

# Games and More

## Digital Entertainment for All!



# gamesaktuell.de

## All systems – all games!



### MAGAZINE . INFO

Games and More is the digital entertainment magazine for all. PC and video games have become more than a niche market; games like Wii Fit or SingStar are the result of a lasting change in the market, which is also visible in the fast-growing popularity of Free2play games. Games and More covers the new gaming world in an attractive and comprehensible way. Exciting reports in the areas of film, music and consumer electronics add to the magazine's appeal.

### WEBSITE . INFO

All the latest news, detailed reviews, exclusive special features - the entertainment platform offers gaming fans the full package. Information, entertainment and modern community features like clubs, blogs and readers' articles keep visitors coming back day after day.

## PRINT

### AD FORMATS AND PRICES

Format (in bleed)	Width x height (mm)	Basic price 4c
Double page	420 x 280	€ 19.980,-
Inside cover 2 or 4	210 x 280	€ 11.988,-
Inside cover 3	210 x 280	€ 10.989,-
1/1 page	210 x 280	€ 9.990,-
1/2 page upright	105 x 280	€ 5.994,-
1/2 page across	210 x 140	€ 5.994,-
1/3 page upright	70 x 280	€ 4.795,-
1/3 page across	210 x 93	€ 4.795,-
1/4 page upright	52 x 280	€ 3.596,-
1/4 page cornerfield	105 x 140	€ 3.596,-
1/4 page across	210 x 70	€ 3.596,-

- We are happy to quote our conditions for other formats or special colours on request.
- After determining feasibility, a minimum surcharge of 15% will be added to the base ad price for special positioning requests.

### NOTES ON PRODUCTION MATTERS

- Add 5 mm for trim for all formats.
- Text and image elements relevant to the ad must have enough of a trim margin (at least 10 mm).
- Double-page spreads with images running across pages require a 4 mm offset per page. Please provide these as single-page PDFs.

### DEADLINES

Issue	On sale date	End of booking	Submissions for print	Supply of DVD content	Supply of supplements
01-02/12	07.12.2011	08.11.2011	15.11.2011	08.11.2011	21.11.2011
03-04/12	01.02.2012	03.01.2012	10.01.2012	03.01.2012	16.01.2012
05-06/12	04.04.2012	06.03.2012	13.03.2012	06.03.2012	19.03.2012
07-08/12	06.06.2012	08.05.2012	15.05.2012	08.05.2012	21.05.2012
09-10/12	01.08.2012	03.07.2012	10.07.2012	03.07.2012	16.07.2012
11-12/12	02.10.2012	03.09.2012	10.09.2012	03.09.2012	16.09.2012
01-02/13	05.12.2012	06.11.2012	13.11.2012	06.11.2012	19.11.2012

### INFORMATION

- **First published:** 11/08
- **Frequency of publication:** bimonthly
- **Price per copy:** Magazine € 1,50
- **Copies sold:** 51.000 copies (publisher's info)
- **Readership:** 187.000 readers per issue (publisher's info)
- **Area of circulation:** Germany, Austria, Switzerland a. further EU countries
- **Printing method:** Roller offset, FM raster
- **Submissions f. print:** Digital data only. See „Digital data delivery“ section.

### CONTACT ADVERTISING PLANNING

- Tel. 0911/2872-255, Fax 0911/2872-241, E-Mail: disposition@computeC.de

## Games and More 2012



January	February	March	April	May	June	July	August	September	October	November	December
1 Sunday	1 Wed 03-04/12	1 Thu	1 Sunday	1 Tue	1 Fri	1 Sunday	1 Wed 09-10/12	1 Sat	1 Mon	1 Thu	1 Sat
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3 Tue 03-04/12	3 Fri	3 Sat	3 Tue	3 Thu	3 Sunday	3 Tue 09-10/12	3 Fri	3 Mon 11-12/12	3 Wed	3 Sat	3 Mon
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■ On sale date ■ End of booking



## ONLINE

### ADVERTISEMENT FORMATS AND PRICES

## gamesaktuell.de

Advertisement formats	Homepage/section		RoS (Run of Site)		Homepage/section		RoS (Run of Site)	
	Price	Price	Price	Price	Price	Price	Price	
Fullbanner	€ 30,-	€ 30,-	€ 25,-	€ 25,-	Pop Under	€ 65,-	€ 60,-	
Banner	€ 30,-	€ 30,-	€ 25,-	€ 25,-	Banderole Ad	€ 80,-	€ 70,-	
Exp. Banner	€ 40,-	€ 40,-	€ 35,-	€ 35,-	Pushdown Ad	€ 80,-	€ 70,-	
Double Superbanner	€ 60,-	€ 60,-	€ 50,-	€ 50,-	Footer Layer	€ 80,-	€ 70,-	
Skyscraper	€ 40,-	€ 40,-	€ 30,-	€ 30,-	Flash stage	€ 120,-	€ 105,-	
Splitscreen Ad/Half Page Ad	€ 40,-	€ 40,-	€ 30,-	€ 30,-	Wallpaper/Hockeystick	€ 75,-	€ 60,-	
Long Skyscraper	€ 40,-	€ 40,-	€ 30,-	€ 30,-	Tandem Ad (Banner, Sky)	€ 75,-	€ 60,-	
Sticky Skyscraper	€ 40,-	€ 40,-	€ 30,-	€ 30,-	Exp. Wallpaper	€ 90,-	€ 80,-	
Exp. Skyscraper	€ 50,-	€ 50,-	€ 45,-	€ 45,-	Exp. Tandem Ad (Banner, Sky)	€ 90,-	€ 80,-	
Exp. Splitscreen Ad	€ 50,-	€ 50,-	€ 45,-	€ 45,-	Tandem Ad (Banner, Layer)	€ 100,-	€ 90,-	
Sidekick Ad	€ 50,-	€ 50,-	€ 45,-	€ 45,-	Tandem Ad (Sky, Layer)	€ 100,-	€ 90,-	
Medium Rectangle	€ 50,-	€ 50,-	€ 40,-	€ 40,-	Triple Ad (Banner, Sky, Layer)	€ 120,-	€ 105,-	
Exp. Medium Rectangle	€ 65,-	€ 65,-	€ 60,-	€ 60,-	Triple Ad (Banner, Sky, Interstitial)	€ 120,-	€ 105,-	
Wide Rectangle	€ 60,-	€ 60,-	€ 50,-	€ 50,-	PreRoll 20	€ 110,-	€ 95,-	
Flash Layer/Interstitial	€ 80,-	€ 80,-	€ 70,-	€ 70,-	PreRoll 30	€ 125,-	€ 110,-	

Please note that not every advertisement format is available in all booking units.

- Page Impressions: 6.615.946 (IVW 09/11)
- Unique Users: 0,40 Mio. (AGOF e.V./internet facts 2011-06)
- Visits: 1.309.987 (IVW 09/11)

Marketing of online ad spaces is carried out by