

Media data print & online

chor.com September 26th to 29th, 2024, in Hanover

With **concerts, workshops**, and a freely accessible **forum**, the DCV (German Choir Association) invites you to participate in Europe's most important hub for the vocal music scene, hosted in the UNESCO City of Music, **Hanover**.

Since its inception in 2011, chor.com has evolved into a central platform for choir directors, choir managers, music educators, church musicians, publishers, singers, and all enthusiasts of choral music. It serves as a hub for discovering the **latest trends** in the **vocal music scene**, for meeting at eye level, inspiring each other, and developing new ideas together.

Place an advertisement in the chor.com 2024 programme booklet and, new this year, on the website www.chor.com. Gain visibility among approximately 2,000 expert participants and contributors representing all facets of the vocal music scene. Additionally, there will be a flyer display during chor.com 2024.

Take a look at our price list or send us an email at heike.hellebrand@deutscher-chorverband.de to receive more information about special package offers.

The target group of chor.com **programme booklet** and **website www.chor.com** are **expert participants** and **exhibitors** of chor.com: choral conductors, music educators, church musicians, choir managers, lecturers, composers, music publishers, music journalists, singers, organizers of festivals and concerts, music dealers, producers of music software and technical accessories, artists agencies and tour operators for choirs.

The **key contents** of the chor.com programme booklet and the website www.chor.com include texts related to concerts and workshops, biographies of the artists and lecturers, as well as information about the fair and the exhibitors.

Ad formats & prices in the programme booklet

Publication Date:	August 2024
Circulation:	Approx. 1.000 copies
Distribution:	Postal dispatch to all expert participants and exhibitors and atchor.com in Hanover
Format:	120 x 210 mm
Volume:	Approx. 300 pages

Advertising Rates

Print Specifications:

1/1 page, 4c	100 x 190 mm (type area) or 120 x 210 mm (+ 3 mm, trim size)	1.500 €
1/2 page horizontal, 4c	100 x 93 mm (type area)	750 €
1/4 page horizontal, 4c	100 x 45 mm (type area)	375 €

Print templates: pdf-x1 (cmyk), no special colours, image data 300 dpi, crop marks, no format border

Deadlines:

Ad Closing Time: June 10th, 2024

Forms Closing Time: July 1, 2024

Ad formats & prices on www.chor.com



Homepage or Subpage www.chor.com

A Superbanner

Desktop: 1140 x 360 px

Tablet: 800 x 420 px

Mobile: 520 x 480 px

650 €

B Banner slim

1.140 x 165 px

350 €

Subpage www.chor.com

C Half Banner

555 x 165 px

250 €

D Square

360 x 360 px

250 €

Booking conditions

Your digital ad will be online for a calendar month, and all prices mentioned apply to this period. Special placement requests and package offers are possible upon request, potentially at an additional charge.

Flyer display during chor.com in HCC Hanover

Prices:

DIN long / postcard format:	250 €
Special formats (A5, A4):	350 €

Display: A maximum of 300 flyers with a total media weight of a maximum of up to 4 kg

Bookable until

July 31th, 2024

Delivery in Hannover

September 25th, 2024

We will provide you with the delivery address well in advance.

Discounts:

Non-profit institutions and educational institutions receive a **25% discount** on the basic advertising price (cannot be combined with the exhibitor discount).

Exhibitor discount of 20% for institutions and organizations that take part in chor.com as trade fair exhibitors.

An **early bird discount of 15%** applies to online ad bookings made by April 1, 2024.

There is a **combined discount of 10%** when booking an ad in the chor.com 2024 programme booklet and an online ad simultaneously.

All prices mentioned do not include statutory sales tax.

Contact for advertisements and flyer display:

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