

— INDEPENDENT · ENGLISH · SINCE 2016

BESTOFHIGHEND.COM

Best of High End

MEDIA KIT 2026-2027

A magazine for people who take listening seriously — told through video. We film, light and grade in our own studios, because how gear looks and sounds on screen matters as much as the verdict. Independent high-end audio & home theater, since 2016.

COVER: A FRAME FROM ONE OF OUR FIRST LOOKS
SHOT, LIT AND GRADED IN OUR OWN STUDIO

REACH

16,100

search clicks since our premium upgrade

DEVICES

51%

of our readers are on a big screen

RHYTHM

52

First Looks a year — one a week



What is in here.

Sixteen pages: who you reach, what it costs, and what we can make for you.

WHO YOU REACH, AND WHAT IT COSTS

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THE RULE

No score has ever been sold

Advertising and production are for sale. The verdict is not, and has not been since 2016.

THE READER

People at the point of buying

They arrive through search, by product name, at the moment a serious amount of money is about to be spent.

THE MAKING

Filmed and written in house

Our own studio, our own crew, our own grade — Ultra HD video, photography and editorial under one roof.

THE REACH

English, and read everywhere

Written in English, made in Belgium, read in 230 countries — half of it on a big screen.

Booked **directly with the publisher**, no agency layer and no reseller. Advertising runs per month, the annual rate at ten; productions per project.



THE AUDIENCE

A small audience. Exactly the right one.

Caught at the point of decision.

We do not chase traffic. Our readers arrive through search, looking for one specific amplifier, at the moment they are about to spend serious money. A modest number of people, caught at the point of decision.

21,400

pages read a month — and the readers keep getting better

SIX-MONTH AVERAGE · GOOGLE ANALYTICS

16,100

search clicks since our premium upgrade — 13,900 Google, 2,200 Bing

BING OVER A SHORTER WINDOW

744,000

times we appeared in a search result over the same period

GOOGLE 643K · BING 101K

2.2%

average click-through — and 5-17% on model-specific searches

UP TO 9× OUR OWN AVERAGE

22.3%

of all clicks land on reviews and First Looks — 2.8% of our pages

WHERE THE BUYING INTENT LIVES

HALF OF THEM ARE AT A DESK

Share of clicks, and the click-through rate each device delivers.



Desktop and tablet together are **51% of our clicks**. For a consumer site that is extraordinary — most sit at 70% mobile. People research a €15,000 pair of speakers sitting down, on a big screen, with twelve tabs open.

230 COUNTRIES, AND THE RIGHT ONES FIRST

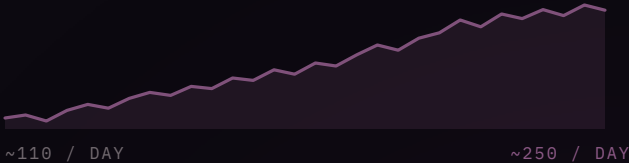
Clicks per country, same period.



The **United States and the United Kingdom** are our two largest markets — the two largest high-end markets there are.

STILL CLIMBING

Clicks per day since the upgrade, July to September 2026.



Daily clicks **more than doubled in the ten weeks since the upgrade**, at a steady click-through rate. And they read: **47% of sessions are engaged**, for an average of 82 seconds — up from 41% and 75 seconds over the year before.



Four formats, full coverage.

Four shapes, on desktop and mobile.

Every format runs on **desktop and mobile**. Three of the four are **official IAB sizes**, so most brands already have the file on the shelf. The fourth is ours: **Panorama** is a 16:9 frame, chosen because that is the shape cinema, product photography and film all live in. The blocks are drawn to the same scale.

FORMATS



DESKTOP & MOBILE

Rectangle

MASTER FILE · 600×500

Desktop

Sidebar, on every page
shown at 300×250

Mobile

In the article, after the opening
shown at 300×250

The most traded display format in the world, and our busiest position. The same size on both devices, so one file does the work.



DESKTOP MOBILE

Half Page

MASTER FILE · 600×1200

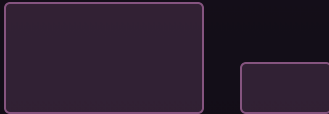
Desktop

Sidebar, on every page
shown at 300×600

Mobile

In the article, deeper down
shown at 240×480

A 1:2 standing canvas, the tallest shape on the site. It holds a product at full length, where a wide frame has to crop.



DESKTOP MOBILE

Panorama

MASTER FILE · 1500×844

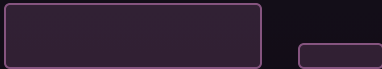
Desktop

Full width, mid-article
shown at 750×422

Mobile

Full width, mid-article
shown at 345×194

Our own format, in the 16:9 frame your product photography and your film already live in. One file, both devices, nothing cropped.



DESKTOP MOBILE

Billboard

MASTER FILES · 1940×500 AND 640×200

Desktop

Above the navigation, on every page
shown at 970×250

Mobile

Above the navigation, on every page
shown at 320×100

The one format that asks for two files. At 3.9:1 a desktop banner would land on a phone as an 89-pixel strip, so mobile gets a shape of its own.



What it costs.

Steps of a hundred euro, and **the annual rate is ten months.**

The annual rate is ten months — two months free when you commit for a year.

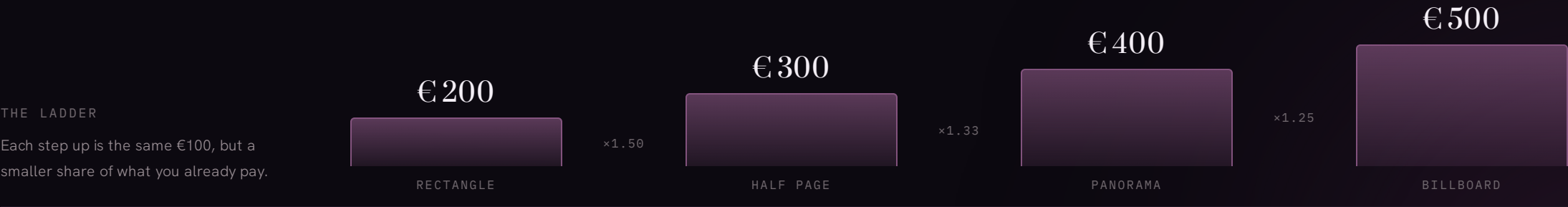
FORMAT	DESKTOP POSITION	MOBILE POSITION	MONTH	YEAR
Rectangle The most traded display size	Sidebar, on every page	In the article, after the opening	€ 200	€ 2,000
Half Page A standing 1:2 canvas	Sidebar, on every page	In the article, deeper down	€ 300	€ 3,000
Panorama Our own 16:9 frame	Full width, mid-article	Full width, mid-article	€ 400	€ 4,000
Billboard The widest we run	Above the navigation, on every page	Above the navigation, on every page	€ 500	€ 5,000

Your link, your numbers

Every format links to a landing page of your choosing. The visit lands in your own analytics, measured the way you already measure — so what it is worth is **a number you own.**

Static, moving or video

JPG, PNG or WebP for a still, GIF or animated WebP for movement, **MP4 (H.264)** for video — muted, looping, under ten seconds, with a still as fallback.





The Tandem.

Two moments decide whether a product sells.

The week it becomes news, and the month somebody compares it against two alternatives with a credit card in hand. Different readers, different mood, different writing. **We cover both.**

1

LAUNCH PHASE

First Look

Be there when it's news

An article of 500-700 words in our fixed nine-section format, a **video of five to six minutes** in the same structure, our own photography, published on the site and on YouTube — in the weeks around your launch, while the product is still a question people are asking.

PER PRODUCT

€ 1,250

2

CONSIDERATION PHASE

Review

The verdict that ends the hesitation



The unit stays with us for **four to six weeks**. Around 2,000 words, a weighted score out of ten, and a 30-second overview clip with the score and the pros and cons. What that score turns out to be is decided by the editors — which is exactly why it is worth something. **From a nine, the product also carries the Best of High End Award** — a label you may use for as long as it is on the market.

PER PRODUCT

€ 1,750

2 TO 4
MONTHS

Deliberately spaced, not back to back. You are present when it is news *and* when the money is about to move.

THE TANDEM

Both on the same product — the unit our packages are built from. See page 11.

€ 3,000



EDITORIAL - THE LAUNCH

First Look

Everything your launch *needs to be seen.*

We do not just cover your launch — we equip it. One session in our own studio, and you leave with the film, the cuts, the clips and the stills, every one of them yours to use wherever you like.

SHOT, LIT AND GRADED BY US

FRAMES FROM OUR OWN STUDIO · ULTRA HD



THE SET-UP



THE STUDIO



THE NINE SECTIONS

SAME ORDER EVERY TIME

WHAT YOU GET

INCLUDED IN EVERY FIRST LOOK

1

Introduction

2

What it is

3

The brand

4

The price

5

What is in the box

6

The features

7

The closer look

8

Who it is for

9

Our conclusion

1

article

500-700 WORDS

1

video

FIVE TO SIX MINUTES

up to 8

social cuts

9:16 AND 1:1

15-20

product shots

RAW ULTRA HD CLIPS

15-20

photographs

HIGH RESOLUTION

€1,250

per First Look

ALL OF IT INCLUDED

SHOT AND DELIVERED IN ULTRA HD

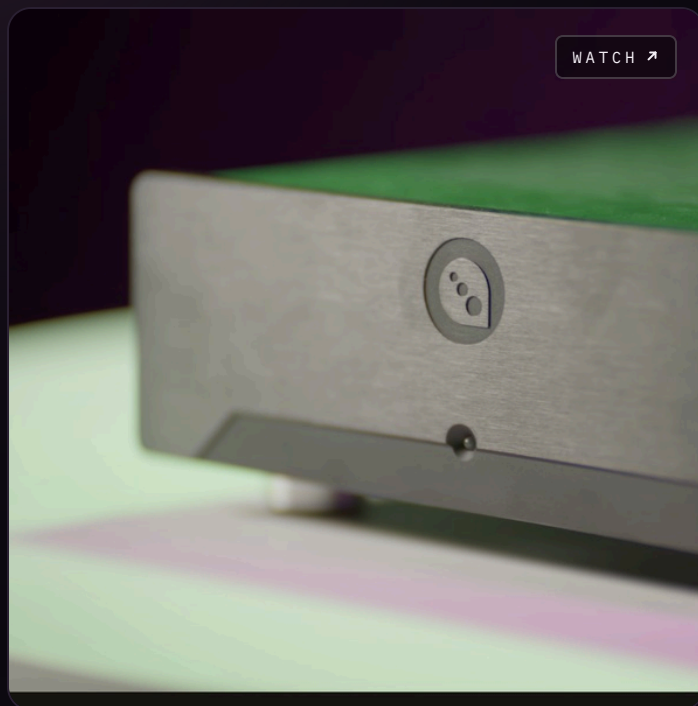
FULL USAGE RIGHTS, NO EXPIRY



Three First Looks.

Every frame our own — shot, lit and graded in our own studio.

Nothing here is supplied, and nothing is stock. We build the set, light the product, run the camera and grade the result — and then we publish it under our own name. **These are three of them, and the audience they found.**



WATCH ↗

PURIFI AUDIO

EVAL5 Mono IET9040BA

FIRST LOOK · AUGUST 2025

6,273

4,643 views · 1,630 reads



WATCH ↗

DALI

Epikore 3

FIRST LOOK · SEPTEMBER 2025

4,142

3,885 views · 257 reads



WATCH ↗

LYNGDORF AUDIO

TDAI-2210

FIRST LOOK · FEBRUARY 2026

2,144

1,889 views · 255 reads



Review

Four to six weeks in our own listening room.

ONE REVIEW, AS IT IS PUBLISHED - THE PHOTOGRAPHY, THE VERDICT, THE PROS AND CONS

A First Look is a film. A Review is two thousand words — read from top to bottom by somebody who is comparing your product against two others, with a credit card in hand.

STORMAUDIO CORE 16+ · 9.5 OUT OF 10 · AUGUST 2026



OUR OWN PHOTOGRAPHY



REFERENCE CLASS

PERFORMANCE	WEIGHT 80%	9.5
FEATURES & FUNCTIONALITY	WEIGHT 20%	10.0
DESIGN & BUILD QUALITY	WEIGHT 10%	9.0
PRICE & PERFORMANCE	WEIGHT 10%	10.0

WHAT WE LOVED

- + Reference sound performance
- + Seamless Dirac integration
- + Infinite set-up/room calibration fine-tuning
- + Leading low frequency energy distribution
- + Holographic resolution and layering
- + Extreme dynamic contrasts
- + Web based, app, unit and remote controllable
- + Fantastic support (online/in real life)

WORTH CONSIDERING

- Only available in black
- No calibration kit included
- Expert knowledge required
- No analog XLR/digital AES-EBU input

What is published

Around **2,000 words**, our own photography, a **weighted score out of ten** with pros and cons named, and a short clip on YouTube.

The cons are published too

Every review names its minus points beside the plus points, in the same block. **That is why the plus points are believed.**

What you may do with it

Quote us, link to us, and put **the score label and the Award** on your own site and in your dealer material, as long as the product is on the market.

PER PRODUCT

€1,750

Four to six weeks in the room is time we cannot sell twice.



— EDITORIAL — THE VERDICT • REVIEW • PROOF

Three Reviews.

Published in full — and carried by the brand ever since.

Four weighted blocks, of which **sixty of the hundred points are how it sounds**. From a nine the product carries the Award — on your own site and in your dealer material, for as long as it is on the market.



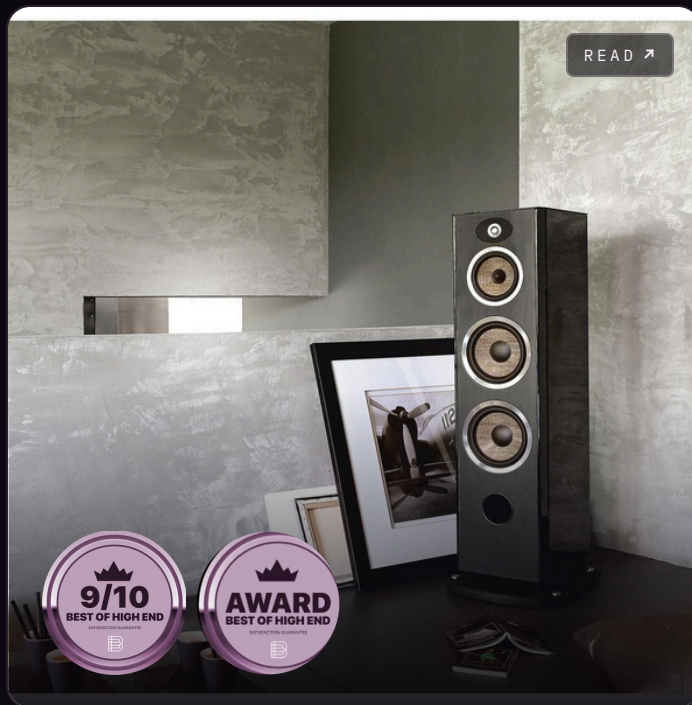
DYNAUDIO

Evoke 20

REVIEW • MARCH 2024

16,967

12,722 reads • 4,245 views



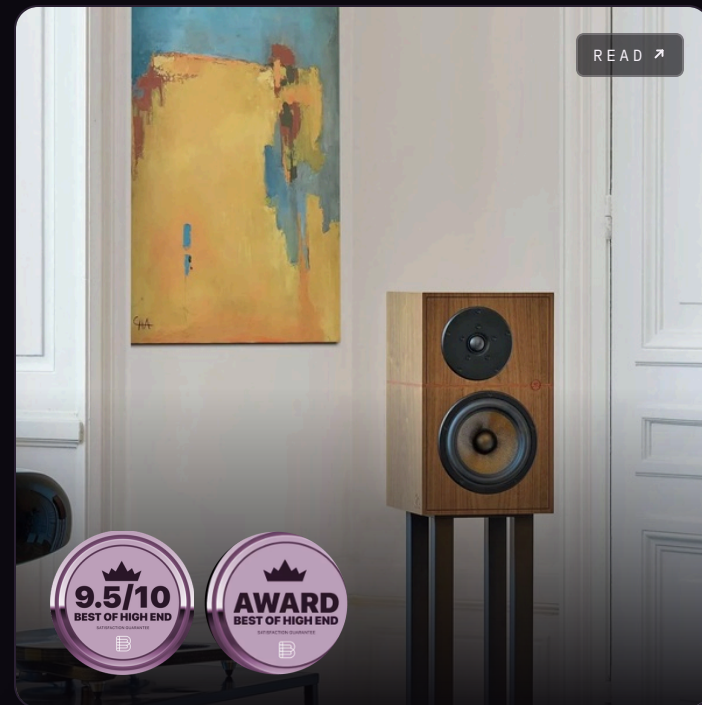
FOCAL

Aria 948

REVIEW • FEBRUARY 2022

13,859

3,338 reads • 10,521 views



REVIVAL AUDIO

Atalante 3

REVIEW • SEPTEMBER 2024

10,415

7,538 reads • 2,877 views

READS ON BESTOFHIGHEND.COM • VIEWS ON YOUTUBE • MEASURED 26 SEPTEMBER 2026

WE GUARANTEE ATTENTION, NEVER A VERDICT



— VIDEO PRODUCTIONS — THE SHOW

Exhibition Video

The show ends. *The report does not.*

YOUR STAND, FILMED ON SITE



THE STAND



THE INTERVIEW



THE PRODUCT

FRAMES FROM OUR OWN EXHIBITION REPORTS

Three days of standing on a carpet, and then it is over. **A report keeps working** — searched for weeks by the people who could not come, and found again next year by the people looking up your product.

Stand

€ 550

STAND OVERVIEW

MAIN FILM 60 seconds

INTERVIEW —

Spotlight

€ 750

ONE PRODUCT IN FOCUS

MAIN FILM 90 seconds

INTERVIEW One specific product

Headliner

€ 950

YOUR FULL (NEW) LINE-UP

MAIN FILM 120 seconds

INTERVIEW The whole room

At every level

Two 20-second social cuts in **9:16 and 1:1**, shot and delivered in **Ultra HD, full rights to the film**, and publication as a report with an overview of your stand.

Filmed on the stand, not in a studio

We come to you during the show and film what is actually there. That takes longer than a press image, and it is the reason the result looks like the show rather than like a catalogue.

Published as editorial

It appears as a report under our name, not as an advertisement in a break. That is why people watch it to the end, and why it keeps being found long after the doors close.



Three Exhibition Videos.

Filmed on site — and still being found.

Two minutes each, shot on the stand between your visitors, published as a report. **The one from 2022 is still the most watched of the three** — and the two from last year are running at nearly three times its pace.



WATCH ↗

DAN D'AGOSTINO AUDIO

Bill McKiegan

PRESIDENT · MUNICH 2022 · 2:15

3,664

views on YouTube · 75 a month



WATCH ↗

PURIFI

Claus Neesgaard

CEO · MUNICH 2025 · 2:10

3,297

views on YouTube · 204 a month



WATCH ↗

LYNGDORF AUDIO

Roland Hoffmann

PRODUCT MARKETING · MUNICH 2025 · 2:06

1,680

views on YouTube · 104 a month

— VIDEO PRODUCTIONS — ON LOCATION

Factory Visit

Nothing convinces like **letting people in.**

ONE LEVEL · TWO TO THREE DAYS ON LOCATION

€ 6,500

EXCLUDING TRAVEL AND ACCOMMODATION



THE PLACE THIS TOWN, THIS BUILDING, THIS COUNTRY

A Factory Visit is an **invitation, not a claim.** You open the doors and say: this is who we are, and how we do it. Our readers know how rare that is, and they watch it differently — slower, and to the end. A brand that shows its own bench, its own measuring room and its own people **has nothing to hide**, and that is the one thing a spec sheet cannot deliver.

What you get

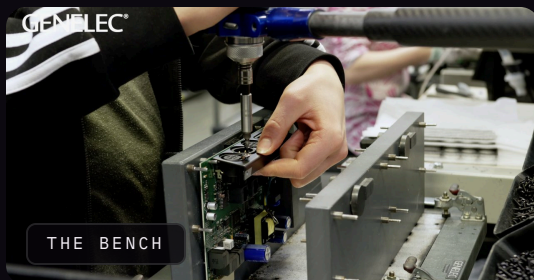
- A reportage of **8-12 minutes**, plus the article
- **Five social cuts**, 9:16 and 1:1
- **15 to 20 raw clips** in Ultra HD, graded
- A photo set of **15 to 20 images**
- **Full rights to all of it**, no expiry
- One round of corrections on factual errors

WHAT A FACTORY VISIT LOOKS AT

FRAMES FROM OUR OWN REPORTAGE



THE LINE



THE BENCH



THE TEST



THE FINISH

Written before we travel, filmed over two to three days with our own crew and lighting, voiced in our own studio and cut cinematically. **And it does not date** — the film is still introducing you a year later.

PLANNED IN ADVANCE · TRAVEL AGREED PER DESTINATION

EXCLUDING VAT



SPONSORSHIP & MEMBERSHIP

First Look Sponsorship

Your name, spoken out loud.

Your logo on screen at the start **and** the end of every episode, twice, with a voice-over by one of our **internationally cast voices**: *“This First Look is brought to you by...”* An announcement, not a commercial — which is why we run no supplied ad spots.



THE OPENING AND THE CLOSE OF EVERY FIRST LOOK · YOUR NAME IS SPOKEN TWICE

FOUR A YEAR · ONE PER QUARTER

Sponsor of the quarter

Per quarter, with a **minimum of ten episodes** guaranteed. Exclusive — one sponsor per episode. The mention is **burned into the video file**, so it stays: on YouTube and in our own player, years after the quarter ends. Our channel is a library, not a broadcast — you are buying twenty mentions that keep working.

85%

of views come from the archive,
not new episodes

59%

of traffic arrives through
YouTube search

20+

mentions across ten episodes,
permanently

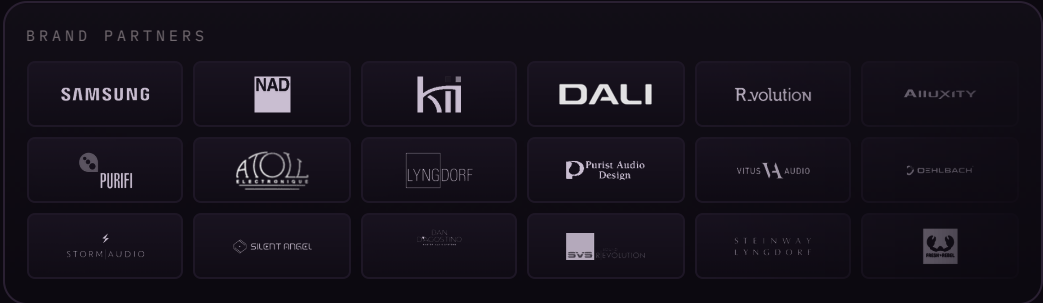
€ 1,000

Never bundled into a package — it stays bookable by anyone.

Brand Partner Membership

Your logo, on every page.

Not advertising but membership: your logo in the brand wall at the foot of **every page** on bestofhighend.com, for a full year. It is built into the page itself, outside our ad server — a membership a third of our visitors never see is not a membership we could sell you honestly.



THE FOOT OF EVERY PAGE · YOUR LOGO SITS HERE, ALL YEAR

PER YEAR · ANNUAL ONLY

Brand Partner

Eighteen brands are up there today and the wall grows with us; a row of six is added without anyone losing their place. **No rotation, no carousel** — the logo links straight to your own site, and it is still there in month twelve. Supply a transparent PNG at 280×160 or an SVG.

100%

of our pages carry the wall, site-
wide

12

months up, never rotated, never
shared

0

ad-server tags — blockers
cannot hide it

€ 750

Included without surcharge in the Trio and Quartet packages.



One, two, three or four?

However many you bring out next year, **we have you covered.**

Start from the only question that matters: **how many products are you putting on the market this year?** Each package is a full year of marketing around them — the tandem that introduces every product, plus advertising space that keeps your name in front of the same readers in between.

Solo

ONE PRODUCT THIS YEAR

1 × First Look + Review € 3,000

Rectangle, 3 months € 600

BOOKED SEPARATELY ~~€ 3,600~~

€ 3,400

PARTNER RATE

Duo

TWO PRODUCTS THIS YEAR

2 × First Look + Review € 6,000

Half Page, 6 months € 1,800

BOOKED SEPARATELY ~~€ 7,800~~

€ 7,200

PARTNER RATE

Trio

THREE PRODUCTS THIS YEAR

3 × First Look + Review € 9,000

Panorama, 12 months € 4,000

Brand Partner, 12 months *included*

BOOKED SEPARATELY ~~€ 13,000~~

€ 11,500

PARTNER RATE

Quartet

FOUR PRODUCTS THIS YEAR

4 × First Look + Review € 12,000

Billboard, 12 months € 5,000

Brand Partner, 12 months *included*

BOOKED SEPARATELY ~~€ 17,000~~

€ 14,500

PARTNER RATE

Everything is done for you

You supply the product and someone who can talk about it. We write, film, light, grade, publish and place.

Four a year, and no more

Beyond four it stops reading as coverage and starts looking bought. **The ceiling protects what you are buying.**

Present, never interrupting

Beside every page and inside the articles, after the opening — a quarter with Solo, a full year from Trio.

Editorial is not part of the terms

A First Look is € 1,250 and a Review € 1,750 in every package, always. **The partner rate applies to advertising space alone.**



— BY INVITATION

Tech Talk

A video podcast with the product specialists **who know it best.**

FILMED IN OUR OWN STUDIO

THREE CAMERA ANGLES · TWO MICROPHONES



Two people at a table — our publisher and your product specialist — three cameras, and the time to explain a technology properly. No launch, no score, no spec sheet: the thinking behind the product, in their own words.

How it is made

Ten to twenty minutes, **three camera angles**, cut as a podcast and published on YouTube and on bestofhighend.com. **We set the questions and we make the edit** — no approval right on the final cut, which is why people watch to the end.

What it leaves behind

An episode on our channel **permanently** and an article on the site, **full rights to the film** for your own channels and dealers, and a place in an archive that keeps being searched.

Peter Lyngdorf's eleven-part series has passed **43,924 views**, eight years after it was recorded.

86

episodes recorded since 2016

134,630

views on the Tech Talk archive

13,469

on the most-watched episode alone

10–12

new episodes a year, no more

We do not sell an episode. **We invite one.**

Chosen on the subject alone. Being a customer **does not help and does not hurt** — which is the only reason anyone watches it.



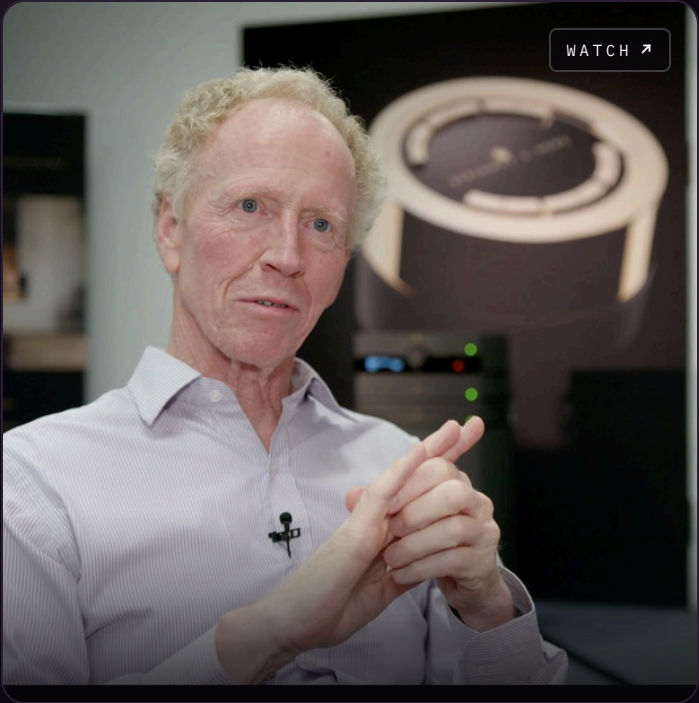
— BY INVITATION • TECH TALK • PROOF

Three Tech Talks.

Six years apart — and the newest one runs the fastest.

Twenty minutes with the engineer who designed the thing. The episode from 2019 is still the most watched of the three; the one from last year is already collecting **more than twice as many views a month**. Nothing here was bought.

TECH TALK



STEINWAY LYNGDORF

Peter Lyngdorf

ON LOCATION • NOVEMBER 2019 • 22:52

13,469

views on YouTube • 163 a month



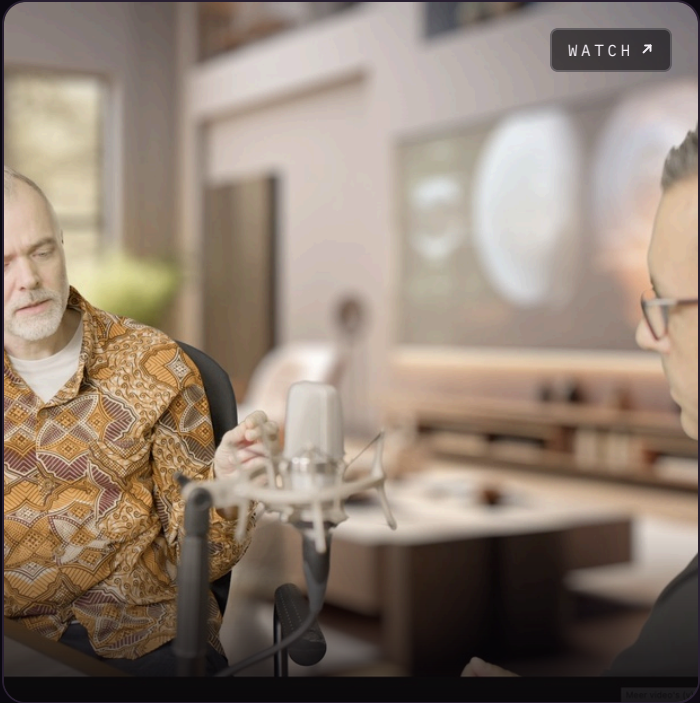
PURIFI

Bruno Putzeys

IN THE STUDIO • NOVEMBER 2023 • 20:45

7,659

views on YouTube • 221 a month



PURIFI

Bruno Putzeys

IN THE STUDIO • OCTOBER 2025 • 25:21

4,041

views on YouTube • 368 a month

VIEWS ON YOUTUBE • MEASURED 26 SEPTEMBER 2026

86 EPISODES SINCE 2016 • 134,630 VIEWS ON THE ARCHIVE

Independent since 2016. Still is.

A score cannot be bought, and a review cannot be bought back.

Everything in this kit is advertising or production. **None of it is editorial judgement.** That rule is why our readers believe what they read here — which is, in the end, the only thing you are buying.



Marco Lisi

Publisher and editor · Best of High End

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