

# Media Information 2026

## Specialist magazines of Schott

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# General Information & Price Components

**Trim size:** 210mm x 297mm, unless otherwise specified

**Bulk discounts:**

3 x 5%, 6 x 10%, 11 x 15%

if the order is placed for one year, calculated from receipt of order

**Combination discounts:**

if the same ad is placed (in print or digitally)

in 2 magazines 10 %

in 3 magazines 20 %

in 4 and more magazines 25 %

**Commission:** 15 % (not including colour surcharges and ad positioning surcharges)

**Colour surcharge:**

20% or 25% of the b&w rate (no discount, no commission)

**Advertisement positioning in the editorial part:**

20% surcharge on the b&w rate

Typesetting and litho printing will be charged extra.

**VAT:** For orders from EU countries, we kindly ask you to let us know your VAT registration number. If you do not send us your VAT registration number, we will have to charge you German VAT (19%). This is a legal requirement.

**Terms of payment:**

Every invoice for an advertisement is due for payment 30 days after the date of invoice.

The rates are exclusive of VAT.

For ordered, yet unpublished advertisements we will charge a lump sum.

# Technical Data & Data Transfer

Please send us print data in the following format:

**PDF:** CMYK or grayscale mode, all fonts and images embedded, 300 dpi resolution

**TIFF:** CMYK or grayscale mode, 300 dpi resolution

**EPS:** all fonts converted into paths, embedded images

**Colour profile:** ISO Coated v2 (ECI)(CMYK) or Generic Gray Gamma 2.2 (grayscale)

**Trim size:** DIN A4 (210mm x 297mm)

**Papier:** matt-coated paper for illustration printing in 90 gsm (das Orchester: 70 gsm)

**Tips for the layout and preparation of the print data:**

- hairlines should generally be avoided
- do not use too small font size (< 5pt)
- vectorise objects
- pixel-based graphics require a resolution of at least 300 dpi
- include the fonts used in the print PDF to avoid "pixelated" fonts

Advertisements from MS Word files or from manuscripts can be reset. The costs for resetting will be charged extra and added to the advertisement rate. Like resetting, any further modification will be charged extra.

As at 12/2025, subject to technical modifications

## Contact

**Schott Music GmbH & Co. KG, Advertising service**

Weihergarten 5, 55116 Mainz

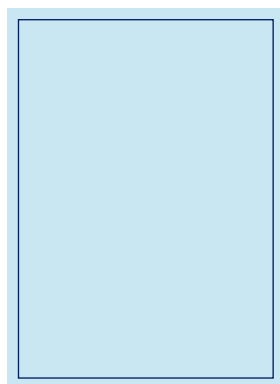
Tel.: +49 (0) 6131 24 68 -51/-52

**Please send the data to:**

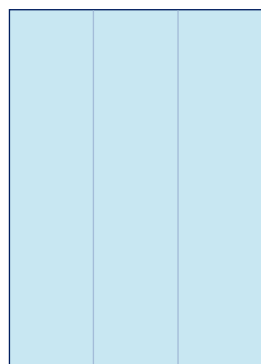
almuth.gilomen@schott-music.com

sebastian.burkart@schott-music.com

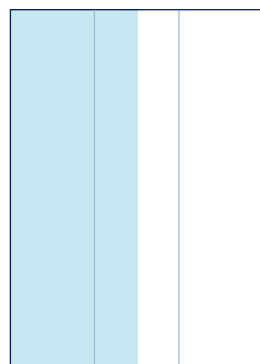
# Display Formats



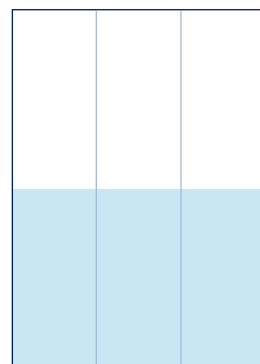
**Cover pages**  
210 x 297 mm  
DIN A4  
+ 3 mm bleed



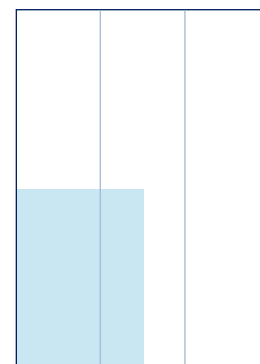
**1/1**  
185 x 260 mm  
Type area



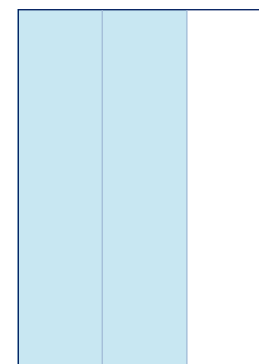
**1/2 portrait**  
90 x 260 mm



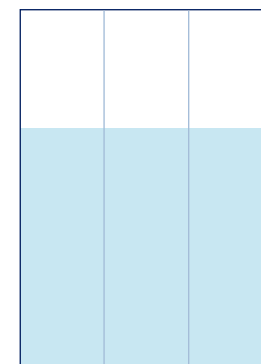
**1/2 landscape**  
185 x 127 mm



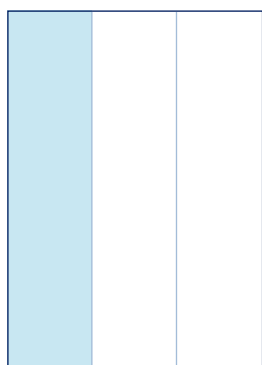
**1/4**  
90 x 127 mm



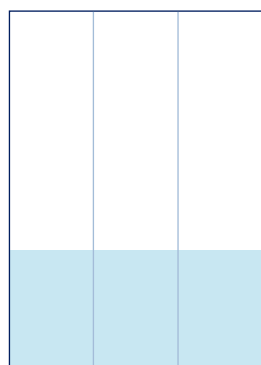
**2/3 portrait**  
122 x 260 mm



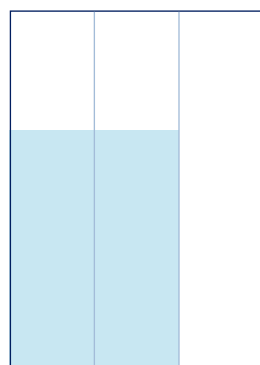
**2/3 landscape**  
185 x 172 mm



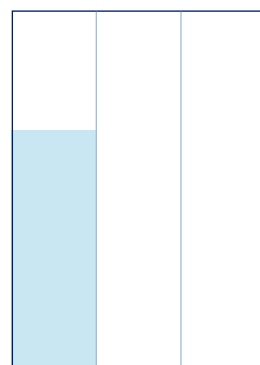
**1/3 portrait**  
58 x 260 mm



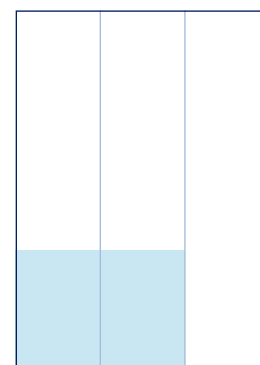
**1/3 landscape**  
185 x 83 mm



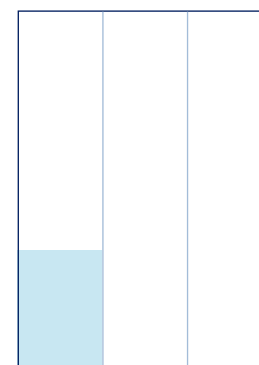
**4/9**  
122 x 172 mm



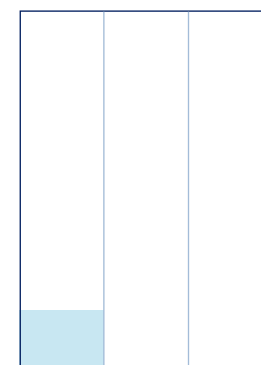
**2/9 portrait**  
58 x 172 mm



**2/9 landscape**  
122 x 83 mm



**1/9**  
58 x 83 mm



**1/18**  
58 x 39 mm

# das Orchester

Magazin für Musiker und Management



The media-enhanced digital edition  
in the app or in the browser



*das Orchester* contains specialist articles on the topics of training of musicians and their everyday professional life, musicians' medicine, education in music, attraction of audiences, cultural politics, orchestra marketing and management. Each issue takes a look at the international orchestra scene and the work of radio choirs. Current musical life is reflected in reports on concerts, music-theatre premieres, music festivals, competitions, symposiums, and numerous reviews of new publications. The world's leading specialist magazine for professional orchestra musicians is aimed at professional and amateur musicians, orchestra and cultural managers, music students and members of the music business. Every month, the podcast *Klangvoll* features a guest from the cultural industry.

**Year of issues:** 74th year, 2026  
**Number of copies (printed and digital):** 18,000 copies  
**Publisher:** Schott Music GmbH & Co. KG  
 Weihergarten 5, 55116 Mainz  
 Postfach 3640, 55026 Mainz  
 DE 149025549 Amtsgericht Mainz  
**VAT Reg. No.:** Kerstin Siegrist, Elke Reis, Rüdiger Behschnitt  
**Editorial:** Almuth Gilomen  
**Advertisements:** +49 (0)6131 24 68 51  
**Phone:** almuth.gilomen@schott-music.com  
**Email:**

## Formats and Rates (plus VAT)

Specifications of the formats: see page 3

Format	Rate b&w/€	Rate 4c/€* (+ 20%)
1 / 1	2.025,-	2.430,-
2 / 3	1.425,-	1.710,-
1 / 2	1.100,-	1.323,-
4 / 9	1.025,-	1.230,-
1 / 3	775,-	930,-
1 / 4	655,-	786,-
2 / 9	575,-	690,-
1 / 9	330,-	396,-
1 / 18 commercial ad	175,-	210,-
1 / 18 private ad (special price)	130,-	156,-
Inside front cover	–	2.975,-
Inside back cover	–	2.975,-
Outside back cover in 4c	–	3.125,-

\* Colour and positioning surcharges are not subject to a discount or commission

## Publication Schedule and Topics

Issue	Focus	Date of publication	Copy deadline
1/2026	Führungsqualitäten/Leadership qualities	01.01.2026	03.12.2025
2/2026	Inklusion/Inclusion	01.02.2026	12.01.2026
3/2026	Konzertformate / Concert formats	01.03.2026	10.02.2026
4/2026	Indien und Sri Lanka / India and Sri Lanka	01.04.2026	12.03.2026
5/2026	Programmhefte / Programmes	01.05.2026	13.04.2026
6/2026	Musik=Menschsein / Music=Being human	01.06.2026	11.05.2026
7-8/2026	Bayreuth	01.07.2026	12.06.2026
9/2026	Orchester anders / Orchestra with a difference	01.09.2026	12.08.2026
10/2026	Mitbestimmen / Participation	01.10.2026	11.09.2026
11/2026	N.N.	01.11.2026	12.10.2026
12/2026	N.N.	01.12.2026	12.11.2026

# NEUE ZEITSCHRIFT FÜR MUSIK



The media-enhanced digital edition  
in the app or in the browser



Founded by Robert Schumann in 1834, the specialist magazine for contemporary music also addresses, in a journalistically demanding manner, adjacent areas overlapping with popular music, jazz and sound art. The issues consist, in equal parts, of a topical section, numerous contributions to the column section and a service section. The latter section contains reports on festivals, music theatre performances and conferences, reviews of CDs and books, as well as news and dates of events, world premieres and radio programmes.

The leading magazine for contemporary music is read by aficionados of and concert-goers interested in New Music and contemporary music theatre, musicians, musicologists, and people in charge of concert programming.

<b>Year of issues:</b>	187th year, 2026
<b>Number of copies (printed and digital):</b>	5,500 copies
<b>Publisher:</b>	Schott Music GmbH & Co. KG Weihergarten 5, 55116 Mainz Postfach 3640, 55026 Mainz DE 149025549 Amtsgericht Mainz Sebastian Burkart Tel.: +49 (0)6131 24 68 52 Email: sebastian.burkart@schott-music.com
<b>VAT Reg. No.:</b>	
<b>Advertisements:</b>	
<b>Managing editorial:</b>	Dr. Monika Voithofer, Prof. Stefan Fricke
<b>Editorial:</b>	Friederike Lamberty

## Formats and Rates (plus VAT)

Specifications of the formats: see page 3

Format	Rate b&w/€
1 / 1	1.100,-
2 / 3	765,-
1 / 2	615,-
4 / 9	550,-
1 / 3	415,-
1 / 4	395,-
2 / 9	310,-
1 / 9	235,-
Inside front cover in 4c	1.650,-
Inside back cover in 4c	1.650,-
Outside back cover in 4c	1.800,-
Centre spread	1.700,-

## Publication Schedule and Topics

Issue	Focus	Date of publication	Copy deadline
1/2026	Das andere Darmstadt / The other Darmstadt	06.03.2026	20.01.2026
2/2026	Gewalt / Violence	22.05.2026	15.04.2026
3/2026	(Süd)Korea / (South) Korea	21.08.2026	15.07.2026
4/2026	Literatur/ Poesie/ Vertonungen / Literature/Poetry/Musical settings	20.11.2026	15.10.2026



## Formats and Rates (plus VAT)

Specifications of the formats: see page 3

Format	Rate b&w/€	Rate 4c/€*
1 / 1	655,-	818,75
2 / 3	485,-	582,-
1 / 2	435,-	543,75
4 / 9	415,-	518,75
1 / 3	375,-	468,75
1 / 4	345,-	431,25
2 / 9	275,-	343,75
Inside front cover	–	1.550,-
Inside back cover	–	1.550,-
Outside back cover	–	1.650,-
Centre spread	–	1.500,-
**Concert calendar (max. 500 characters)	85,-	–

\* Colour and positioning surcharges are not subject to a discount or commission

\*\* The following information is entered chronologically in the concert calendar: date and time, city and venue, works by X, Y, Z or concert title, performer(s) + instrument(s), organizer(s) (name, phone, e-mail), home page

Inform our readers about your organ concerts even with a small culture budget.

The independent quarterly journal deals with topics on all aspects of the pipe organ: portraits and interviews, articles on instruments, organ-building, organ aesthetics and repertoire, as well as on the theory and practice of interpretation.

*Organ* informs its readers about current events around the organ, competitions and master classes, as well as about new books, scores, CDs and DVDs.

Also available for each issue is a CD recorded specially for organ. The journal is much appreciated by organ experts, professional organ players, and lovers of organ music.

<b>Year of issues:</b>	29th year, 2026
<b>Number of copies printed:</b>	3,500 copies
<b>Publisher:</b>	Schott Music GmbH & Co. KG Weihergarten 5, 55116 Mainz Postfach 3640, 55026 Mainz
<b>VAT Reg. No.:</b>	DE 149025549 Amtsgericht Mainz
<b>Editorial:</b>	Dr. Markus Zimmermann, Friederike Lamberty
<b>Advertisements:</b>	Sebastian Burkart Tel.: +49 (0)6131 24 68 52 Email: sebastian.burkart@schott-music.com

## Publication Schedule

Issue	Date of publication	Copy deadline
1/2026	27.03.2026	18.02.2026
2/2026	26.06.2026	18.05.2026
3/2026	26.09.2026	18.08.2026
4/2026	11.12.2026	09.11.2026





## Formats and Rates (plus VAT)

Specifications of the formats: see page 3

Format	Rate b&w/€	Rate 4c/€*
1 / 1	1.000,-	1.250,-
2 / 3	715,-	893,75
1 / 2	605,-	756,25
4 / 9	565,-	706,25
1 / 3	435,-	543,75
1 / 4	385,-	481,25
2 / 9	325,-	406,25
1 / 9	205,-	256,25
1 / 18 commercial ad	130,-	162,50
1 / 18 private ad (special price)	95,-	118,57
Inside front cover	–	1.575,-
Inside back cover	–	1.575,-
Outside back cover	–	1.700,-

\* Colour and positioning surcharges are not subject to a discount or commission

The magazine *üben & musizieren* looks into all aspects of instrumental and vocal tuition, elementary music education and early music education, focussing on didactic issues which go beyond the individual instrument. Each issue deals with a topical issue and provides practical tips and information on the areas of law, insurance, occupational studies, marketing, (self-) management, as well as cultural and educational discussions.

The popular music education podcast „Voll motiviert“ has been added to the programme. The website [www.uebenundmusizieren.de/research](http://www.uebenundmusizieren.de/research) also provides access to the e-journal *üben & musizieren.research – Zeitschrift für Forschung in music education*.

The specialist magazine *üben & musizieren* is much appreciated by instrumental and vocal teachers, music school teachers, university lecturers, and music students.

**Year of issues:** 43rd year, 2026  
**Number of copies**  
**(printed and digital):** 4,000 copies  
**Publisher:** Schott Music GmbH & Co. KG, Weihergarten 5, 55116 Mainz  
 Postfach 3640, 55026 Mainz  
**VAT Reg. No.:** DE 149025549 Amtsgericht Mainz  
**Editorial:** Rüdiger Behschnitt  
**Advertisements:** Almuth Gilomen  
 Tel.: +49 (0)6131 2468-51  
 Email: [almuth.gilomen@schott-music.com](mailto:almuth.gilomen@schott-music.com)

## Publication Schedule and Topics

Issue	Focus	Date of publication	Copy deadline
1/2026	Konflikte / Conflicts	02.02.2026	05.01.2026
2/2026	Spiel und Performance / Playing and performance	01.04.2026	05.03.2026
3/2026	Leistungsbereitschaft / Motivation and commitment	01.06.2026	04.05.2026
4/2026	Von Akkordeon bis Ukulele / From accordion to ukulele	03.08.2026	06.07.2026
5/2026	Geduld / Patience	01.10.2026	04.09.2026
6/2026	Musikschulforschung / Music school research	01.12.2026	05.11.2026

# MUSIK

## in der • Grundschule



with media package:  
audio/ video /  
digital edition/  
worksheets



30%  
discount  
on all advertising  
formats in the  
anniversary  
year 2026

### Formats and Rates (plus VAT)

Specifications of the formats: see page 3

Format	Rate b&w/€	Rate 4c/€*
1 / 1	790,-	987,50
2 / 3	570,-	712,50
1 / 2	470,-	587,50
1 / 3	340,-	425,-
1 / 4	310,-	387,50
Inside back cover	–	1.400,-
Outside back cover	–	1.500,-

\* Colour and positioning surcharges are not subject to a discount or commission

# 30 years

## Musik in der Grundschule

The quarterly magazine provides suggestions for modern and suitable teaching methods with the latest hits, handicraft ideas, musicals and classical pieces for children, as well as group and activity games. The issues are oriented towards special topics and take seasonal festivals into account. The articles come with scores, arrangements and master copies. The suggestions are practical and leave enough room for personal initiative.

The accompanying CD-ROMs correspond exactly to the contents of the respective issues, contain audio examples, videos and PDFs, and are suitable for playing the musical pieces to and rehearsing them with the children.

Here, specialist teachers, non-specialist teachers and/or all those who like to teach music will find what they need to prepare their music lessons.

**Year of issues:** 30th year, 2026  
**Number of copies**  
**printed:** 2,000 copies  
**Publisher:** Schott Music GmbH & Co. KG  
 Weihergarten 5, 55116 Mainz  
 Postfach 3640, 55026 Mainz  
 DE 149025549 Amtsgericht Mainz  
**VAT Reg. No.:**  
**Managing editorial:** Frigga Schnelle, Friedrich Neumann, Olli Ehmsen  
**Editorial:** Friedrich Neumann, Christian Müller  
**Advertisements:** Almuth Gilomen  
 Tel.: +49 (0)6131 2468-51  
 Email: almuth.gilomen@schott-music.com

### Publication Schedule and Topics

Issue	Focus	Date of publication	Copy deadline
1/2026	Geburtstag / Birthday	06.02.2026	04.12.2025
2/2026	Raus in die Natur / Getting out into nature	30.04.2026	05.03.2026
3/2026	Farben / Colours	27.07.2026	03.06.2026
4/2026	Klima / Climate	30.10.2026	04.09.2026





with media package:  
audio/ video /  
digital edition/  
worksheets

## Formats and Rates (plus VAT)

Specifications of the formats: see page 3

Format	Rate b&w/€	Rate 4c/€*
1 / 1	1.065,-	1.331,25
2 / 3	745,-	931,25
1 / 2	615,-	768,75
4 / 9	545,-	681,25
1 / 3	445,-	556,25
1 / 4	395,-	493,75
2 / 9	345,-	431,25
Inside back cover	–	1.575,-
Outside back cover	–	1.575,-

Four times a year, the magazine provides varied worksheets for the fields of classical, rock and pop music as well as New Music. The latest hits and arrangements for music-making in class meet the interests of the pupils. Major music-educational topics are thoroughly discussed and carefully considered.

The corresponding media package (CD/CD-ROM) contains all necessary audio examples and playbacks as well as videos, worksheets and answer keys.

Teachers, music teachers and school musicians, trainee teachers at special, secondary and comprehensive schools, grammar schools, universities and conservatoires use the practical and action-oriented suggestions and the comprehensive material to prepare their lessons.

**Year of issues:** 58th (117th) year, 2026  
**Number of copies printed:** 1,800 copies  
**Publisher:** Studio Neumann GmbH Goethestr. 61a  
 16548 Glienicke  
**VAT Reg. No.:** DE 116070418  
 represented by Schott Music GmbH & Co. KG  
**Editorial:** Friedrich Neumann, Dorothea Oettel  
**Advertisements:** Almuth Gilomen  
 Tel.: +49 (0)6131 2468-51  
 Email: almuth.gilomen@schott-music.com

## Publication Schedule and Topics

Issue	Focus	Date of publication	Copy deadline
1/2026	Künstliche Intelligenz / Artificial intelligence	13.02.2026	15.12.2025
2/2026	Muse	15.05.2026	01.04.2026
3/2026	Kreatives Musiklernen / Creative music learning	14.08.2026	01.07.2026
4/2026	Improvisation	13.11.2026	01.10.2026

# TONKÜNSTLER KALENDER



The pocket calendar is published in association with Deutscher Tonkünstler-Verband e.V., a standard work of the music scene.

Containing composer anniversaries with a two-year preview, school holidays, music competitions, essential addresses, information on GEMA as well as on social insurance and taxes for freelance artists and teachers, it provides indispensable information.

For more than 70 years, the practical calendar including week at a glance and schedule by hour has been the preferred choice of music teachers, free-lance instrumental teachers, performing musicians, church musicians, music students, and music aficionados as a time planner.

**Year of issues:** 72nd year, 2027  
**Number of copies printed:** 4,000 copies  
**Verlag:** Robert Lienau GmbH  
 Weihergarten 5  
 55116 Mainz  
 represented by Schott Music Schott Music GmbH & Co. KG  
**Redaktion:** Judith Picard  
**Anzeigen:** Sebastian Burkart  
 Tel.: +49 (0)6131 2468-52  
 Email: [sebastian.burkart@schott-music.com](mailto:sebastian.burkart@schott-music.com)

## Formats and Rates

c. DIN A5 (105x148mm)

Format	Rate (inside pages b&w)/€
1 / 1	525,-
1 / 2 portrait	325,-
1 / 2 landscape	325,-

## Publication Schedule

Issue	Date of publication	Copy deadline
2027	26.08.2026	30.04.2026



## App:

- free of charge
- in two languages



The magazine *Orff® – Arts and Education* centres on the examination of Carl Orff's oeuvre, dealing with both his compositional and educational works. Each issue also contains a report of the Carl Orff Foundation on their activities.

The magazine is aimed at all those interested in Orff, music students, musicians, teachers of elemental music education at music schools and in private practice (i. e. tutors of parent-child courses or teachers of early music education), music schools.

**Year of issues:** 7th year, 2026

**Number of copies printed:**

exclusively in digital form as Orff app in German and English. Available free of charge on the digital distribution platforms App Store (Apple), Google Play or as a desktop app

**Publisher:**

Schott Music GmbH & Co. KG  
Weihergarten 5, 55116 Mainz  
Postfach 3640, 55026 Mainz

**VAT Reg. No.:**

DE 149025549 Amtsgericht Mainz

**Editorial:**

N.N., in order Carl-Orff-Stiftung

**Advertisements:**

Almuth Gilomen

Tel.: +49 (0)6131 2468-51

Email: almuth.gilomen@schott-music.com

## Formats and Rates (plus VAT)

Formats see table

Format	Width mm	Height mm	Rate 4c/€
1 / 1	180	252	975,-
1 / 2 portrait	87	252	525,-
1 / 2 landscape	180	125	525,-
1 / 3 portrait	57	252	365,-
1 / 3 landscape	180	83	365,-

## Publication Schedule

Issue	Go-live	Copy deadline
1/2026	April 2026	February 2026
2/2026	October 2026	August 2026

# Advertorials

**An advertorial is a special form of advertising with a more complex form of communication:**

- Clearly marked graphically
- Visually clearly perceptible
- The editorial team creates and designs the advertorial.

The publisher shall receive information material and illustrations with the guarantee that this is free of any third-party rights and may be used by the publisher in Schott publications (print & online) free of charge.

- One proofreading pass is included in the price.
- All rates plus VAT

## Formats and Rates (plus VAT)

Advertorial in the magazine	Rate 1/2 page	Rate 1/1 page
das Orchester	1.800,- €	2.900,- €
Neue Zeitschrift für Musik	1.100,- €	1.700,- €
Üben & Musizieren	1.000,- €	1.600,- €
Organ-Journal für die Orgel	1.000,- €	1.600,- €

### PERFORMING UNDER PRESSURE

*Wenn mentale Stärke zum entscheidenden Instrument wird*

Der Moment, auf den alles hinausläuft: Der erste Ton, das Solo, der Auftritt vor dem Gremium. Der Raum ist still – doch innerlich tobt es. Gedanken rasen, der Atem stockt, der Körper zittert. Es geht um Nuancen, Millimeter, Sekunden. Um Präsenz. Um alles.

Für Musikerinnen ist der Umgang mit Druck Alltag – ob im Orchester, als Solistin, im Probe-spiel oder im Studium. Doch selten wird dieser Druck offen thematisiert. Mentale Stärke gilt oft als selbstverständlich – dabei ist sie kein Talent, sondern ein trainierbarer Teil professioneller Vorbereitung.

Genau hier setzt **Ready2Perform** an – ein wissenschaftlich fundiertes Online-Kurs zur mentalen Stärke, der Musikerinnen hilft, unter Druck ihr Bestes zu geben, ohne sich selbst zu verlieren. Entwickelt wurde er von den Sport- und Performance-Psychologen **Dr. Sebastian Altfeld** und **Christian Luthardt**. Der von den Krankenkassen bewuschene Kurs unterstützt Teilnehmerinnen dabei,

sich gezielt, systematisch und praxisnah auf Leistungs-situationen vorzubereiten – mit Lampen-der, inneren Druck, Ablenkungen und unerwarteten Momenten souverän umzugehen und nach dem Auftritt wieder in echte Erholung zu finden.

Über zwei Jahre lang haben beide den Kurs entwickelt, wissenschaftliche Erkenntnisse aus verschiedensten High-Performance-Bereichen ausgewertet und ihre Erfahrungen aus über 25 Jahren psychologischer Begleitung von Masterkrikerinnen, Sportlerinnen und Führungskräften gebündelt. In fünf aufeinander aufbauenden Schritten begleiten sie ihre Teilnehmerinnen auf dem Weg, **ready to perform** zu werden.



Ready2Perform – weil wahre Meisterschaft nicht nur Technik, sondern auch mentale Stärke braucht. Erfahrung, wie du mit Stress und Druck souverän umgehst – und mit Freude, Fokus und Präsenz auftrittst.

[www.ready2perform.de/orchester](http://www.ready2perform.de/orchester)

#### 5 SCHRITTE ZU LEISTUNG, WENN'S DRAUF ANKOMMT

- **Schritt 1 – Verstehen, was Druck wirklich ist.** Nur wer versteht, wie Druck entsteht und wirkt, kann seine Energie gezielt nutzen. Aufregung und Nervosität sind keine Feinde, sondern normale Begleiter in Situationen, die uns wichtig sind.
- **Schritt 2 – Bewusster Umgang statt automatischer Reaktion.** Körper und Kopf reagieren individuell auf Stress. Wer seine Muster erkennt, gewinnt Wahlfreiheit – zwischen unbewusster Reaktion und bewusster Entscheidung für Fokus und zielgerichtetes Handeln.
- **Schritt 3 – Dr...**
- **Schritt 4 – Mentales Training in die Vorbereitung integrieren.** Wie Technik oder Repertoire lässt sich auch mentale Stärke üben. Kurze, alltagsnahe Übungen fördern Konzentration, Selbstregulation und Präsenz – auf der Bühne wie im Leben.
- **Schritt 5 – Mentale Vor- und Nachbereitung als Schlüssel.** Eine maßgeschneiderte mentale Vorbereitung für Auftritte ermöglicht es, mit klarem Fokus zu performen. Mentale Stärke zeigt sich aber auch nach dem Auftritt: Wer lernt, loszulassen und abzuschalten, schützt seine Regenerationskraft und Freude.

**50 Euro Rabatt**

**Exklusiv für Leserinnen von das Orchester**

Mit dem Code **R2PXOrchester2025** erhältst du 50 Euro Rabatt auf den regulären Kurspreis von 349 Euro.

Angebot gültig bis 31.12.2025



# Advertising in Schott products for sale

Schott Music has been publishing bestsellers in the field of music education, textbooks and general music books for decades. We are happy to offer various advertising possibilities in these products.

## Inserts in top sellers from Schott Music

- Target-group-specific approach (e.g. instruments, genres, age groups)
- Inserts in several market-leading products at the same time
- Guaranteed prompt dispatch to retailers and end customers
- Insert packages in different sizes and for different target groups

## Advertisements in top sellers from Schott Music

- Print ads in reprinted or first editions of products for sale
- Guaranteed sale within a fixed time window
- Long utilisation times and thus long presence of your advertisement



**Contact us for detailed information!**

# Inserts in specialist magazines of Schott

- 230€ (plus VAT) for every 1,000 copies incl. postage for inserts in the printed edition
- Weight: up to 25g; another 10€ for every additional 10g
- Inclusion in the digital edition possible. Prices on request.



# music-job.com

music-job.com is the world's largest job board for orchestra musicians. Here you can find jobs from all areas of musical life: orchestras, universities, music schools, music management, and much more.

Please note: All job offers published in the magazines of Schott Music are published on music-job.com free of charge at the same time (irrespective of the number of job offers).

Upon request, we will publish your job advertisement for you against invoice.

## Just send us:

- the text of the job ad (.doc or .pdf)
- the logo of your institute (.jpg or .png)
- a complete billing address

## Duration and Rates (plus VAT)

Duration	Rate per job offer*
30 days	315,-
40 days	415,-
50 days	505,-
60 days	595,-

\* Rates not commissionable



# Banner advertising on our websites

We are happy to offer you the opportunity to do target-group-specific banner advertising on our websites.

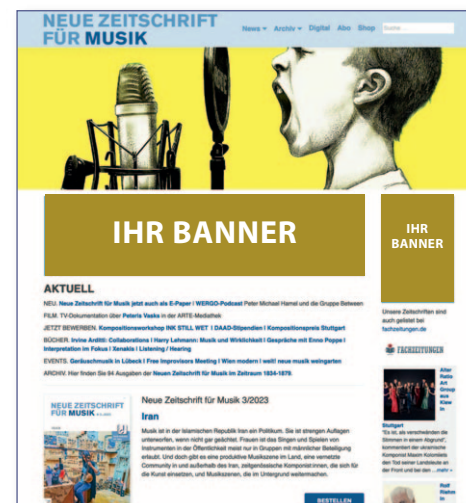
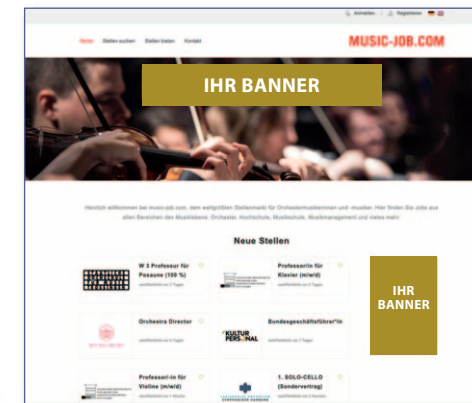
## Banner placement is possible on:

[www.dasorchester.de](http://www.dasorchester.de)  
[www.music-job.com](http://www.music-job.com)  
[www.musikderzeit.de](http://www.musikderzeit.de)  
[www.organ-journal.com](http://www.organ-journal.com)  
[www.uebenundmusizieren.de](http://www.uebenundmusizieren.de)  
[www.musikindergrundschule.de](http://www.musikindergrundschule.de)

**Banner ads are available in two different sizes and positions.**  
**We are also happy to accommodate your special requests.**

## Duration and Rates (plus VAT)

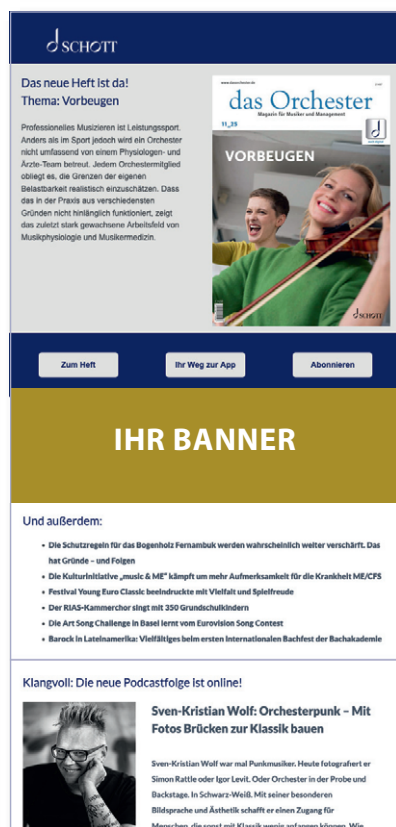
Position	Format	Duration	Rate
Header banner	1000x333px	30 days	675,- €
Sidebar banner, right sidebar	400x600px	30 days	365,- €
Sidebar banner, right sidebar	400x300px	30 days	275,- €
Different sizes are possible upon consultation			



# Banner advertising in our newsletters

## Newsletter „das Orchester“

- Target group: orchestra musicians and decision-makers in the orchestral environment
- Appears 11x a year, concurrently with the printed issue of the magazine
- 1,500 recipients
- Open rate ca. 89%
- Banner 1500x500px, 725,- €



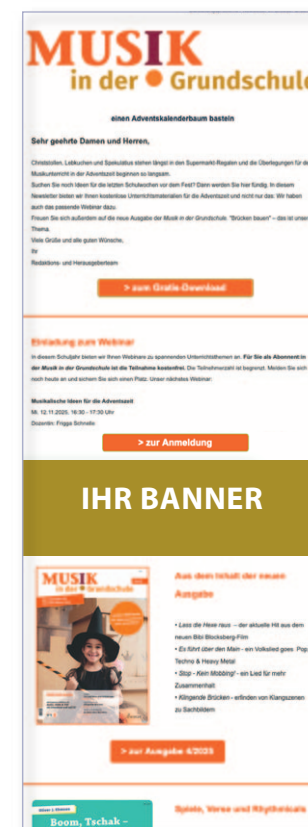
## Newsletter „üben & musizieren“

- Target group: instrumental and vocal teachers, music schools, music pedagogues, educators
- Appears bi-monthly
- 400 recipients
- Open rate ca. 70%
- Banner 1500x500px, 215,- €



## Newsletter „Musik in der Grundschule“

- Target group: primary teachers
- Appears bi-monthly
- 400 recipients
- Open rate ca. 70%
- Banner 1500x500px, 215,- €



# Advertorials

On the websites below we offer you advertorials in the form of news items or articles.

- Duration: 2 weeks on the homepage
- The editorial team creates and designs the advertorial. The publisher shall receive information material and illustrations with the guarantee that this is free of any third-party rights and may be used by the publisher in Schott publications (print & online) free of charge.
- Labelled as sponsored content / advertising
- One proofreading pass is included in the price

## Duration and Rates (plus VAT)

Advertorial on the website	News story 150-300 words	Article 200-600 words
dasorchester.de	1100,- €	1.700,- €
musikderzeit.de	675,- €	975,- €
uebenundmusizieren.de	550,- €	775,- €
organ-journal.com	525,- €	750,- €

# Podcast advertising

## Voll motiviert

The music education podcast of Schott Music, the Association of German Music Schools and Kristin Thielemann

- Duration: c. 30 to 50 min.
- more than 2,500 streams and downloads per month
- more than 1,400 subscribers
- more than 60 episodes
- <https://uebenundmusizieren.de/podcast/>



## Content

- In our podcast, successful author Kristin Thielemann and her renowned guests provide valuable tips for music teaching practice. Whether it's homework in instrumental lessons, effective practising, digital tools, talent promotion or the latest trends at music schools – 'Voll motiviert' provides a wide range of inspiration for everyday professional life.
- Published monthly
- On all relevant platforms: Spotify, iTunes, Deezer, and on YouTube

## Ad break

You have the option of placing ads at one of two slots.  
Maximum duration: 60 seconds → 925,- € \*

## Sponsoring

Spoken introduction at the beginning of an episode:  
'This episode is brought to you by our partner XY' → 695,- €

Please feel free to contact us regarding further advertising opportunities and collaborations.

- \* At an extra charge, we are happy to assist you with the production of podcast ads.  
[Please note: only one slot per episode available in 2026]

# General Terms and Conditions

## for printed and digital advertisements of Schott Music GmbH & Co.KG (Stand: 08.09.2017)

### I. Scope of Application

1. These General Terms and Conditions for Advertisements apply to all advertising contracts concluded between advertisers or other interested persons ('Advertiser') and SCHOTT MUSIC GmbH & Co KG.

2. The General Terms and Conditions for Advertisements apply exclusively to entrepreneurs, merchants, corporate bodies under public law and public separate estates for all advertisements. General Terms and Conditions of the Advertiser will not be recognized, unless the Publisher expressly accepts their validity. The General Terms and Conditions for Advertisements shall also apply if the Publisher executes the advertising order without contradiction despite knowing of terms and conditions of the Advertiser which are opposed to and differing from these General Terms and Conditions for Advertisements.

### II. Advertising Order

1. The 'Advertising Order' within the meaning of these General Terms and Conditions for Advertisements is the contract concerning the publication of one or more advertisements or other advertising media (e.g. inserts) of an Advertiser in a printed publication of the Publisher for the purpose of disseminating and making available to the public of banners or other kinds of advertising on the Publisher's website.

2. Orders can be placed by phone, in writing or by e-mail. An advertising order as defined in sub-paragraph 1 is accepted only if the Publisher receives the order in writing or by e-mail or if the advertisement is disseminated and made available as per order. Oral confirmations or confirmations by phone are not legally binding.

3. In case an (advertising) agency places an order, the contract will be concluded with the advertising agency. Orders from agencies are only accepted for identifiable advertisers mentioned by name. The agency is obliged to keep to the prices of the Publisher in their information, contracts and statements. The commissions granted to the agency by the Publisher must not be passed on to the Advertiser, neither in whole nor in part. All current

and future claims of the agency against their Advertisers shall be assigned by the agency to the Publisher. The Publisher accepts such assignments. The Publisher authorizes the agency to collect the assigned claim until they meet their contractual obligation to pay to the Publisher. The Publisher is principally entitled to disclose such assignment and collect the claim himself.

4. The Publisher reserves the right to reject advertising orders, even requests for publication of individual advertisements as part of the contract, because of their content, origin or technical form, according to the Publisher's objectively justified standard principles, if their content violates the law or official provisions or if their publication is unacceptable for the Publisher. The Advertiser will be informed about the rejection of an order immediately.

5. The Advertiser is responsible for the due delivery of the advertising texts and printing material. He is also responsible for the accuracy of the delivered correction proof. If the Advertiser does not object to the duly delivered correction proof within two days, the permission to print shall be deemed granted. Requests of the Advertiser with regard to positioning and format shall only be binding if expressly confirmed by the Publisher in writing.

6. In case of doubt, requests for publication of advertisements are to be made within one year after conclusion of the contract. If the right to request the publication of individual advertisements has been granted in the contract, the order will have to be executed within one year after publication of the first advertisement, provided that the first advertisement is requested and published within the aforementioned one-year period. If a contract has been concluded, the Advertiser is entitled to request the publication of further advertisements, even beyond the number of advertisements mentioned in the order, within the agreed period or the above-mentioned one-year period.

7. The Publisher's duty to keep the printing data ends three months after publication of the advertisement.

### III. Warranty and Liability

1. The Advertiser warrants that the content of

his/her advertisements does not violate any legal or other provisions, etc.

2. In the case of modifications or advertising orders placed by phone as well as in the case of illegibly written manuscripts, the Publisher will not assume liability for their accurate reproduction.

3. In the case of illegible, inaccurate or incomplete reproduction, in whole or in part, of an advertisement, the Advertiser is entitled to reduce the advertising rate or demand a substitute advertisement only if the purpose of the advertisement was considerably compromised by the defects. The purpose of the advertisement is only insignificantly compromised by incorrectly printed reference numbers. The Publisher is not liable for defects in printing which are attributable to the quality of the paper.

4. The Publisher will perform a visual check of the printing material. If defects are not instantly visible but become visible only during the printing process, the Advertiser cannot claim damages against the Publisher in the case of defective reproduction.

5. If the advertising order cannot be executed due to circumstances for which the Publisher is not responsible, the Advertiser has to refund to the Publisher the difference between the granted discount and the actual reduction of the advertising rate, notwithstanding any other claims for damages.

6. The Advertiser's claims for damages for impossibility or delay are restricted to the substitution of the predictable damage and to the advertising rate. This does not apply to intent and gross negligence of the Publisher, his legal representatives and agents. The Publisher's liability for damages due to the absence of guaranteed features shall remain unaffected. In business dealings, the Publisher is not liable for gross negligence of his agents; in all remaining cases, the extent of liability for gross negligence against merchants is restricted to the predictable damage up to the amount of the corresponding advertising rate.

### IV. Rates and Payment

1. The rates indicated in the current list of advertising rates are valid. This also applies to price changes which become effective during the term of a standing order or upon the conclusion of a con-

tract. The discounts indicated in the list of advertising rates are only granted for advertisements of the Advertiser published in the contractually agreed year.

2. Invoices of the Publisher are payable, without deduction of discount, within the legal term of payment, though 30 days after invoicing at the latest. Any objections to the matter and amount of the invoices have to be raised against the Publisher in writing within 10 days after invoicing.

3. The Publisher is entitled at any time to make the publication of further advertisements conditional on advance payments or on the settlement of due payments, regardless of the term of payment originally agreed upon.

### V. Termination

Standing orders or contracts can be terminated by giving two months' notice prior to the publication of the next planned advertisement. Such notice must be given to the other contracting party in writing. If a standing order or contract is terminated prior to the expiration of the (minimum) term of the contract without good cause, any possibly granted discount will not apply with future effect.

### VI. Place of Jurisdiction and Applicable Law

1. Place of performance is the Publisher's place of business.

2. In the case of legal actions in business dealings with merchants, corporate bodies under public law or public separate estates, the place of jurisdiction shall be the Publisher's place of business. In case claims of the Publisher are not asserted in an order for payment procedure, the place of jurisdiction is determined, in the case of non-merchants, by their place of residence. If the place of residence or habitual residence of the Advertiser, even for non-merchants, is unknown at the time of institution of legal proceedings, or if, after conclusion of the contract, the Advertiser has transferred his/her place of residence of habitual residence out of reach of the law, the Publisher's place of business shall be understood as place of jurisdiction.

3. German law shall exclusively apply to advertising orders.