

# PC Games Hardware

The magazine for IT and techfreaks



# pcgameshardware.de

The reference for IT and technology



## MAGAZINE . INFO

PC Games Hardware is the authoritative magazine for IT gurus and techies. The magazine examines the complex world of hardware from the perspective of experienced PC users. From power supply buyer's guides, to graphics card tests, to tuning tips and more – everything deals with the one question: How do I get the best performance out of my system? The answer is given every month by a competent editorial staff.

## WEBSITE . INFO

The PC Games Hardware online focuses on IT hardware for gamers. The Website not only sheds light on traditional IT topics like graphics cards, processors and motherboards, but also covers key multimedia areas such as cell phones, tablets and even games. The PCGH Extreme community allows readers to discuss new developments on the PC market.

# PRINT

## AD FORMATS AND PRICES

Format (in bleed)	Width x height (mm)	Basic price 4c
Double page	420 x 280	€ 15.800,-
Inside cover 2 or 4	210 x 280	€ 9.480,-
Inside cover 3	210 x 280	€ 8.690,-
1/1 page	210 x 280	€ 7.900,-
1/2 page upright	105 x 280	€ 4.740,-
1/2 page across	210 x 140	€ 4.740,-
1/3 page upright	70 x 280	€ 3.792,-
1/3 page across	210 x 93	€ 3.792,-
1/4 page upright	52 x 280	€ 2.844,-
1/4 page cornerfield	105 x 140	€ 2.844,-
1/4 page across	210 x 70	€ 2.844,-

- 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.

## COMBINATION POSSIBILITIES

- PC combo (PC Games + PC ACTION + PC Games Hardware)
  - SFT and PC combo (SFT + PC Games + PC ACTION + PC Games Hardware)
- ... more info in the section "Target group combinations".

## CONTACT ADVERTISING PLANNING

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

## DEADLINES

Issue	On sale date	End of booking	Submissions for print	Supply of DVD content	Supply of supplements
02/12	04.01.2012	06.12.2011	13.12.2011	06.12.2011	16.12.2011
03/12	01.02.2012	03.01.2012	10.01.2012	03.01.2012	16.01.2012
04/12	07.03.2012	07.02.2012	14.02.2012	07.02.2012	20.02.2012
05/12	04.04.2012	06.03.2012	13.03.2012	06.03.2012	19.03.2012
06/12	02.05.2012	02.04.2012	09.04.2012	02.04.2012	15.04.2012
07/12	06.06.2012	08.05.2012	15.05.2012	08.05.2012	21.05.2012
08/12	04.07.2012	05.06.2012	12.06.2012	05.06.2012	18.06.2012
09/12	01.08.2012	03.07.2012	10.07.2012	03.07.2012	16.07.2012
10/12	05.09.2012	07.08.2012	14.08.2012	07.08.2012	20.08.2012
11/12	02.10.2012	03.09.2012	10.09.2012	03.09.2012	16.09.2012
12/12	07.11.2012	08.10.2012	15.10.2012	08.10.2012	21.10.2012
01/13	05.12.2012	06.11.2012	13.11.2012	06.11.2012	19.11.2012
02/13	02.01.2013	03.12.2012	10.12.2012	03.12.2012	15.12.2012

## INFORMATION

- **First published:** 10/2000
- **Erscheinungsweise:** Monthly (Premium quarterly)
- **Price per copy:** DVD Plus € 5,30 | Magazine € 3,99 | Premium € 9,99
- **Memberships:** IVW, AWA
- **Copies sold:** 47.704 copies (IVW III/2011)
- **Readership:** 403.318 readers pers issue (AWA 2011)
- **First IVW ann.:** 1st quarter 2001
- **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.

## 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.

## PC Games Hardware 2012



January	February	March	April	May	June	July	August	September	October	November	December
1 Sunday	1 Wed 03/12	1 Thu	1 Sunday	1 Tue	1 Fri	1 Sunday	1 Wed 09/12	1 Sat	1 Mon	1 Thu	1 Sat
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4 Wed 02/12	4 Sat	4 Sunday	4 Wed 05/12	4 Fri	4 Mon	4 Wed 09/12	4 Sat	4 Tue	4 Thu	4 Sunday	4 Tue
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■ On sale date ■ End of booking



## ONLINE

ADVERTISEMENT FORMATS AND PRICES

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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: 38.276.688 (IVW 09/11)
- Unique Users: 2,02 Mio. (AGOF e.V./internet facts 2011-06)
- Visits: 5.721.121 (IVW 09/11)

Marketing of online ad spaces is carried out by