

GROOVE

herausgegeben durch den

Verein für Technojournalismus e.V.

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GROOVE: Press release for July 30, 2024

GROOVE goes independent.

After 26 years as part of piranha media publishing house, the German-language magazine for electronic music and club culture will be run non-commercially. On 30 May 2024, more than 60 authors and editors founded the Verein für Technojournalismus, the non-profit who will run the magazine in the future.

Until 17 July, groove.de featured daily reports on electronic music and club culture. For the first time in GROOVE's 35-year history, the editorial team has interrupted its work to talk about the magazine's current situation and gain new supporting members.

GROOVE makes an important and unique contribution to electronic music in German-speaking countries. It supports musicians, labels, promoters, clubs, record shops, and distributors. A far-ranging variety of critical articles ensure the integrity of the scene.

However, like many other music magazines, GROOVE is no longer a product that makes sense for a commercial publisher. That's why it needs to find a new identity in the digital media landscape. "Only a non-commercial model can work for us. Our readers must play a greater role than before for a sustainable future of the magazine," explains GROOVE editor-in-chief and chairman of Verein für Technojournalismus, Alexis Waltz.

Existing members of the editorial team, authors, designers, and photographers will determine the fate of the association as founding members. All current GROOVE subscribers will become supporting members of the Verein für Technojournalismus.

But GROOVE depends on additional annual membership fees of 50,000 euros in order to continue to exist after August 31. Regular members support GROOVE with 100 euros per year. Low-income readers contribute 50 euros. Agencies, promoters and professional DJs pay 300 euros.

In the coming weeks, the GROOVE editorial team will run a membership campaign involving various scene players.

GROOVE was founded in 1989 as a fanzine. In the nineties, it developed into the most successful German magazine for electronic music. Since 2019, GROOVE has been a digital magazine with several thousand unique visitors every day. It has been run by the Verein für Technojournalismus since July 18 2024.

The founding of the non-profit is not just about techno und electronic music culture. The Verein für Technojournalismus is a pilot project that aims to develop a new, community-supported model to fund music journalism.

We look forward to your announcements, reporting, and other forms of contact! Maximilian Fritz can be reached via email at max@groove.de or phone at +49 171 7798824.

The GROOVE editorial team

groove.de / [Instagram](#) / [Facebook](#)

Verein für Technojournalismus e.V.

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Vertreten durch Alexis Waltz (Vorstandsvorsitzender)

und Maximilian Fritz (Vertretung des Vorsitzenden)