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!

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

Rates
<table>
<thead>
<tr>
<th></th>
<th>Sponsoring</th>
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</thead>
<tbody>
<tr>
<td>@MakeMagazinDE</td>
<td></td>
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<tr>
<td>Length</td>
<td>5 - 20 minutes</td>
</tr>
<tr>
<td>Subscribers</td>
<td>15,600</td>
</tr>
<tr>
<td>Views</td>
<td>minimum 5,000</td>
</tr>
<tr>
<td>Rate package S</td>
<td>2,500 EUR</td>
</tr>
<tr>
<td>Rate package M</td>
<td>5,500 EUR</td>
</tr>
<tr>
<td>Rate package L</td>
<td>8,500 EUR</td>
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</tbody>
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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.