

DAS
WETTER

MAGAZIN FÜR TEXT UND MUSIK

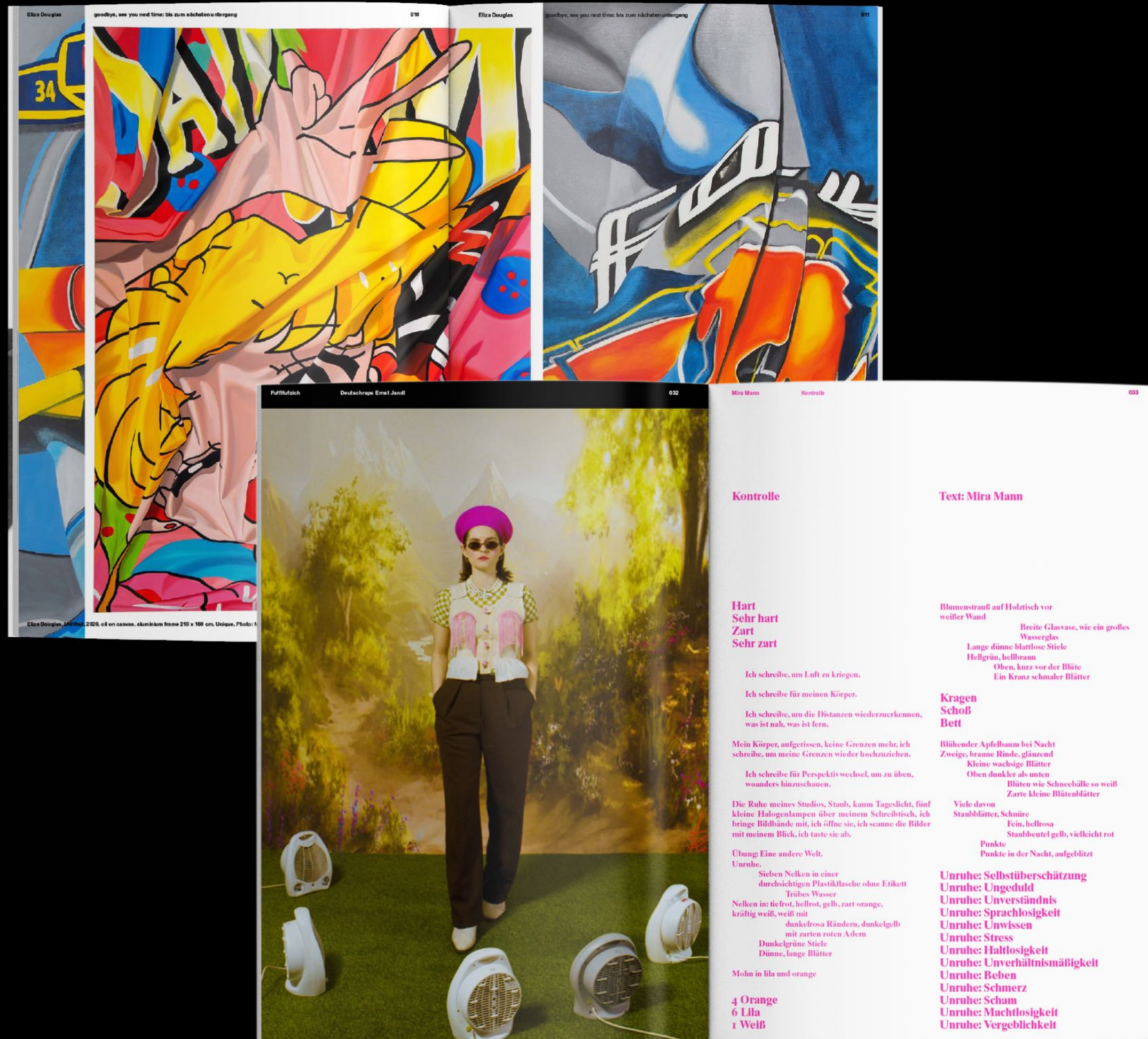


MUSIC & LITERATURE

Das Wetter is the pop culture magazine for our complicated present. It is just as diverse as our time, which is characterised on the one hand by the desire for individual development beyond traditional ideas and on the other by the striving for equality for all people. Since the autumn of 2013, we have been attempting with Das Wetter our idea of a culture in which a street rap album is discussed with the same mixture of passion and seriousness as the new novel by a hip young writer. This core concern - the dissolution of genre boundaries and a new self-evidence in writing about ANY kind of art - is something we have retained to this day. The same applies to the demands we place on our own work: we do not see the photographs and texts in Das Wetter as services for our readers, but as independent artistic works that often go beyond the boundaries of what a magazine can be.

18-35 years old - Unisex target group

Many of them are already active as photographers, authors, designers, artists and more. Others have just embarked on this path and are studying at an art university, working on their own songs or organising themselves independently in political initiatives. Others are just about to graduate from school and dream of leaving the small town for the metropolis.



DIGITAL

FACEBOOK

11.000 Fans

INSTAGRAM

27.000 Follower -

30.000 monthly engagement

HOMEPAGE

www.wetter-magazin.com

(Reach: 10.000-15.000

unique visitors)

PRINT

FREQUENCY

4 x per year

FIRST DAY OF SALE

Monday

ISSUE FORMAT

196 mm width, 286 mm height

COPY PRICE

10,00 EUR

WIDESPREAD CIRCULATION

6.000

DATES & PRICING

DATES

Issue #30 (1/2023)

First day of sale 03.04.2023

Deadline for advertisements & printing material 17.03.2023

Issue #31 (2/2023)

First day of sale 10.07.2023

Deadline for advertisements & printing material 18.06.2023

Issue #32 (3/2023)

First day of sale 25.10.2023

Deadline for advertisements & printing material 20.09.2023

DAS WETTER celebrates its 10th anniversary in 2023.

An anniversary book will be published in autumn,
which is why only three issues will be published.

SEND PRINT FILE TO:
Heike@wetteristimmer.de

SPECIFICATIONS:
2/1 page: 386 x 286 mm + 3 mm bleed
1/1 page: 196 x 286 mm + 3 mm bleed
colour scale: Euroscale

AD PRICING

1/1 page	3.000,00 EUR
2/1 page	6.000,00 EUR
Opening Spread	7.000,00 EUR
3rd cover page	3.400,00 EUR
Back Cover (U4)	5.000,00 EUR

CONTACT

EDITORIAL

Das Wetter - Magazin für Text und Musik
Sascha Ehlert
Meierottostraße 7
10719 Berlin
Fon +49 176-84088352
redaktion@wetteristimmer.de

Heike Ehlert
Fon +49 151-61234038
heike@wetteristimmer.de

MARKETING

Oliver Horn
Fon +49 171 2239 119
oliver.horn@hof-lieferant.com

Niklas Kortwittenborg
Fon +49 171 6211549
kortwittenborg@hof-lieferant.com

