6 Issues per Year

Stories
Features
Interviews
Reviews
Festivals
Black and white is the same price as colour.
... The majority of Folker readers is between 35 and 55 years old, many of whom are regulars, reading the magazine since it was first published. ... 75% of our readers visit an average of 5 or more concerts a year; for more than 80% the magazine is helpful in planning to visit a folk, singer/songwriter or world music event. ... For 25% of our readers the concert listings are the most important part of the magazine, for also 25% it is the review section. ... More than 80% of Folker readers felt encouraged to buy CDs, DVDs or books after having read the review section. ... 75% take notice of ads in the magazine and decide whether they are interested in a product or not. ... 90% of our readers read at least half of an issue, another 50% of them even more. ... Two thirds of Folker readers spare themselves at least 2 or often up to 4 hours or more to read an issue. ... 

... A quarter of our readers read the magazine immediately on arrival. ... Folker meets appreciation: Almost 90% of our readers keep the magazine after reading, more than 50% reread old issues. ... More than 60% of Folker readers also visit our website regularly. ...
Artwork Requirements, Copy Dates & Other

Publication frequency: 6 times a year (bi-monthly), published on the first weekday of January, March, May, July, September, November.

Print run: 8,500 (circulation: 7,900 by 1 January 2020) – available by subscription and at train station newsstands all over Germany (partly also in Austria and Switzerland)

Readership: established and affluent; by virtue of a high number of non-subscription readers (factor 3.9 per subscription) we reckon on an estimated number of up to 30,000 readers in total.

Magazine size: DIN A4, width 210 mm, height 297 mm, Print Space: 190x267mm

Final booking date: 35 days prior to publication.

Artwork copy date: 28 days prior to publication.

Artwork requirements: High resolution PDF files (PDF/X-3:2002) or JPEG, TIFF (CMYK format, 300 dpi)

Artwork submission to anzeigen@folker.de (20 MB max)

Printing technique: Offset

All prices are in Euro and exclude VAT.