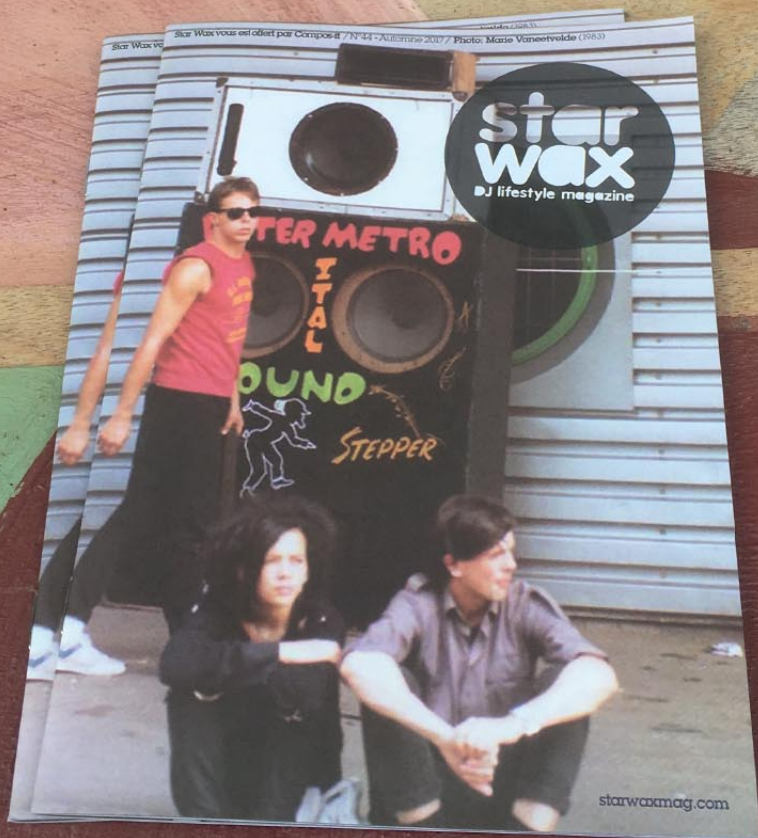


# star wax

## 2025-2026 MEDIA KIT



Print lifestyle media  
since 2006



**since 2006  
star wax is France's  
n°1 full-color free  
magazine for djs,  
diggers, beatmakers  
and music lovers**

With over 19 years of experience of writing, publishing and organizing events, we possess the knowledge and expertise in music industries.

Collaborating with Star wax will give your brand a strong and positive identity towards your market.  
**Being organic is the must.**

**Connecting you  
to audiences,  
growth and new  
opportunities.**



Published by compos-it / 2000 - 2025 ©

Also free online  
[www.starwaxmag.com](http://www.starwaxmag.com)



# The print version since 2006

The following online  
stores distribute the mag  
in their orders :  
[undergroundvinylsdealer.com](http://undergroundvinylsdealer.com)  
[levinyclub.com](http://levinyclub.com)  
[ovnyl.com](http://ovnyl.com)  
[hhv.de](http://hhv.de)

Out early march,  
june, september  
and december  
Print at 8.000  
copies

star wax  
is available  
in over 250  
best spots

35% in Paris  
58% in the provinces  
4% in Switzerland  
3% in Brussels

Available in  
music retailers  
top cultural bars,  
vinyl & concept stores  
quirky venues...

Girls & boys  
love star wax

in A5 paper size  
star wax is a free  
magazine that  
readers collect





# Release dates

## 2025 - 2026 schedule

### STAR WAX #76 \_ fall issue

september, october & november 2025

advertising deadline: August 25, 2025

street & on line release date: September 4, 2025

### STAR WAX #77 \_ winter issue

december 2025, january & february 2026

advertising deadline: October 23, 2025

street & on line release date: November 21, 2025

### STAR WAX #78 \_ spring issue

march, april & may 2026

advertising deadline: February 27, 2026

street & on line release date: March 12, 2026

### STAR WAX #79 \_ summer issue

june, july & august 2026

advertising deadline: May 22, 2026

street & on line release date: June 4, 2026



19 years old  
of savoir-faire

Distribution  
made by  
our team



# Editorial content

## since 2006

For the sake of research, originality and diversity, Star wax consistently blurs the boundaries between rock and tropical rhythms, between jazz and techno or between folk and rap. We strongly believe that good music shall never be limited by trends and categories. We are always on the fresh discoveries from the past as well as the present. The consumer wants a crossmedia experience that is educational and entertaining - Edutainment is the must !

### SNEAKERS / LIFESTYLE & STREET ART PAGES

The fashion pages present a selection of new trend products for urban and high-tech lovers. Since some of us are DJs as well, we dedicated pages to showcase sneakerheads, most creative street artist and wine-food designers.

### INTERVIEW OF DJ, BEATMAKERS, PRODUCERS

Star wax shares interviews of artists in various styles. At 360, there are so many emerging male and female artists as well as superstars and pioneering figures.

### RARE WAX

The famous Rare wax double page highlights vinyl record collectors. They talk about the original pressings of rare records from their private collections.

### GEAR REVIEW

This section offers product reviews for music production - home studio - Djing as well as for audiophiles. We provide our own analysis...

### MUSIC REVIEW

In the summary of each issue, Star wax develops an eclectic selection without musical barriers of vinyls, CDs, digital, DVDs and books. Reissues and new releases can be found on the same pages.

### EVENT REPORTING / FOCUS

Star wax publicizes reports on festivals, workshops, concerts, record conventions and trade shows. Interviews with company founders or event promoters are also included. We also produce video reports in long or short format.

### SPECIAL EDITION

Once a year, Star wax is publishing a special edition focused on a destination. Our team travelled to different countries like Bangkok, Mexico City, Singapore, Reunion Island, Filipino and Lisboa. We made a guide which contains the location as a reference for the best music venues, record stores, gallery, etc. We included interviews with the most creative local DJs, vinyl nerds, sound system enthusiasts and chief cooker. Also, we have increased the number of pages to give way for our invited artist as editor-in-chief or for a special edition focus on street dance...



# The print version

## Rates & specs

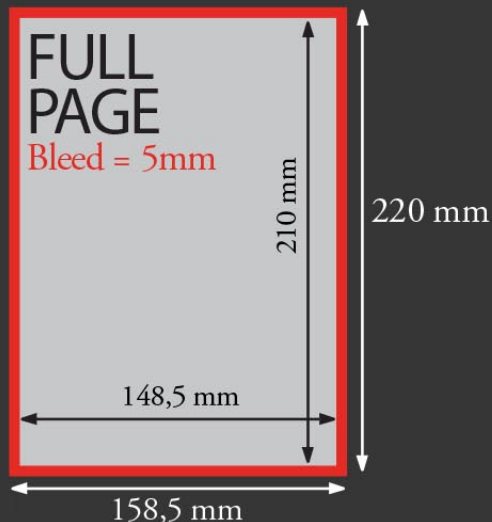
### NET RATES

- > cover : contact us
- > outisdes back page : 2400euros
- > double inside front pages : 1700euros
- > inside front page : 1300euros
- > inside back page : 990euros
- > full page : 790euros
- > half page : 550euros

Theses rates also include your advertising in the digital PDF version.  
Specific placement +15%.

### PRINT SPECIFICATIONS

- File size required: 220x158, 5mm (bleed included).  
Bleed of 5 mm each side required.
- CMYK (no RGB image).
- Image resolution: 300dpi
- File format required: .pdf / .ai / .jpeg / .tif
- Join fonts not vectorized text



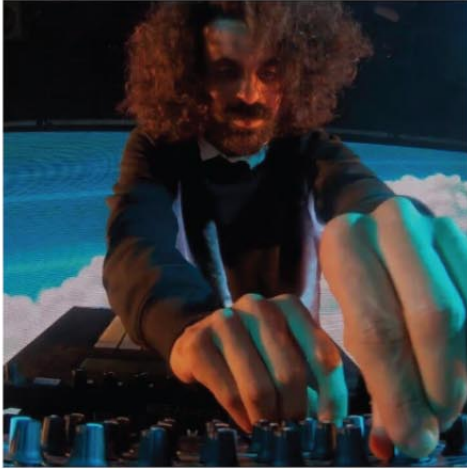


# The on line version since 2010

star wax  

[Magazines](#) [Chroniques](#) [Interviews](#) [Podcast](#) [Playlists](#)

[Donate](#)



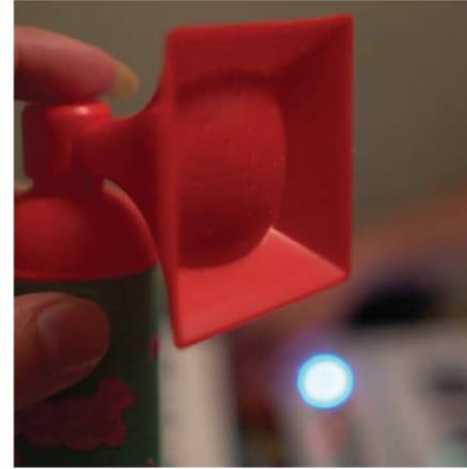
**BLANKA MEETS STAR WAX**

In celebration of Blanka's 3rd LP "Flares" (released by Nowadays / Kawaa Records), the famous French beatmaker & sound engineer (who worked with W...



**BOMBING THE CYPHER**

The 'Arts Olympiades festival' last year invited the Star Wax artistic director to bombing the cypher at the Belle haute de l'Olympiade, in Paris chinatown. The



**KEYSTEP PRO TESTING GEAR**

Geeks like me appreciate the way many companies today improve upon designs from one version to the next, in addition to regular firmware upgrades, addi...



**MIX MASTER MIKE MEETS STAR WAX**

Fast interview and live footage from Mix Master Mike "Conquest Tour" show at the Trinitaire, in Metz city (France) ...

## AUDIENCE AGE

18-24 years = 28%  
25-34 years = 34%  
35-44 years = 15,5%  
45-54 years = 12,5%  
Over 55 years = 10%

## GENDER

Female 40%  
Male 60%

## AUDIENCE IDENTITIES

Dj and or Beatmaker  
Diggers & Music lovers  
Club / Bar goers  
Industry insiders  
College student  
urban riders  
...

**from 120  
to 2,200  
visitors  
per day**

**Star Wax PDF version was downloaded  
more than 5,000 times per issue.**

**Americans are the foreigners  
who visit the site the most**

Statistics from 1&1 WebStat and Google.

# online version

## Rates & specs

### NET RATES

- > cover : contact us
- > double inside front pages : 400euros
- > inside front page : 300euros
- > full page : 190euros
- > inside back page : 100euros
- > outisdes back page : 100euros

Decreasing price for an annual campaign in 4 issues.  
Theses rates don't include your advertising in the print version.

> online header banner in rotation in home page : 45euros per week.  
Decreasing price for a monthly, quarterly or annual subscription

### FULL PAGE SPECIFICATIONS

- File size required: 210x148,5mm (no bleed).
- RGB image.
- Image resolution: 300dpi
- File format required: .pdf / .ai / .jpeg / .tif
- Join fonts not vectorized text.

### HEADER BANNER - HOME PAGE

- Please specify your link when a reader will clicks on the banner.
- File size required: 2560x1080px.
- Image resolution: 72dpi.
- RGB image.

**NEW**

Since September 2025,  
all PDF versions of Star wax  
have been included in the EBSCO  
database. The world's leading  
library service, accessed by  
115,000 institutions, processing  
292+ million scholarly  
searches daily...

The screenshot shows a web browser window with the address bar displaying 'sur 30'. The website is Son-Vidéo.com, with the tagline 'La référence Hi-Fi & home-cinéma'. The main content area features an advertisement for the Elipson W35 speaker, which is a black, spherical, floor-standing speaker. The text 'DÉCOUVREZ ELIPSON W35, THE ORIGIN OF POWER\*' is prominently displayed. Below this, it says 'ENCEINTE CONNECTÉE ELIPSON W35' and lists features: '• Conception stéréo de 350 watts', '• Multiroom, streaming WiFi et Bluetooth', and '• Compatible Amazon Alexa'. The price '799 €' is shown at the bottom of the ad. To the right of the ad is a smaller image of the same speaker. The bottom of the page includes a footer with the website's address, contact information, and social media links. On the right side of the screenshot, there is a preview of the 'STAR WAX LISBOA SPECIAL' magazine cover. The cover features a photograph of a street in Lisbon at sunset. The title 'STAR WAX LISBOA SPECIAL' is in large, bold, yellow letters. Below the title, there is a list of contents: '01 - Editorial', '02 - Lifestyle : La Sape', '12 - Lisboa Party Tips', '18 - Dirk Niepoort', '21 - Diggin' in Lisboa', '24 - Graffiti in Lisboa', '26 - DJ Glue', '30 - João Pedro Moreira', '34 - Cigarras', '38 - Jorge Calado', '42 - DJ Rice', '46 - Pierre Adame', '50 - Rare Wax Lusophone by Mar & Sol', '52 - Reviews', and '56 - Playlists'. The magazine cover also has a 'summary' tab at the top right.

Star wax PDFs  
are also available  
via the catalogs at:  
[www.cafeyn.co/fr/offers](http://www.cafeyn.co/fr/offers)  
[www.scopalto.com](http://www.scopalto.com)



# Who's who?

## star wax fam'

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Julien Douek and Snic

### GRAPHIST

Snic

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Colette Aubert

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09 72 10 38 51



Star Wax is  
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association  
Compos-it



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Mafaldista

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Maela

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Sébastien Charlot, Ambidextre,  
Andréground...

About the Association Compos-it  
Founded in 2000 by Juan Marcos Aubert and  
Olivier Desprès it aims to promote Djing, graffiti  
& freestyle BMX. Private companies & institu-  
tions are consulting Compos-it as well for  
advice, graphic services or organize events.

# References

## DJ, MUSIC PRODUCTION & AUDIOPHILE EQUIPMENT

Apple, Pioneer, Roland, Devialet, Yamaha, Abletone, Rane, Serato, Akg,  
Pro-Ject, Rega, Akai, Numark, Arturia, M-audio, Denon, Audio-Technica,  
Naonext, Panasonic, Vixid, Eks, Star's Music, SonoVente.com, Mixars,  
Gemini, AiAiAi, UrbanEars, Magma...

## RECORD LABELS & RECORD STORES

Pias (Amon Tobin, Kid Koala, Machinedrum...), Lickshot (Joey Starr),  
!K7 records (Tricky), BBE, X-Ray (L'Entourloop, Manu Digital, Degiheugi...),  
Ed Banger records, Nova Editions, hhv.de, A Nous Paris, On and On Rec.,  
Chinese Man Records, Cd&Lp.com, General Pattern (Aziz Sahmaoui),  
Because Music (Sefyu, Uffie, James Deano, Keny Arkana...), Sakifo Talents,  
Adam Keshet, Garance Reggae Festival, Jfx, Jazzman Records, Betino's,  
PMG, Discograph, Switch Records, Habibi Funk, VP & Greensleeves,  
Soul Beats (Dj Vadim), Label Rouge, Ear Drum, ALS, Oneness, Toolbox,  
Baco Music, Soulableta, Trad Vibe Records, Groove Store, Planète Disque,  
Socadisc (Esperanza Spalding), Temple Of Deejays, OCD...

## PROMOTERS

Philharmonie de Paris, Czech National Tourist Office, Mama Shelter,  
Le Nouveau Casino, Le Rex, Le Favst, La Place, Astropolis, Nördik Impakt,  
Ninkasi, Dub Camp, La Flèche D'or, ALG, Batofar, Dooinit Festival,  
Le Printemps de Bourges, Ville de Pessac, Totaal Rez, Festival Filmer la  
Musique, Street Villette Festival, Juste-Debout (Bercy, Théâtre des  
Variétés), Maison des Initiatives des Étudiants de Paris, MaMA...

## OTHERS

Posca, Heineken, Ricard S.A, Canal +, Red Bull, agnès B., Wrung,  
Carhartt, Esmod, Sojasun, Grolsh, Idtgv, Niepoort, Citadium, Cifap,  
Ville de Sèvres, Mouv' Radio, American Business School, 4x4 Marketing,  
Prolifik Dj School, Villa Bahia, Musicaa, Appollojazz, Beautiful Monday,  
Lilimba Prod, Chic, JME Design, Focus Home Interactive, RPM,  
Games Fed, KSR Group, Vinylum, Academix SPRL, Critères Éditions,  
Kikaya, Diggers Factory, Hk Corp, Kiteaz, Ovnyl, Culture Node...



# star wax

since 2006

