

## PRODUCT TARGETING VIDEOS

As a flagship magazine and reference community for audio gear and music instruments, we are aware that we play a leading role in the purchase process. Indeed, many customers visit our website in order to find information about a product or a type of product before making a decision.



A product demo video is an important part of the purchase process, therefore we designed the perfect spot for your video to appear in, in order to:

- ✓ **Influence the interest in buying** by featuring the video in your product category pages, which are viewed by most of the interested visitors.
- ✓ **Confirm the interest in buying** by featuring videos in the pages speaking about your product. These pages are usually visited before the customers purchase products.

Since all products don't benefit from the same visibility and in order to ensure a complete transparency, we'll only charge for the impressions (CPM – Price for One Thousand Impressions – €25).

**Place your video now!**

**Address:**  
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