

PC Games MMORE

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mmore.de

Community meets editorial staff



MAGAZINE . INFO

PC Games MMORE is the ultimate compendium for all World of Warcraft and MMO fans, offering comprehensive information for those who want to know more about all the authorities, skills, quests and professions. Whether complete beginners or role-playing experts, fans can find all the tips and topics they need to succeed on the huge gameworld.

WEBSITE . INFO

www.mmore.de is the meeting place for World of Warcraft fans and PC Games MMORE readers – and perfectly complements the reporting on pcgames.de.

PRINT

AD FORMATS AND PRICES

Format (in bleed)	Width x height (mm)	Basic price 4c
Double page	420 x 280	€ 13.300,-
Inside cover 2 or 4	210 x 280	€ 7.980,-
Inside cover 3	210 x 280	€ 7.315,-
1/1 page	210 x 280	€ 6.650,-
1/2 page upright	105 x 280	€ 3.990,-
1/2 page across	210 x 140	€ 3.990,-
1/3 page upright	70 x 280	€ 3.192,-
1/3 page across	210 x 93	€ 3.192,-
1/4 page upright	52 x 280	€ 2.394,-
1/4 page cornerfield	105 x 140	€ 2.394,-
1/4 page across	210 x 70	€ 2.394,-

- 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
01/12	14.12.2011	15.11.2011	22.11.2011	15.11.2011	28.11.2011
02/12	11.01.2012	13.12.2011	20.12.2011	13.12.2011	25.12.2011
03/12	08.02.2012	10.01.2012	17.01.2012	10.01.2012	23.01.2012
04/12	14.03.2012	14.02.2012	21.02.2012	14.02.2012	27.02.2012
05/12	11.04.2012	13.03.2012	20.03.2012	13.03.2012	24.03.2012
06/12	09.05.2012	10.04.2012	17.04.2012	10.04.2012	23.04.2012
07/12	13.06.2012	14.05.2012	21.05.2012	14.05.2012	27.05.2012
08/12	11.07.2012	12.06.2012	19.06.2012	12.06.2012	25.06.2012
09/12	08.08.2012	10.07.2012	17.07.2012	10.07.2012	23.07.2012
10/12	12.09.2012	14.08.2012	21.08.2012	14.08.2012	27.08.2012
11/12	10.10.2012	11.09.2012	18.09.2012	11.09.2012	24.09.2012
12/12	14.11.2012	16.10.2012	23.10.2012	16.10.2012	29.10.2012
01/13	12.12.2012	13.11.2012	20.11.2012	13.11.2012	26.11.2012
02/13	09.01.2013	11.12.2012	18.12.2012	11.12.2012	24.12.2012

INFORMATION

- **First published:** 01/07
- **Frequency of publication:** monthly
- **Price per copy:** Magazine € 6,99
- **Copies sold:** 71.000 copies (publisher's info)
- **Readership:** 184.000 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

PC Games MMORE 2012



January	February	March	April	May	June	July	August	September	October	November	December
1 Sunday	1 Wed	1 Thu	1 Sunday	1 Tue	1 Fri	1 Sunday	1 Wed	1 Sat	1 Mon	1 Thu	1 Sat
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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)	
	€	€	€	€	€	€	€	
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: 42.334.663 (IVW 09/11) - Teil des pcgames.de-Netzwerks
- Unique Users: 1,67 Mio. (AGOF e.V./internet facts 2011-06)
- Visits: 6.842.940 (IVW 09/11)

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