

Credentials

Established 2020

Owner Managed

Based in Frankfurt/Germany

Independent

International

Multilanguage



<https://digitalxradio.de>

Our KPIs



Listener

350.000
Month

Broadcasting

24/7

On-Air

01.11.2020

Digital

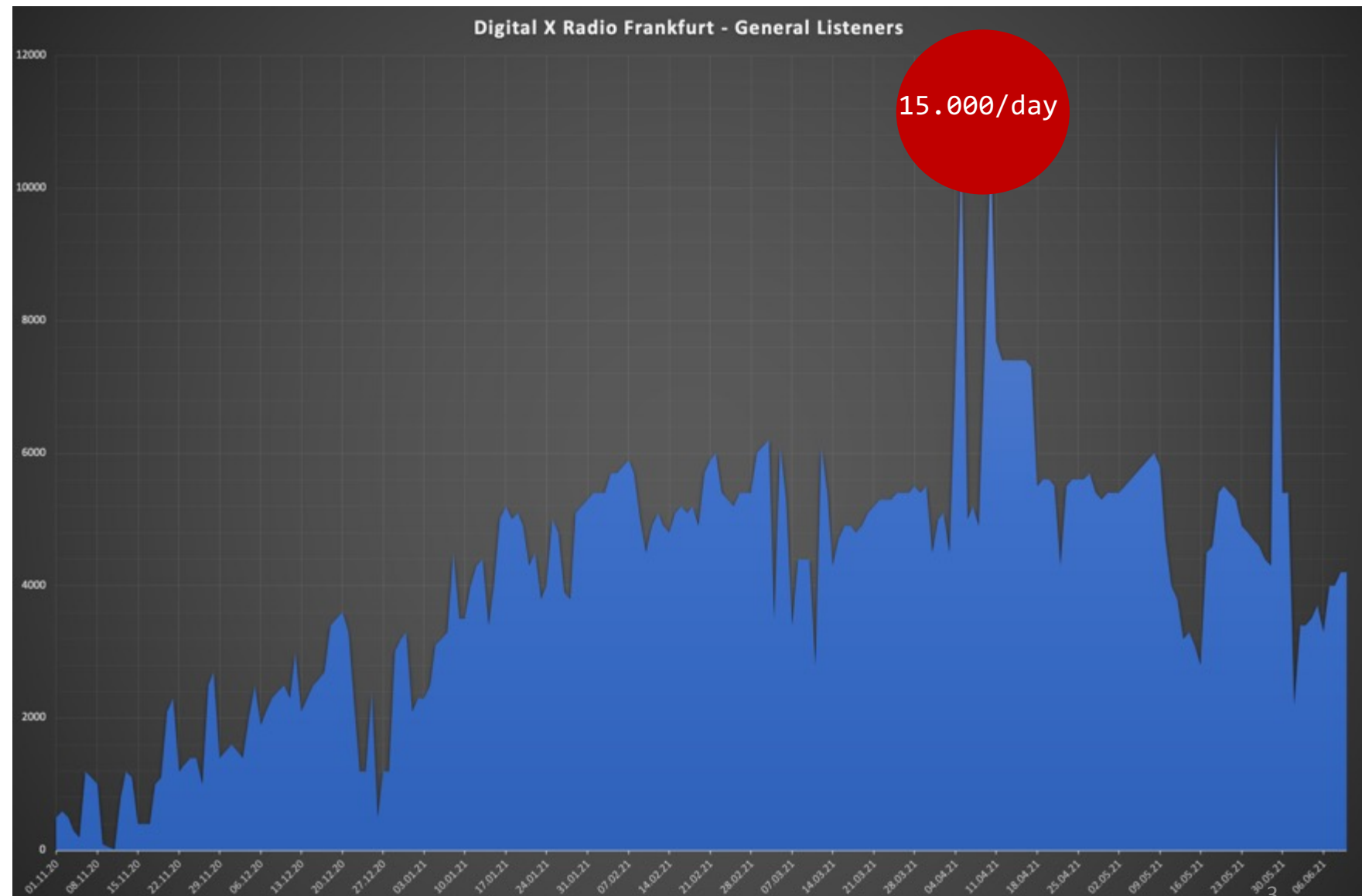


Full
App

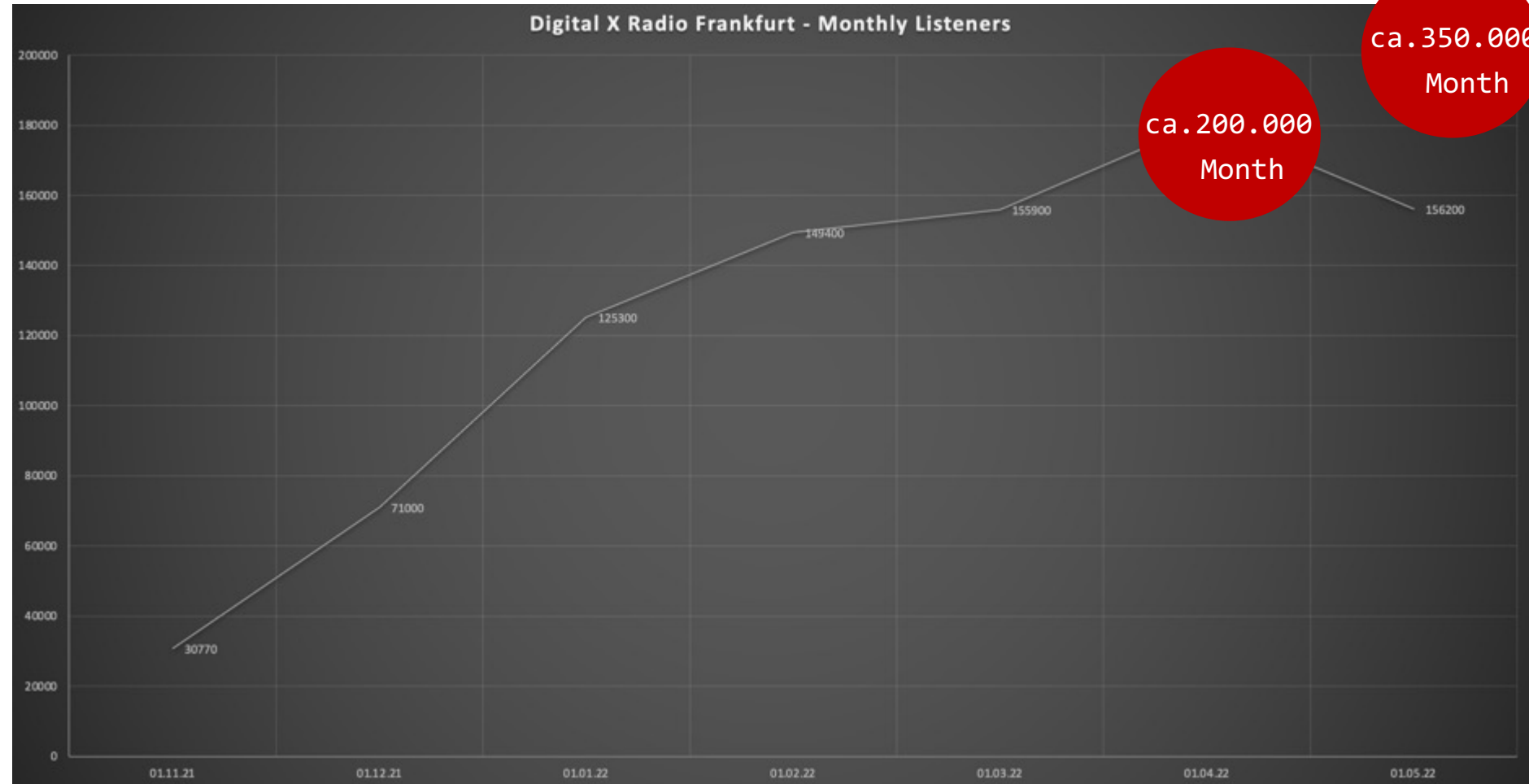
Owner

Online
Digital X
GmbH & Co. KG

Listeners
from the
beginning by
day



Listeners
from the
beginning by
month



DJs

- EDM
- Electronic
- Music
- House
- Techno
- Melodic
Techno

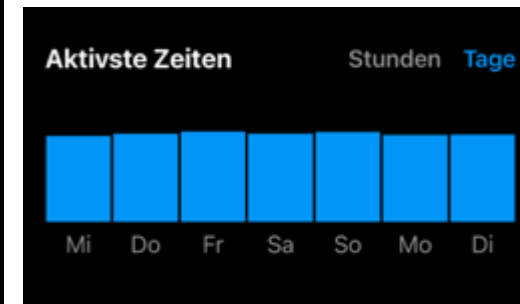
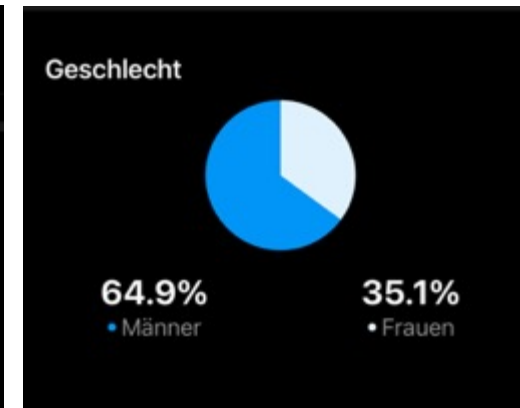
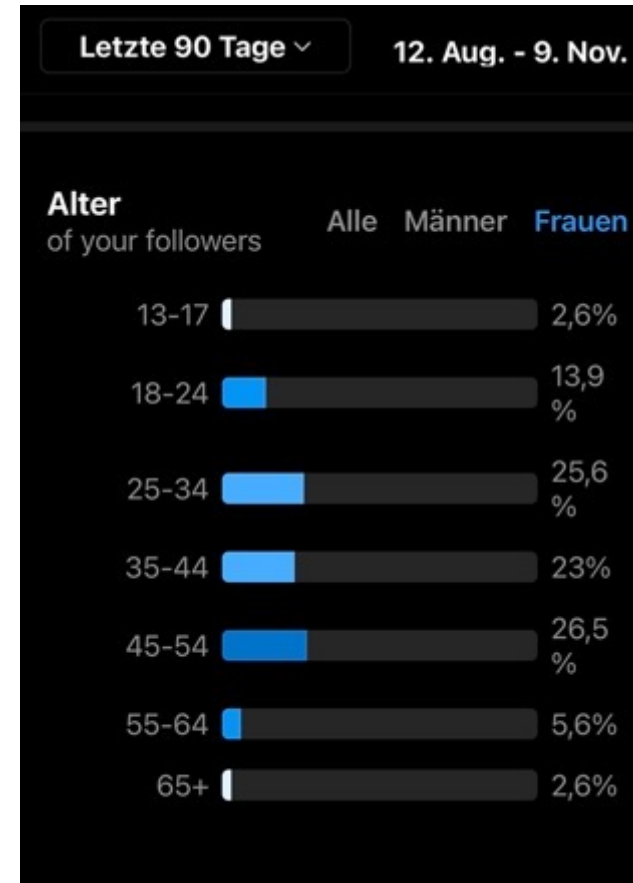
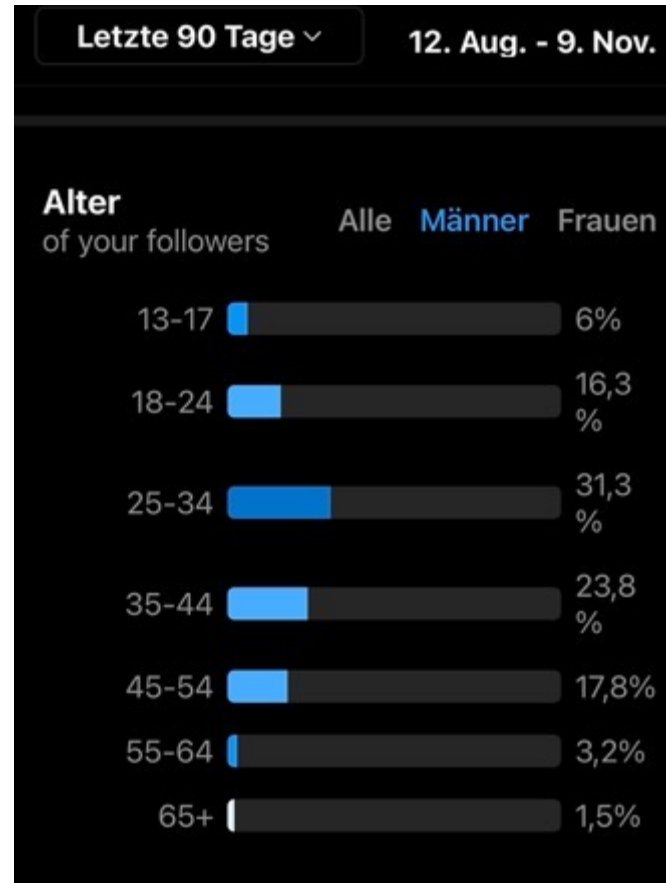
DJs played on Digital X Radio Frankfurt

Charlotte de Witte	(IG 1,9 Mio)
Amelie Lens	(IG: 1,7 Mio)
Robin Schulz	(IG: 574.000)
Ellen Allien	(IG: 482.000)
Anna	(IG: 309.000)
Nore en Pure	(IG: 292.000)
Lari Luke	(IG: 197.000)
Lovra	(IG: 68.600)
Felix Kröcher	(IG: 61.400)
Ibiza Live Radio	(IG: 17.100)

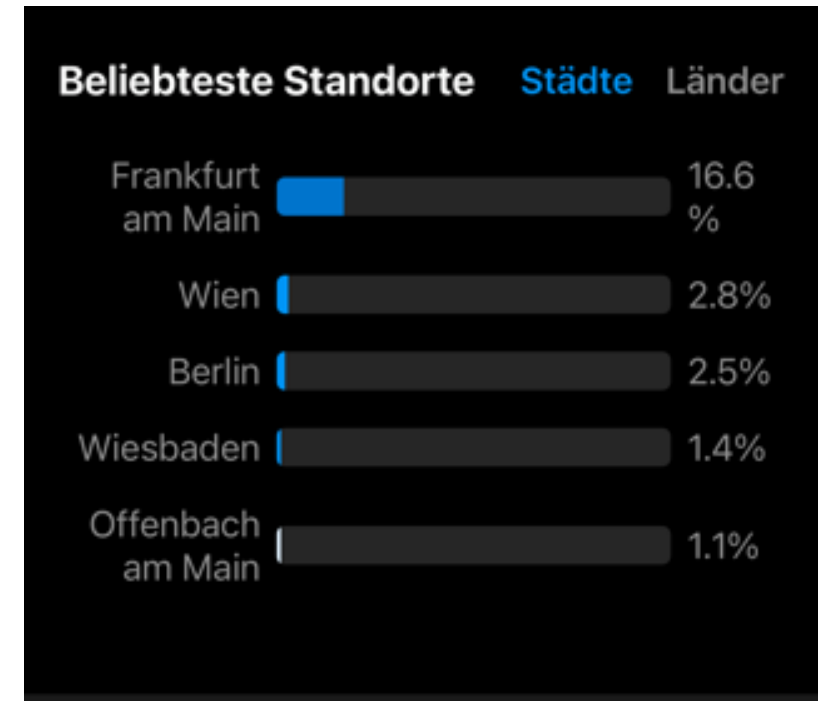
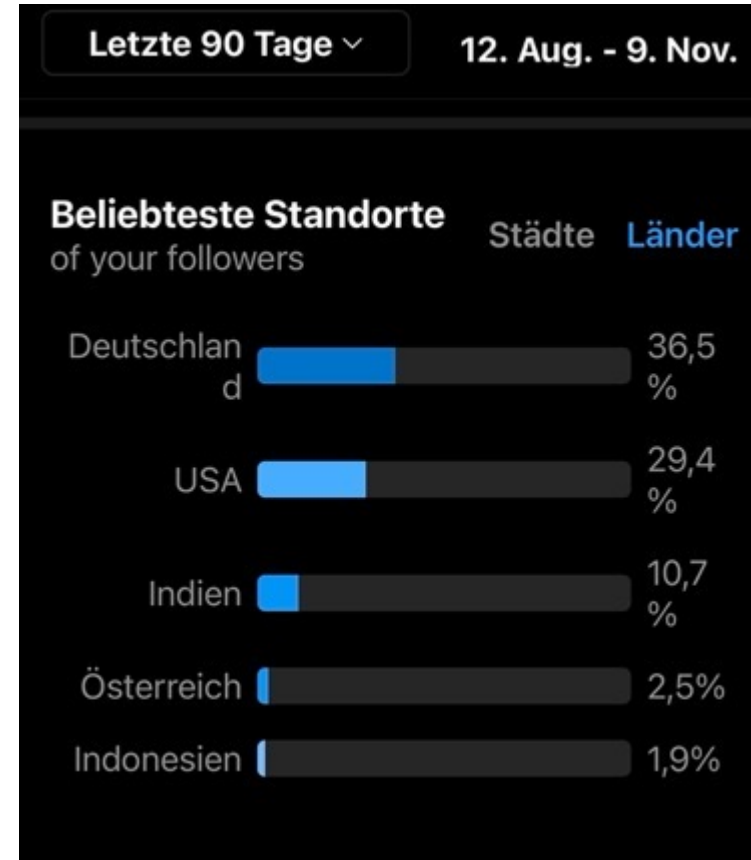
Artist Management on Digital X Radio Frankfurt retagged

Playground UK	(IG: 716.000)
BPitch Berlin	(IG: 37.400)
Gibson Club	(IG: 26.000)
Ibiza Live Radio	(IG: 17.100)
Stefan Dabruck	(IG: 7.354)
SDM Management	(IG: 4.367)

Demography



Demography



DJ Set Promo

Pay to Play

DJ Set Wednesday:	150 Euro/net.
DJ Set Friday:	250 Euro/net.
DJ Set Saturday:	500 Euro/net.
Release Promo 1 Track:	100 Euro/net.
Release Promo EP:	300 Euro/net.
Podcast Production:	200 Euro/net.
Banner on App (1 Week):	250 Euro/net
Banner on App (1 Month):	750 Euro/net.

DJ Set Promo Reach

DJ Sets - Reach

DJ Set Wednesday: up to 10.000 List.

DJ Set Friday: up to 20.000 List.

DJ Set Saturday: up to 50.000 List.

Podcast Production: up to 10.000 List.

Banner on App (1 Week): 100.000 Views

Banner on App (1 Month): 400.000 Views

The Clickthroughrate (CTR) is up to 50%!

Hosted Promotion: We will share all requests to the artists.

Social Media: Artist will be present on our Social Media Channels, like Instagram, Facebook.

Extra booking for Podcast and Banner promotion necessary

Media Booking Display

App

- **Banner on top**
2.500 €/net. Week



Downloads (12/21)

100.000 available 08/21



50.000 available 12/21

- **350.000 Listeners / Month**
- **80.600 Listeners / Week**



Podcast Presentation(Sticky) 500 Euro/net.

Instagram

- **Post (Sticky) 200 €/net.**
- **Story (temporary) 300 €/net.**
- **Reel (temporary) 300 €/net.**

Website

- **Banner in Highlights 300 €/net.**

App

- **Banner on top 2.500 €/net. Week**

Media
Booking
Display

Including

- Story on Instagram and Facebook (promo)
- Banner on
- Banner on Website (not available now)

Reach: 350.000 Listeners / Month
 800.000 Impressions / Month

Target Audience:

18-24	8,8 %
24-34	29,7%
35-44	29,7%
45-54	22,5%
55-64	4,6 %

Podcast Presentation

500 Euro/net.

Brand Ads 08.00-19.00

100 Euro/net.

3 x Hour = 33 x Period

Brand Ads 19.00-01.00

200 Euro/net.

3 x Hour = 21 x Period

Brand Ads Complete Day

250 Euro/net.

3 x Hour = 54 x Day

Minimum booking 5 periods/days

Media
Booking
Audio

Generic Ads 08.00-19.00 200 Euro/net.

3 x Hour = 33 x Period

Generic Ads 19.00-01.00 300 Euro/net.

3 x Hour = 21 x Period

Generic Ads Complete Day 400 Euro/net.

3 x Hour = 54 x Day

Minimum booking 5 periods/days

Jingle Production 200 Euro/net.

Media
Booking
Audio

Including

- **Audio Jingles on period/day booking**

DJ Set Promo Delivery

DJ Sets - Delivery

By Wetransfer latest 3 Days before
to info@digitalxradio.de

Heads



Jörg Stark
Moderator of „DJ Sets and Music moderation“



Eva Herbig
Moderator of „the good life“ and moderation



Gabriel Becker
Technique, Moderator, Planing