

The video channel of Germany's most dangerous DIY magazine

Develop, build, inspire:

Make Magazine uses Youtube to reach a younger and video-savvy target group. Here, meaningful solutions to everyday technical problems are created, software and hardware for Makers are tested, and assembly instructions are published. Topics include: Electronics, 3D printing, workshop, DIY hacks, upcycling.

The communication channel parallel to the magazine and online. Reach more!

Youtube format

- Video, on Youtube channel
- Length of the sequence: 5 - 20 minutes
- Published weekly on Friday
- Views: at least 5,000 in the first 4 weeks (depending on the topic also more per episode possible)

TechSpecs:

- As a basis for the sponsorship please fill out the briefing template for the editorial office
- Text for sponsorship notice
- Reporting of YouTube views takes place 4 weeks after broadcast of the episode

Playout channels:

- **YouTube channel Make Magazine** (15,600 subscribers - April 2023)

Advertising opportunities:

- **Package S:** Native integration with briefing, up to 30 seconds after the intro, plus sponsor information in written form below the video.

€ 2,500

- **Package M:** Native integration + Show product with a brief outline (even if only in the background) with briefing, 45 seconds after the intro, plus sponsor note in written form below the video

€ 5,500

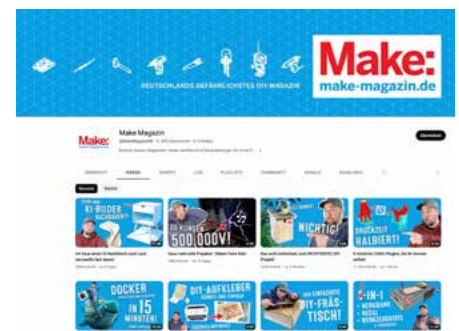
- **Package L:** Product Placement. Targeted and exclusive integration of your product.

€ 8,500

Note: Only Maker-relevant products / services can be advertised.

Exclusivity: sole sponsor of an episode!

YouTube



[Example](#)

90% of Make readers get inspired for their own project

Source: Make reader / user survey 2022, n=2,331

IMPORTANT: The integration can be released in advance. There is a release loop.

Rates

@MakeMagazinDE	Sponsoring
Length	5 - 20 minutes
Subscribers	15,600
Views	minimum 5,000
Rate package S	2,500 EUR
Rate package M	5,500 EUR
Rate package L	8,500 EUR

Advantages at a glance:

- Permanent placement, as the advertising is firmly integrated into the video.
- Cannot be skipped or blocked.
- Entry conditions, number of subscribers grows continuously: 50% growth rate of subscribers in the last 3 months.
- Bookable at short notice: 1 week before release.