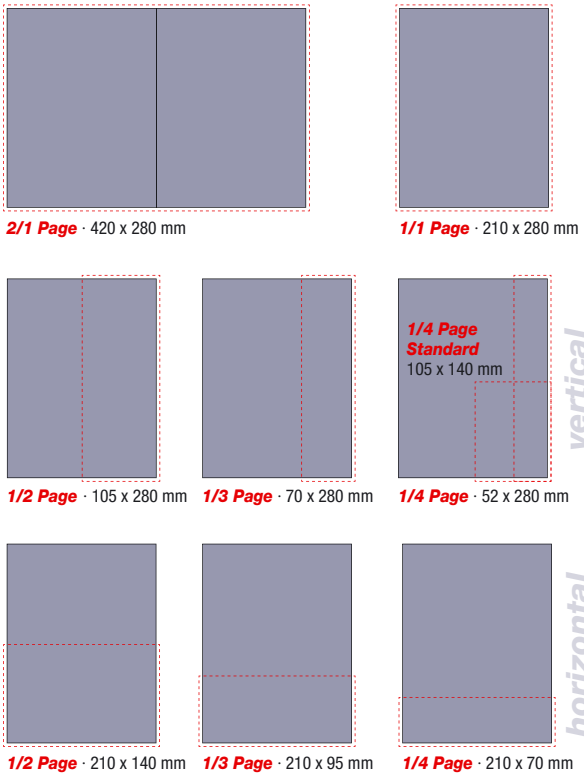
1/1 Page	vertical	4c	7,026 €
1/2 Page	vertical/horizontal	4c	3,864 €
1/3 Page	vertical/horizontal	4c	2,574 €
1/4 Page	vertical/horizontal	4c	1,932 €
2/1 Page	horizontal	4c	14,050 €

Special formats/special forms on request

Product tests
– Informationen on request

Inserts
– Informationen on request

Advertising formats + 5 mm Bleed



Technical requirements

Print template	high resolution PDF
Data delivery	via E-Mail to grafik@brieden.de
Paper Cover	170 g/m², wood-free, matt-painted
Papier inside	90 g/m² wood-free, matt
Technical quiestions	saddle wire stitsching with 2 staples
Technical quiestions (Graphics)	E-Mail: grafik@brieden.de Telefon: +49 203 4292-203

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lp International



PRINT & ONLINE

Magazine format
width: 210 mm · height: 280 mm

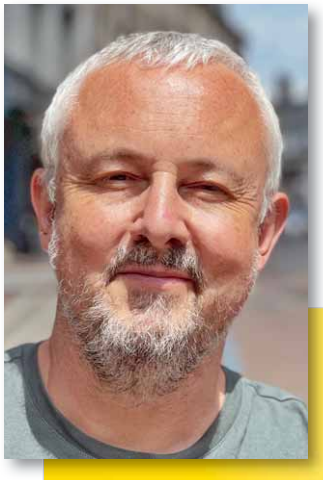
Published
bi-monthly / 6 x per year

Distribution
DACH & BeNeLux

Epaper
international, german-speaking

Print edition price/ Germany
6.90 Euro

Yearly subscription
34.50 Euro (Germany)



Thomas Schmidt
Editor-in-Chief
Contact:
redaktion@brieden.de

The magazine for building your own loudspeakers

The magazine for building your own loudspeakers **KLANG+TON** is the magazine for everyone who is creative with the topic of music reproduction. The focus of **KLANG+TON** is building your own speakers. Each Magazine presents self-developed loudspeaker construction instructions and detailed tests commercial kits. Great emphasis is placed on being both in-depth and understandable Description of technical background. Craft processes such as woodworking, electrical wiring and housing assembly cushioning, receive detailed treatment. Also the amplifier construction with tubes and Transistor and building PA speakers are regular topics.

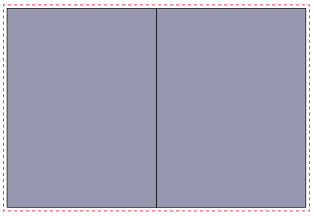
– Target group: HiFi fans with a creative streak
– The **KLANG+TON** editorial team has decades of experience in development and building loudspeakers
– **KLANG+TON** presents a mixture of simple and in every issue demanding, affordable and exclusive projects

Editorial dates

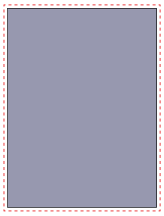
Issue	Advertising deadline	Editorial deadline	Release date*
2/2027	30.11.2026	04.12.2026	15.01.2027
3/2027	01.02.2027	05.02.2027	12.03.2027
4/2027	30.03.2027	02.04.2027	07.05.2027
5/2027	24.05.2027	28.05.2027	02.07.2027
6/2027	26.07.2027	30.07.2027	03.09.2027
1/2028	27.09.2027	01.10.2027	05.11.2027
2/2028	22.11.2027	26.11.2027	31.12.2027

* The print edition is available at retail outlets the following Monday.

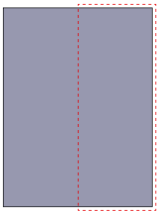
Advertising formats + 5 mm Bleed



2/1 Page · 420 x 280 mm



1/1 Page · 210 x 280 mm



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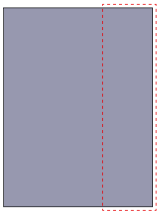

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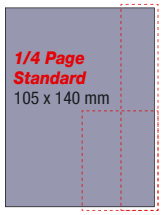
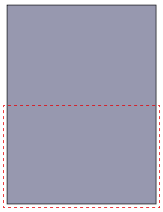


1/4 Page · 52 x 280 mm

vertical



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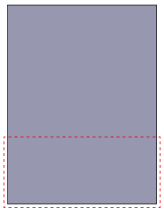
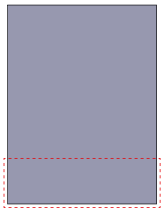


1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

Advertising rates valid from issue 2/2027

1/1 Page	vertical	4c	4,198 €
1/2 Page	vertical/horizontal	4c	2,426 €
1/3 Page	vertical/horizontal	4c	1,654 €
1/4 Page	vertical/horizontal	4c	1,274 €
2/1 Page	horizontal	4c	8,398 €

Special formats/special forms on request

Product tests
– Informationen on request

Inserts
– Informationen on request

Technical requirements

Print template	high resolution PDF
Data delivery	via E-Mail to grafik@brieden.de
Paper Cover	170 g/m², wood-free, matt-painted
Papier inside	90 g/m² wood-free, matt
Technical quiestions	saddle wire stitsching with 2 staples
Technical quiestions (Graphics)	E-Mail: grafik@brieden.de Telefon: +49 203 4292-203

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KLANG+TON INTERNATIONAL

More on page 10



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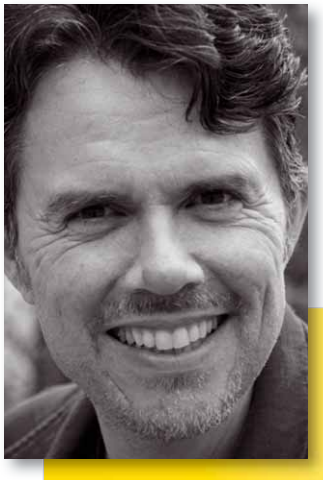
annualy / 1 x per year

Distribution
DACH & BeNeLux

Epaper
international, german-speaking

Print edition price/ Germany
6.80 Euro



Christian Bayer
Editor-in-Chief
Contact:
redaktion@brieden.de

The Annual Yearbook for High Class speakers

HiFi-Lautsprecher Test-Jahrbuch is required reading for every ambitious music lover. The best, most unusual and most fascinating loudspeakers of the year are presented in detail and in an appealing way.

– Target group: Discerning music lovers and connoisseurs

Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date
1/2027	25.01.2027	29.01.2027	12.02.2027

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2/1 Page	horizontal	4c	14,050 €

Special formats/special forms on request

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Inserts
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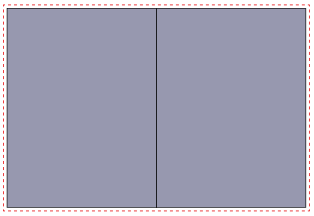
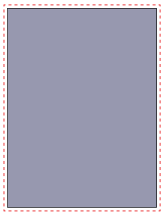
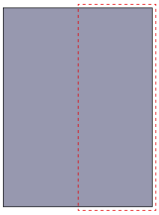
Advertising formats + 5 mm Bleed



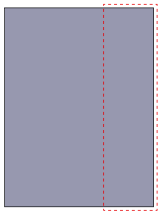
2/1 Page · 420 x 280 mm



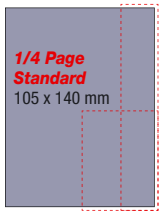
1/1 Page · 210 x 280 mm



1/2 Page · 105 x 280 mm

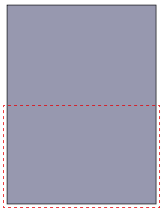


1/3 Page · 70 x 280 mm



1/4 Page · 52 x 280 mm

vertical



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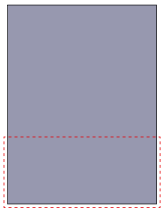

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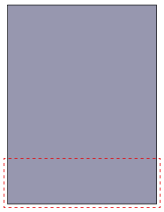

1/4 Page · 210 x 70 mm

horizontal

Technical requirements

Print template	high resolution PDF
Data delivery	via E-Mail to grafik@brieden.de
Paper Cover	170 g/m², wood-free, matt-painted
Papier inside	90 g/m² wood-free, matt
Technical quiestions	saddle wire stitsching with 2 staples
Technical quiestions (Graphics)	E-Mail: grafik@brieden.de Telefon: +49 203 4292-203

Online sales eMagazines:

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Magazine format
width: 210 mm · height: 280 mm

Published
3 x a year

Distribution
international, englisch-language

Price
2.99 Euro

ONLINE



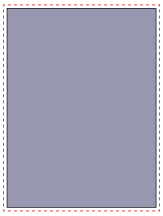
Elmar Michels
Editor-in-Chief
Contact:
redaktion@brieden.de

The premium CAR&HiFi International

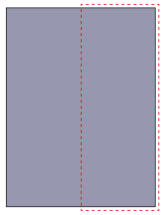
CAR&HiFi International – The English-language Car&HiFi online magazine with high market penetration presents test reports and news for music-loving drivers. In **CAR&HiFi International** you will find high-quality information on the basics, the topic of vehicle installations and the latest tests.
Detailed, practical and transparent test reports provide reliable product recommendations in all price ranges.The clear structure and high-quality presentation are an important part of the magazine concept.
CAR&HiFi International offers readers competent help on the way to their favorite sound; the most important thing is having fun with music in the car. The editorial team themselves are die-hard car hi-fi fans.

– Target group: International car hi-fi enthusiasts interested in buying
– Permanent section: Car-Hitec and navigation
– Exclusive EISA member for TV and video

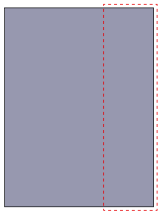
Advertising formats + 5 mm Bleed



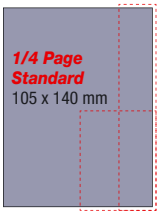
1/1 Page · 210 x 280 mm



1/2 Page · 105 x 280 mm

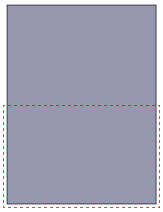


1/3 Page · 70 x 280 mm

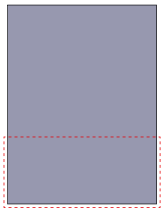


1/4 Page · 52 x 280 mm

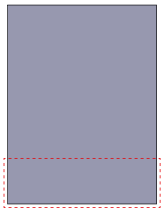
vertical



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date
1/2027	22.02.2027	26.02.2027	12.03.2027
2/2027	12.07.2027	16.07.2027	30.07.2027
3/2027	08.11.2027	12.11.2027	26.11.2027

Advertising rates valid from issue 1/2027

1/1 Page	vertical	4c	2,990 €
1/2 Page	vertical/horizontal	4c	1,750 €
1/3 Page	vertical/horizontal	4c	1,490 €
1/4 Page	vertical/horizontal	4c	990 €

Special formats/special forms on request

Product tests
– Informationen on request

Inserts
– Informationen on request

Technical requirements

Print template	high resolution PDF
Data delivery	via E-Mail to grafik@brieden.de
Technical quiestions (Graphics)	E-Mail: grafik@brieden.de Telefon: +49 203 4292-203

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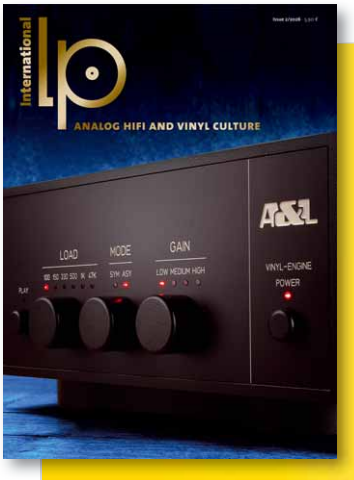


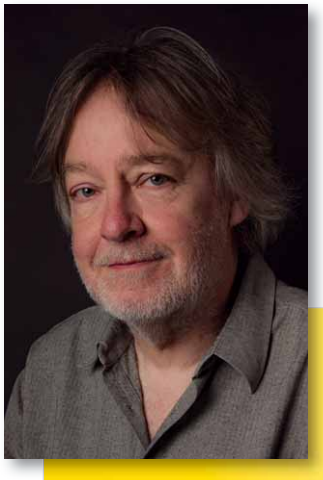
Magazine format
width: 210 mm · height: 280 mm

Published
3 x a year

Distribution
international, englisch-language

Price
2.99 Euro

ONLINE



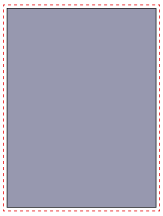
Holger Barske
Editor-in-Chief
Contact:
redaktion@brieden.de

The Premium-LP International

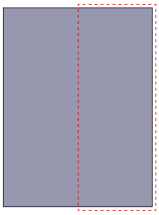
LP International – The leading English-language online magazine for the world of analogue music reproduction.Records and record players are an expression of a special kind of attitude to life; an analogous experience, precisely the type of feeling that has corresponded to human beings since the beginning of time. LP stages the entire range of the analog production spectrum with competent and detailed articles as well as photography that conveys value and detailed precision. The basis for the content is the record and its entire surroundings: amplifiers, speakers and accessories are an indispensable part of the analogue experience. The detailed presentation of current equipment and classics from the past is accompanied by essays, service articles and record reviews. Authenticity and individuality characterize this only magazine in Europe for this area of music production.

– Enthusiasts of high-quality music reproduction
– The LP international editorial team has the highest level of analogue expertise and enjoys worldwide recognition

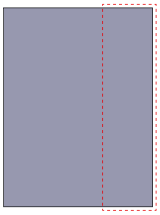
Advertising formats + 5 mm Bleed



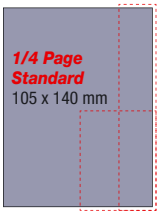
1/1 Page · 210 x 280 mm



1/2 Page · 105 x 280 mm

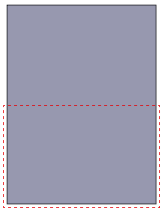


1/3 Page · 70 x 280 mm

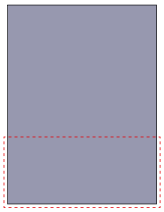


1/4 Page · 52 x 280 mm

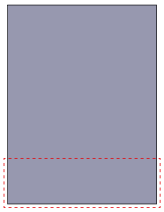
vertical



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date
1/2027	01.03.2027	05.03.2027	19.03.2027
2/2027	12.07.2027	16.07.2027	30.07.2027
3/2027	08.11.2027	12.11.2027	26.11.2027
1/2028	28.02.2028	03.03.2028	17.03.2028

Advertising rates valid from issue 1/2027

1/1 Page	vertical	4c	2,990 €
1/2 Page	vertical/horizontal	4c	1,750 €
1/3 Page	vertical/horizontal	4c	1,490 €
1/4 Page	vertical/horizontal	4c	990 €

Special formats/special forms on request

Product tests
– Informationen on request

Inserts
– Informationen on request

Technical requirements

Print template	high resolution PDF
Data delivery	via E-Mail to grafik@brieden.de
Technical quiestions (Graphics)	E-Mail: grafik@brieden.de Telefon: +49 203 4292-203

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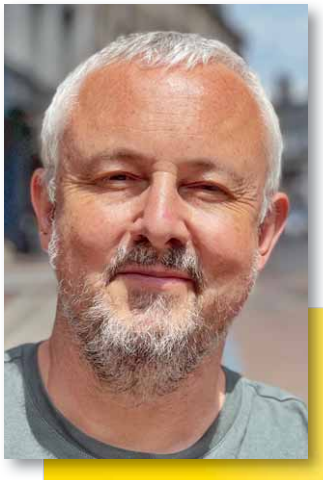
Magazine format
width: 210 mm · height: 280 mm

Published
4 x per year

Distribution
international, german-speaking

Price
6.90 Euro

ONLINE



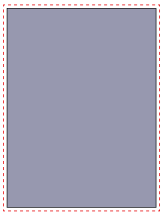
Thomas Schmidt
Editor-in-Chief
Contact:
redaktion@brieden.de

The magazine for building your own loudspeakers

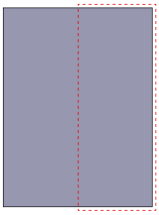
The magazine for building your own loudspeakers **KLANG+TON International** is the magazine for everyone who is creative with the topic of music reproduction. The focus of **KLANG+TON International** is building your own speakers.
Each Magazine presents self-developed loudspeaker construction instructions and detailed tests commercial kits. Great emphasis is placed on being both in-depth and understandable Description of technical background.
Craft processes such as woodworking, electrical wiring and housing assembly cushioning, receive detailed treatment. Also the amplifier construction with tubes and Transistor and building PA speakers are regular topics.

– Target group: HiFi fans with a creative streak
– The **KLANG+TON International** editorial team has decades of experience in development and building loudspeakers
– **KLANG+TON International** presents a mixture of simple and in every issue demanding, affordable and exclusive projects

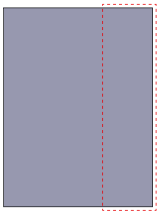
Advertising formats + 5 mm Bleed



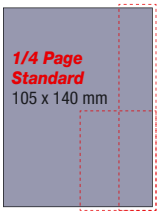
1/1 Page · 210 x 280 mm



1/2 Page · 105 x 280 mm

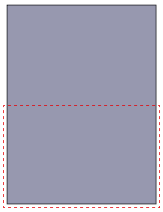


1/3 Page · 70 x 280 mm

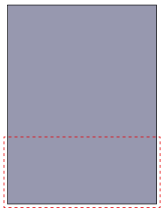


1/4 Page · 52 x 280 mm

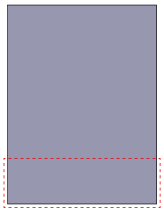
vertical



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date*
2/2027	08.02.2027	12.02.2027	26.02.2027
3/2027	10.05.2027	14.05.2027	28.05.2027
4/2027	16.08.2027	20.08.2027	03.09.2027
1/2028	15.11.2027	19.11.2027	03.12.2027

Advertising rates valid from issue 2/2027

1/1 Page	vertical	4c	4,198 €
1/2 Page	vertical/horizontal	4c	2,426 €
1/3 Page	vertical/horizontal	4c	1,654 €
1/4 Page	vertical/horizontal	4c	1,274 €

Special formats/special forms on request

Product tests
– Informationen on request

Inserts
– Informationen on request

Technical requirements

Print template	high resolution PDF
Data delivery	via E-Mail to grafik@brieden.de
Technical quiestions (Graphics)	E-Mail: grafik@brieden.de Telefon: +49 203 4292-203

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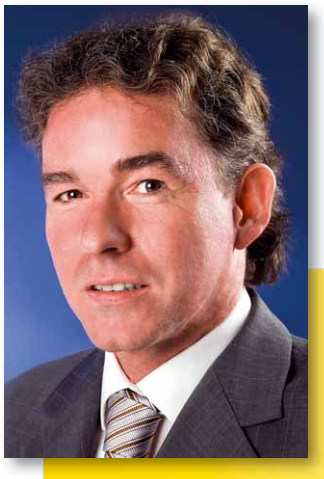
www.hifitest.de

Testberichte der Unterhaltungselektronik

hifitest.de



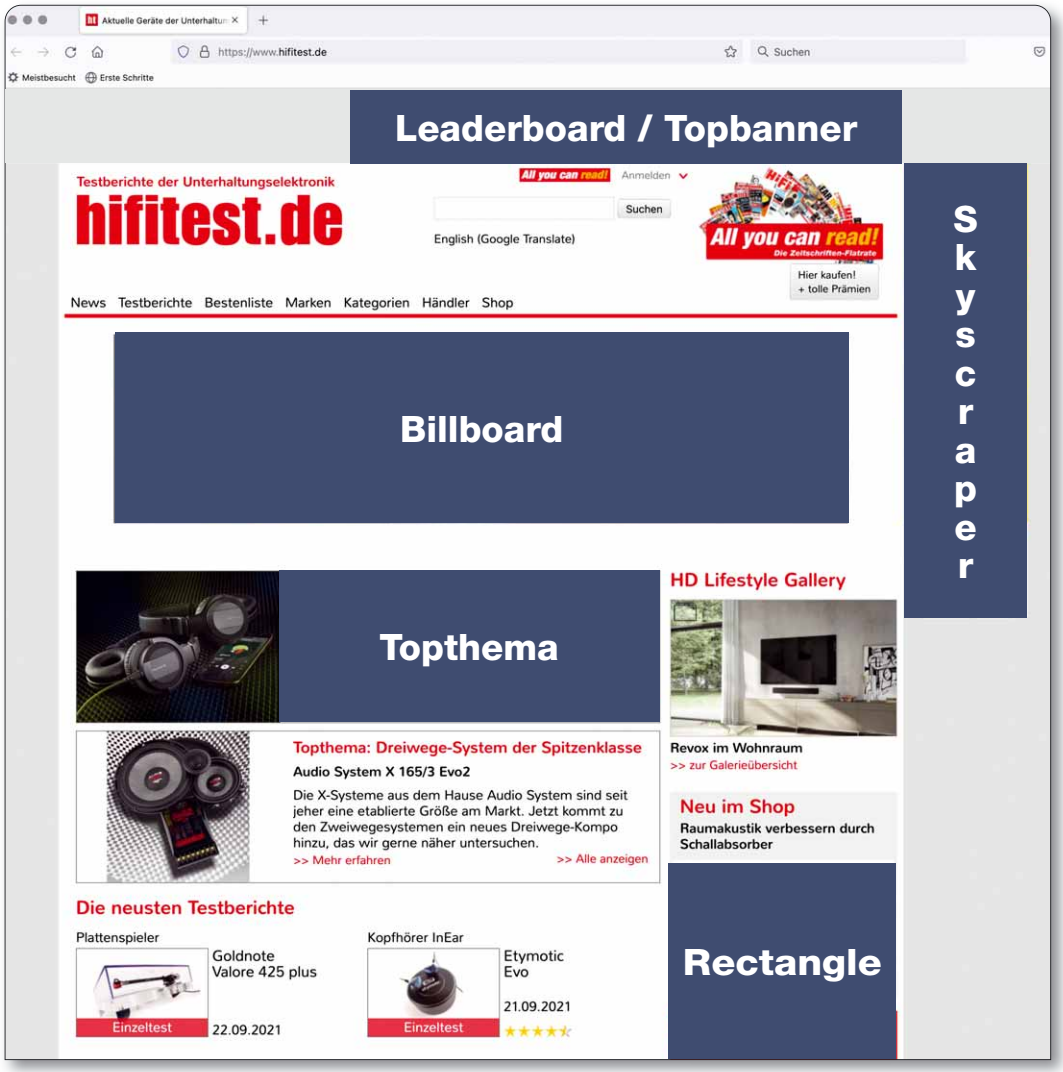
Dipl.-Phys.
Guido Randerath
Editor-in-Chief
Contact:
redaktion@brieden.de

The largest German test portal for HiFi, TV and Consumer electronics

On **hifitest.de** the visitor will find individual tests, comparison tests and reviews on practically all areas of consumer electronics.

These come from both the experts at Michael E. Brieden Verlag and active users. **hifitest.de** therefore offers valuable purchasing advice when looking for the right product.

hifitest.de is active purchasing advice and provides active information about products and technologies; the experts' judgment enables conscious purchasing decisions.



Media dates

Current news on many topics relating to consumer electronics provides the reader with all the important information every day. Thanks to the push notification, the articles reach users in seconds and at the right time of day. The targeted search for brands and categories guarantees simple and uncomplicated handling.

Price list valid from 2/2027

Leaderboard / Topbanner	10 € / TKP
Skyscraper	10 € / TKP
Billboard	16 € / TKP
Medium Rectangle	8 € / TKP
Topthema	monthly 1,490 €
Markenwelt	990 € / Year
Newsletter	10 € / TK Shipment

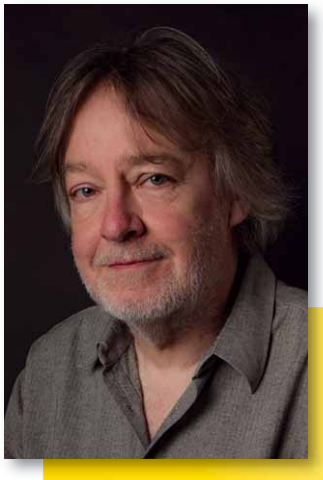
All features impress with the best visibility directly at the Poi – without being blocked by ad blockers. We reach your target group without wastage.

The top topic is prominently integrated into the editorial content of the site.

The brand package presents your logo with direct links, both under “our partners” and under your editorial content. It also includes the parallel publication of the EVT magazines on our website.

Further advertising options (mailings, YouTube videos,…) on request.

www.lp-magazin.de



Holger Barske
Editor-in-Chief
Contact:
redaktion@brieden.de

Analog at its core – in a modern digital format

lp-magazin.de is the logical addition to our successful print magazine "LP". It focuses on classic analog content in the form of turntables, tonearms, cartridges, phono, integrated, pre- and power amplifiers, loudspeakers and matching accessories in every shape.

At **lp-magazin.de**, we take a particularly close look at our test subjects and present precise technical analyses and informative listening tests on the components. We offer real help with the purchase decision, all presented in a modern form that is of interest to a wide audience. We also offer information not only in written form, but also in the form of elaborately produced videos.

Media dates

Current news on many topics relating to consumer electronics provides the reader with all the important information every day. Thanks to the push notification, the articles reach users in seconds and at the right time of day. The targeted search for brands and categories guarantees simple and uncomplicated handling.

All features impress with the best visibility directly at the Poi – without being blocked by ad blockers. We reach your target group without wastage.

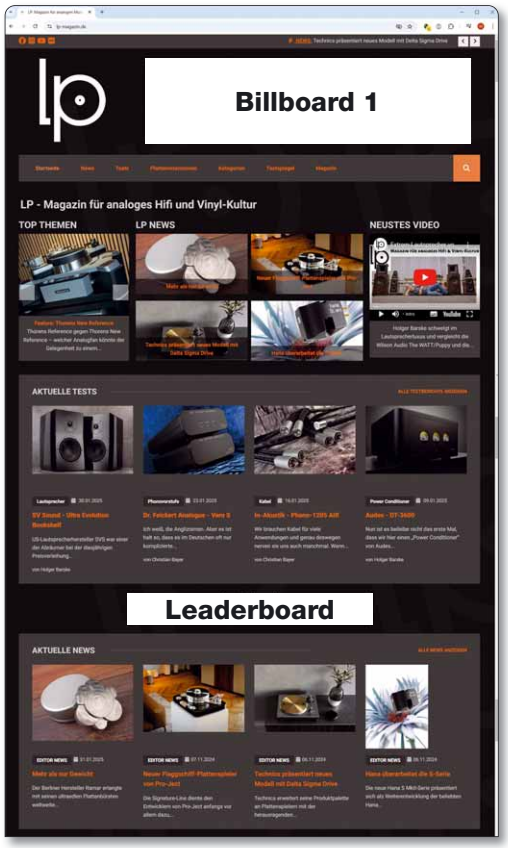
The top topic is prominently integrated into the editorial content of the site.

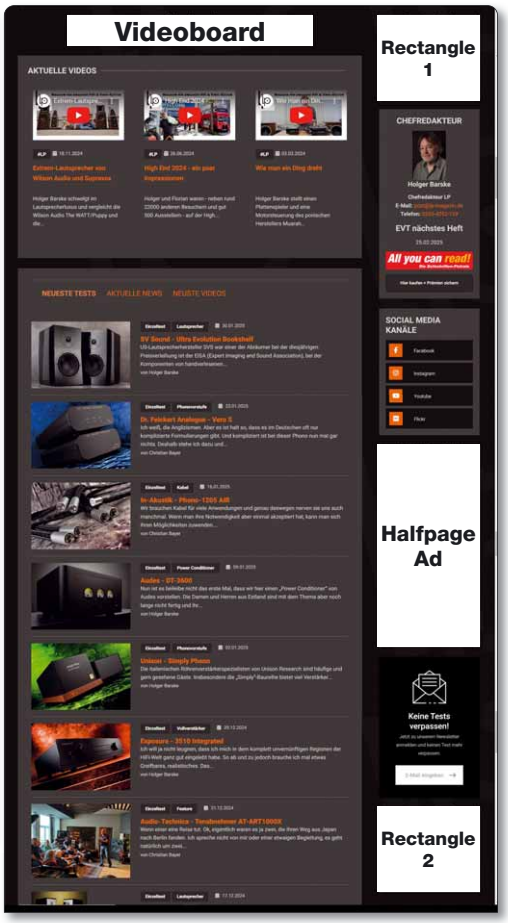
The brand package presents your logo with direct links, both under "our partners" and under your editorial content. It also includes the parallel publication of the EVT magazines on our website.

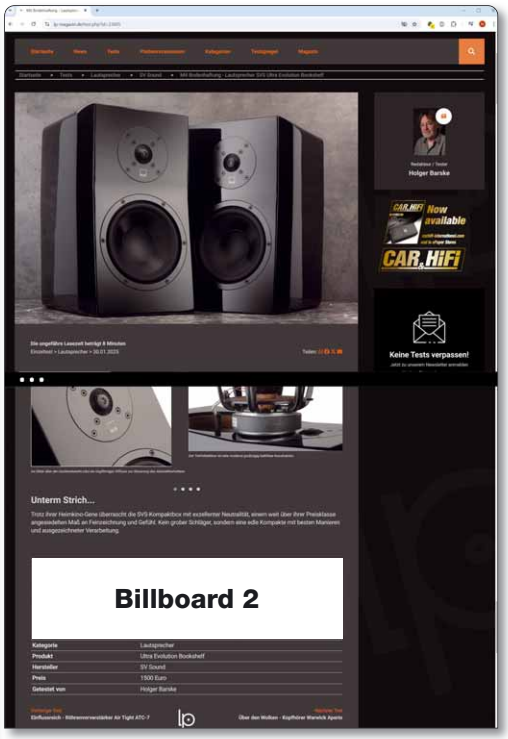
Further advertising options (mailings, YouTube videos,…) on request.

Price list valid from 2/2027

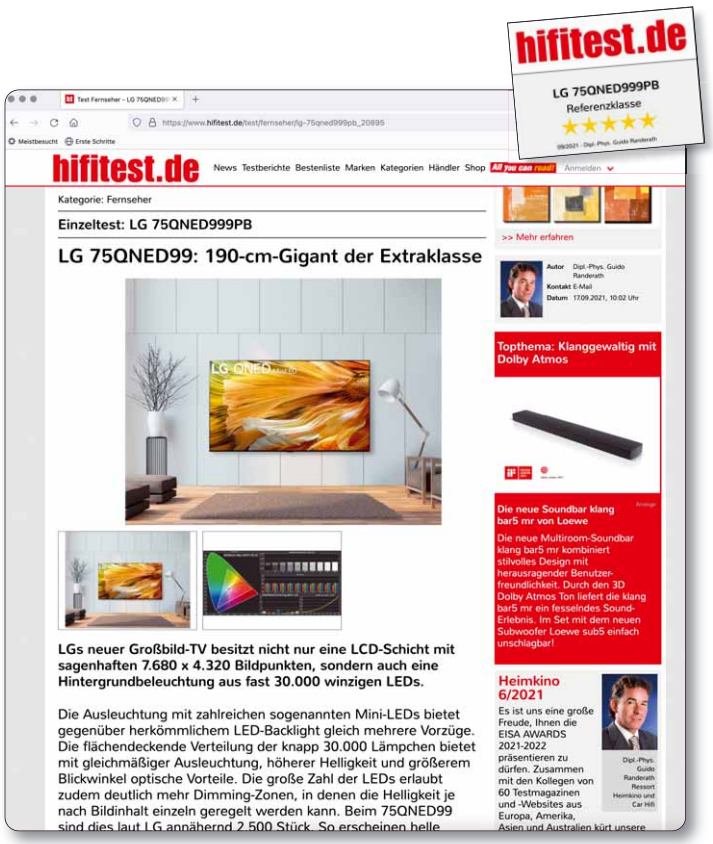
Leaderboard / Videoboard	10 € / TKP
Halfpage Ad	10 € / TKP
Billboard	16 € / TKP
Medium Rectangle	8 € / TKP
Topthema	monthly 1,490 €
Markenwelt	990 € / Year
Newsletter	10 € / TK Shipment





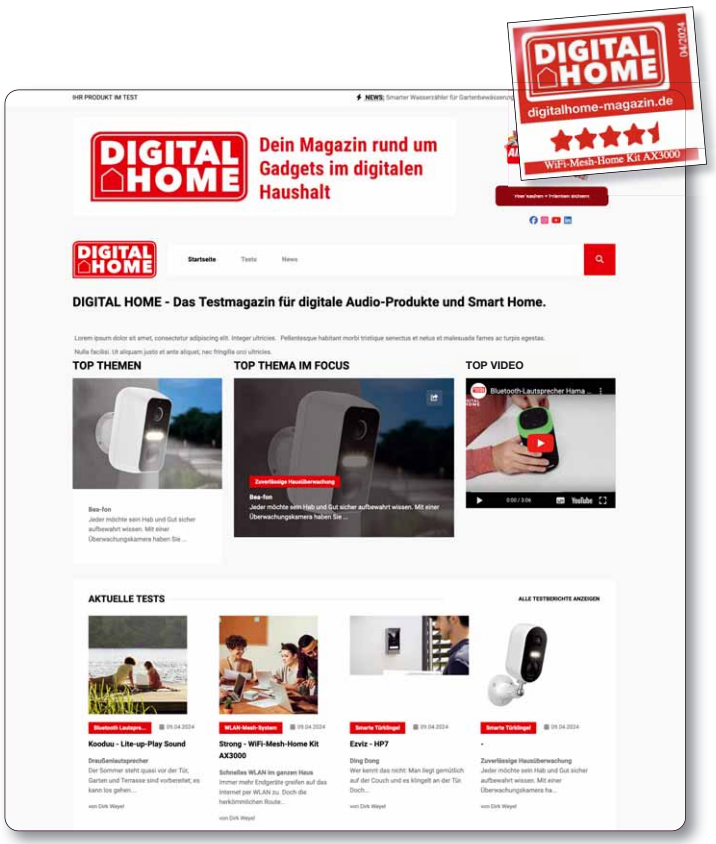


Special Interest Websites – 4 strong technology websites



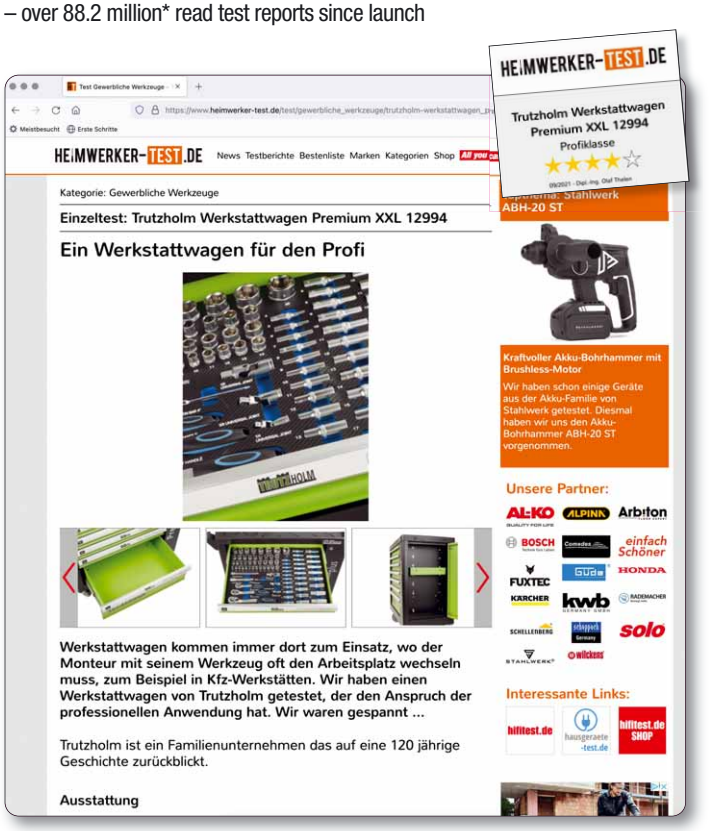
www.hifitest.de

The website for HiFi & consumer electronics
– over 88.2 million* read test reports since launch



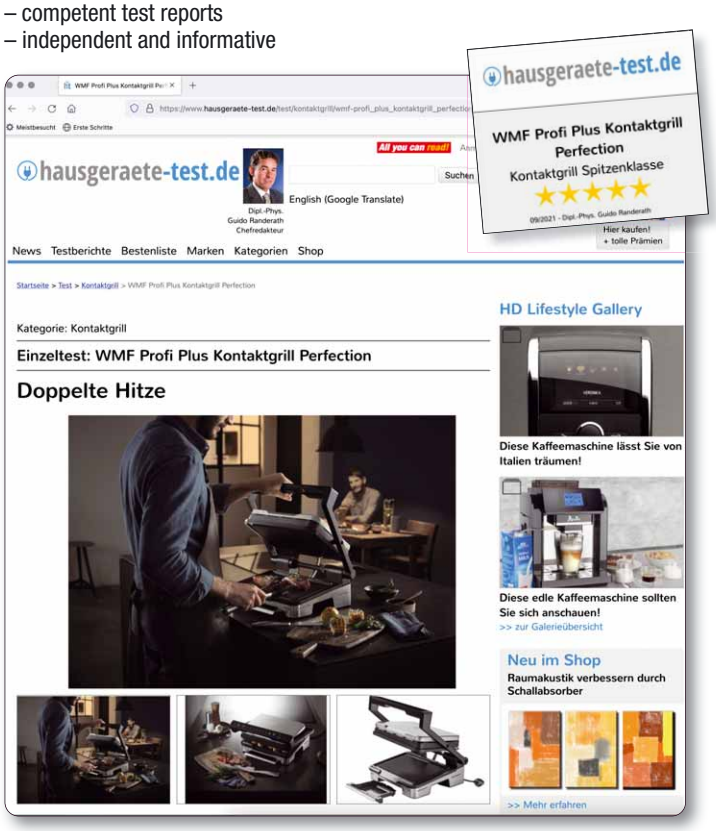
www.digitalhome-magazin.de

The new website for smart devices
– competent test reports
– independent and informative



www.heimwerker-test.de

The home improvement products website
– over 15.7 million test reports read since launch



www.hausgeraete-test.de

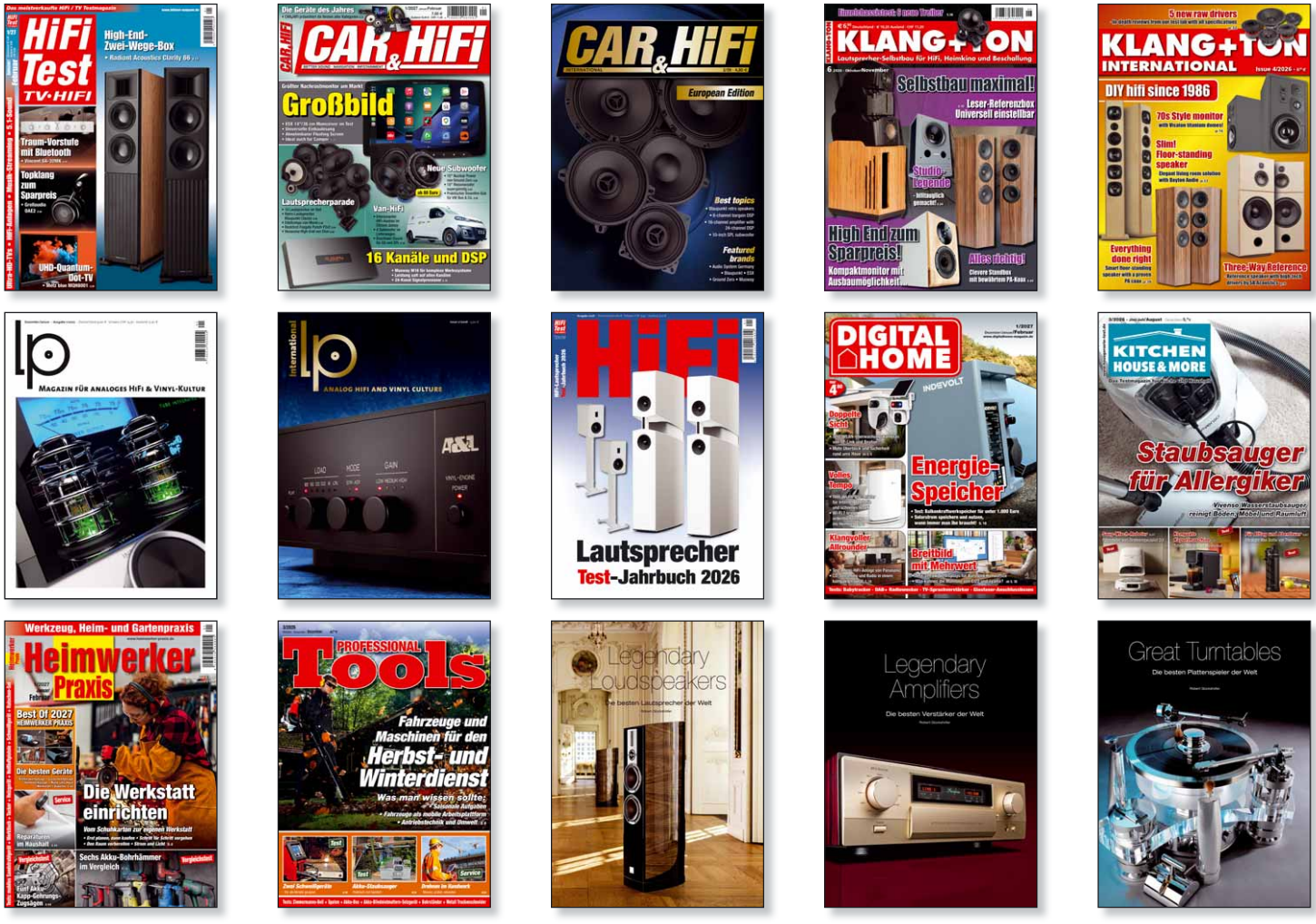
The new website for home appliances!
– competent test reports
– all products related to household appliances
– informative and independent
– over 1.6 million test reports read since lau

* State 2024

All you can read – The circulation booster

Do you know:

All you can read!
Die Zeitschriften-Flatrate



Benefit from All you can read

Your ads reach new target audiences

Since 2009 we have also published all magazines digitally using our own magazine flat rate ALL YOU CAN READ. This means your ads automatically reach new target groups.

Our customers of Michael E. Brieden Verlag GmbH receive this exclusive service free of charge So you automatically participate in online business.



Enthusiastic readers' opinions about AYCR

"... good idea!" (From the reader survey)

„Super service – please keep it up! This is the future." (From the reader survey)

"Great offer, keep it up! :-)" (From the reader survey)

"It really doesn't get any easier or cheaper." (from the home cinema forum "beisammen.de")

"Immediately after confirming my data, I could access the latest twelve editions of 'Klang+Ton' as a PDF download, as well as several current and older editions of 'HiFi Test' and 'Heimkino', etc.! Altogether I could read 27 titles with 134 editions – a lot to read when the winter comes."
(from „hifi-forum.de")

"This is great ... finally no more paper jam..." (from „hifi-forum.de")

"...the motto is: download, save, watch – incl. a free shot." (from „hifi-forum.de")

"Well, I'm participating for the second year now and I'm just excited how much money I could save!" (from „hifi-forum.de")

"Now this is a fine thing. I registered for this service on the spot and I'm really delighted so far."
(from „hifi-forum.de")

General Terms and Conditions

1. An "advertising order" in the sense of the following agreements is the contract between the publishing house and the advertiser about the publication of one or several advertisements or other advertising material (hereinafter referred to as "advertisements") of advertisers or other advertising space buyers (hereinafter referred to as "advertisers") in a newspaper or magazine publication for the purpose of circulation.
2. A "trade" is a contract about the publication of several advertisements under recognition of the rebates that can be given to the advertiser according to the price list, with the publication taking place on advertiser's demand. Rebates shall not be granted to those companies whose business purpose, among others, consists of issuing advertising orders for various advertisers, in order to put forward a joint rebate claim. If the right to call for individual advertisements is reserved in the context of closing, the order shall expire within one year after the appearance of the first advertisement, as long as the first advertisement is called for and published within a year after the contract has been made. If an order is not filled for reasons that are not the fault oft he publishing house, the Ordering Party, notwithstanding additional legal obligations, shall pay the publishing house the difference between the promised discount and the discount corresponding to the actual purchase. The Ordering Party has, when not otherwise agreed upon, the right to claim a corresponding discount on the actual purchase of advertisements within one year.
4. Orders for advertisements which are expressly to be published solely in certain numbers, certain issues and certain places in the printed publication must be received by the publisher so far in advance that the Ordering Party can be informed prior to completion if the order cannot be executed in this manner. Rubricated advertisements shall be printed in the respective column, and do not require an express agreement to this effect.
5. Text advertisements are advertisements bordering text on at least three sides and not on other advertisements. Text advertisements that are not recognizable as advertisements due to their layout shall be clearly labeled as publicity by the publishing house.
6. The publisher reserves the right to reject advertisements - as well as individual placements as part of a standing order - if
   - the contents of these violates laws or official stipulations or
   - the content of these was considered objectionable by the German Press or Advertising Council in a complaints procedure
   - their publication is not acceptable for the publisher because of the content, the design or the layout, the origin or the technical form or
   - these advertisements contain the advertisement of or for third parties

   Advertising supplement orders are not binding for the Publisher until a sample of the advertising supplement has been submitted and approved. Advertising Media containing the promotional material of or for third parties (umbrella advertising) require in each individual case the specific prior written approval of the Publishing House. This entitles the publishing house to charge a combined surcharge. If the posting of an advertisement medium is partially or fully prohibited the advertiser will be informed immediately.
7. The Customer shall be solely responsible for the timely delivery and impeccable condition of suitable artwork and other Advertising Media. The Advertiser is obliged to provide the Publisher with correct advertising material, particularly with regard to the format or the technical specifications as designated by the Publisher in good time prior to the begin of the advertising campaign. The Customer shall bear any and all costs incurred by the Publishing House as a result of changes to the Advertising Media requested by the Customer or attributable to the Customer. Agreed upon is the general quality of the advertisement due to the possibilities of the print layouts and the technology used by the printing company for the proven print according to statements in the price list. This applies only in the event that the client complies with the specifications of the publisher for production and delivery of print materials.
8. Printing material will only be returned at the express demand of the orderer. The obligation to preserve the copy ceases three months after the purchase order has taken its course.
9. If the publication of the advertisement does not conform to the contractually owed quality, the Client has the right to reduce the agreed remuneration or to the publication of a substitute advertisement of impeccable quality, however, only to the extent to which the purpose of the advertisement was impaired. The publisher has the right to refuse advertising or publication if
   - performance requires expenditure which, having regard to the subject matter of the obligation and the principle of good faith, is manifestly disproportionate to the obligee's interest in performance or
   - if his can only be carried out with disproportionate costs fort he publishing house
   - if the publisher does not comply with a reasonable deadline set for the replacement advertisement or other advertising materials or if the substitute advertisement is not flawless again, the advertiser shall have the right to reduction of payment. In the case of minor defects, the customer shall not be entitled to cancel the order. Complaints in case of unapparent deficiencies have to be put forward within a year from the beginning of the legal statutory limitation. The publisher is liable for all damages no matter whether from a violation of contractual obligations or from unlawful acts according to the following terms:
   - In the event of gross negligence, the liability in commercial trading is limited to compensation for the typically foreseeable damage; this limitation does not apply if the damage was caused by a legal representative or a manager of the publishing house.
   - In case of ordinary negligence, the publisher is only liable if an essential contractual obligation was violated. In this case liability is however limited to typical foreseeable damages.
   - In the event of claims based on product liability regulations, or in the event of an injury to life, body or health, the publisher is liable according to the legal regulations.

   Complaints have to be asserted within four weeks after receiving the invoice and document. Generally the publisher is only liable for the amount of the advertisement price concerned. All claims against the publisher deriving from contractual violation of duty expire after one year after the legal beginning of the statutory limitation if they are not based on intentional behavior.
10. Proofs are supplied upon express request only. The client will bear the responsibility for the correctness of the proofs that have been sent back. The publishing house shall include all corrections of errors that it is notified of within the period of time set when sending the proof.
11. Unless special regulations apply with respect to dimensions, the actual advertisement height that is usual for the type of advertisement shall be used as the basis for invoicing.
12. The invoice shall be paid within the period as indicated in the price list, unless a different payment period or prepayment has been agreed upon in individual cases. Any discounts for premature payments are granted in accordance with the price list.
13. Delayed or deferred payment will be charged with the usual interest rates for overdraft credits. In the event of payment default, the Publisher may suspend the further execution of the current order until payment is received and may demand prepayment for the remaining advertisements. Where there are justified doubts regarding the solvency of the customer, the publisher is entitled, also during the term of an advertising order, to make the publication of further advertisements contingent on the payment of all unpaid amounts and the pre-payment of all remaining advertisements, irrespective of any payment conditions originally agreed upon.
14. On request, the publisher will supply a voucher copy of the advertisement. Depending on the kind and scope of the advertisement order, pages, cuttings or full voucher copies will be supplied. In the event that a voucher copy cannot be supplied, then a legally binding certificate from the publisher regarding the publication and distribution of the advertisement will be provided in its place.
15. If the print run is reduced, a claim for a reduction in the rate can be derived if the print run assured in the price list or otherwise has been undercut by more than 30%.
16. The publisher's business address is the place of fulfillment. The place of jurisdiction for entities other than business people shall be their place of residence. In commerce with traders, legal entities under public law or separate estates under public law, the court of competent jurisdiction for complaints shall be the publisher's business address. If the publisher's claims cannot be satisfied by issuing payment reminders, the place of jurisdiction for disputes with non-commercial clients is determined by the place of residence of the latter. If the place of residence or the usual abode of the Advertiser, including private persons, at the time of raising a claim is unknown, or if the Advertiser has moved his residence or usual place of abode out of the area of jurisdiction, then the court of competent jurisdiction for complaints shall be the publisher's business address.
17. Advertising agencies and advertising agents will be obliged to comply with the publisher's rate card in all their proposals, contracts and settlements with advertisers.
18. Price changes in respect of orders already awarded can be applied to companies if the publisher has notified them thereof at least one month before publication of the advertising material. If the publishing company increases its prices, the customer shall have the right to withdraw from the contract. The right to withdraw must be exercised within 14 days of receipt of the notification concerning the increase in price.
19. Advertisers warrant that they possess any and all rights required for the placement of advertisements and that they do not infringe the rights of third parties (in particular industrial property rights, copyrights, personal rights, etc) or other statutory provisions. The advertiser bears sole responsibility for the content and legal admissibility of the text and graphic materials made available for the insertion. The Advertiser indemnifies the publisher within the framework of the advertising order/contract from all claims brought by third parties that could arise from the infringement of legal provisions. Moreover, the advertiser shall indemnify the Publishing House from any costs of necessary legal representation. The advertiser is obliged to support the publishing house in good faith with information and documents in its legal defense against third parties and give written notification. To the extent in time, volume and content necessary for the execution of the advertising order, the advertiser transfers to the publishing house all the required copyrights, rights of use and ancillary copyrights required for the use of the advertisements in online media of all kinds, including the Internet, including especially the right to copy, transfer, transmit, process, read and download from a database. The above rights are transferred spatially unlimited in all cases.
20. In case of equipment failures or force majeure, illegal industrial conflict, illegal attachment, traffic disruption, general scarcity of raw materials or energy and similar happenings – in both the publisher's establishment and/ or external businesses used by the publisher for fulfillment of its obligations – the publisher is entitled to demand full payment for the published advertisements provided that 70 % of the guaranteed circulation (or in case of lack of a guaranteed circulation the normally sold circulation) of the publisher's publication has been distributed.

Equipment terms and conditions of the Michael E. Brieden Verlag GmbH As of September 01, 2012

§ 1. The editorial offices of Michael E. Brieden Verlag GmbH perform product tests according to marketable product testing criteria. The selection of the products proposed for testing will be held after marketable criteria. The following provisions govern the handling with the testing equipment provided by manufacturers and distributors to the Michael E. Brieden Verlag GmbH and its employees or freelancers.

§ 2. Test invitations for planned product tests are issued to manufacturers and distributors both orally and in writing.

§ 3. For test equipment that has been sent to the publisher unsolicitedly, the present provisions shall apply accordingly.

§ 4. The responsibility for the delivery / handing over of test equipment at the headquarters of the respective editorial office resides with the manufacturer.

§ 5. The tests are conducted by the editors with the utmost care using marketable criteria.

§ 6. Each device transfer and other transfer is fully at the risk of the manufacturer. There is no fundamental right to reimbursement for the manufacturer.

§ 7. The Michael E. Brieden Verlag GmbH completes an electronic insurance that insures the test equipment provided by the manufacturer / distributor during the period of the actual cession against the following risks: theft, transport in the publishing house, damage by unauthorized persons, fire, water damage, storm.

§ 8. The lease term is at least 8 weeks from receipt of the product in the publishing house.

§ 9. After these 8 weeks the test equipment can be picked up by the manufacturer / distributor.

§ 10. In principle the manufacturer is responsible for the collection of devices.

§ 11. Regardless of § 10 and without admission of legal liability, we recommend the following: As a lively interaction exists between the editors and the producers, we recommend the pickup when delivering new test equipment. If this is done in a regular agreed exchange, transport and administrative costs and storage times are minimized on both sides. There should be an agreement among the relevant people involved.

§ 12. If a device has not been picked up by the manufacturer / distributor after the end of the lease period of 8 weeks, and also not within an additional pick-up time of 4 weeks, then the Michael E. Brieden Verlag GmbH will ask the manufacturer / distributor to pick up the unit within a further 2 weeks or have them collected. As an alternative, the respective device can be sent not prepaid to the manufacturer / distributor through a delivery service of the publisher's own choice.

§ 13. After expiry of the period referred to in § 12, it is the right of the Michael E. Brieden Verlag GmbH to freely dispose of the test equipment and hand it over to its own discretion into the possession of a third party or to sell it. With the extended storage, increased insurance costs, costs for additional storage space, labor costs, inventory management, transportation, delivery of electronic scrap, etc. have already emerged.

§ 14. These terms and conditions cannot be replaced by simple admixing of delivery notes with otherwise policies to the boxes of the test equipment.

§ 15. Basically it is possible to make special arrangements that need to be in written form without exception.

§ 16. Subject of a separate agreement may be the vote of a longer lease and pick-up time and / or special regulations for product return.

§ 18. These additions to the terms and conditions of the Michael E. Brieden Verlag GmbH will apply from September 01, 2012.