

# PC Games

20 years of pc games competence



# pcgames.de

Award-winning online journalism



## MAGAZINE . INFO

For more than 20 years PC Games has been compulsory reading for everyone who wants to be able to navigate their way through the jungle of the latest PC game releases: As Germany's longest running gaming magazine, PC Games is a trusted name that always has its finger on the pulse of the gaming community. Every month exclusive preview reports, thorough tests, clever tips and tricks and reliable hardware recommendations keep PC Games readers in the loop.

## WEBSITE . INFO

The editorial staff at pcgames.de provides the hottest news, videos and screenshots along with critical test reports, in-depth preview articles, exclusive specials and practical tips for everything related to PC games.

# PRINT

## AD FORMATS AND PRICES

Format (in bleed)	Width x height (mm)	Basic price 4c
Double page	420 x 280	€ 25.600,-
Inside cover 2 or 4	210 x 280	€ 15.360,-
Inside cover 3	210 x 280	€ 14.080,-
1/1 page	210 x 280	€ 12.800,-
1/2 page upright	105 x 280	€ 7.680,-
1/2 page across	210 x 140	€ 7.680,-
1/3 page upright	70 x 280	€ 6.144,-
1/3 page across	210 x 93	€ 6.144,-
1/4 page upright	52 x 280	€ 4.608,-
1/4 page cornerfield	105 x 140	€ 4.608,-
1/4 page across	210 x 70	€ 4.608,-

- 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

- SFT + PC Games entertainment combo
  - 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

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## DEADLINES

Issue	On sale date	End of booking	Submissions for print	Supply of DVD content	Supply of supplements
01/12	28.12.2011	28.11.2011	05.12.2011	28.11.2011	12.12.2011
02/12	25.01.2012	27.12.2011	03.01.2012	27.12.2011	09.01.2012
03/12	29.02.2012	31.01.2012	07.02.2012	31.01.2012	13.02.2012
04/12	28.03.2012	28.02.2012	06.03.2012	28.02.2012	12.03.2012
05/12	25.04.2012	27.03.2012	03.04.2012	27.03.2012	09.04.2012
06/12	30.05.2012	30.04.2012	07.05.2012	30.04.2012	13.05.2012
07/12	27.06.2012	29.05.2012	05.06.2012	29.05.2012	11.06.2012
08/12	25.07.2012	26.06.2012	03.07.2012	26.06.2012	09.07.2012
09/12	29.08.2012	31.07.2012	07.08.2012	31.07.2012	13.08.2012
10/12	26.09.2012	28.08.2012	04.09.2012	28.08.2012	10.09.2012
11/12	31.10.2012	01.10.2012	08.10.2012	01.10.2012	14.10.2012
12/12	28.11.2012	30.10.2012	06.11.2012	30.10.2012	12.11.2012
01/13	27.12.2012	27.11.2012	04.12.2012	27.11.2012	08.12.2012

## INFORMATION

- **First published:** 10/92
- **Frequency of publication:** Monthly (Premium quarterly, Package bimonthly)
- **Price per copy:** DVD € 5,50 | Magazine € 3,99 | Extended € 6,99  
Premium € 9,99 | Package € 9,99
- **Memberships:** IVW, AWA, MA
- **Copies sold:** 105.885 copies (IVW III/2011)
- **Readership:** 904.795 readers per issue (AWA 2011)
- **First IVW ann.:** 2nd quarter 1993
- **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 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 11/12	1 Thu	1 Sat
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31 Tue 03/12		31 Sat		31 Thu		31 Tue 09/12	31 Fri		31 Wed 11/12		31 Mon

■ 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,-	€ 25,-	€ 25,-	€ 25,-	Pop Under	€ 65,-	€ 60,-	
Banner	€ 30,-	€ 25,-	€ 25,-	€ 25,-	Banderole Ad	€ 80,-	€ 70,-	
Exp. Banner	€ 40,-	€ 35,-	€ 35,-	€ 35,-	Pushdown Ad	€ 80,-	€ 70,-	
Double Superbanner	€ 60,-	€ 50,-	€ 50,-	€ 50,-	Footer Layer	€ 80,-	€ 70,-	
Skyscraper	€ 40,-	€ 30,-	€ 30,-	€ 30,-	Flash stage	€ 120,-	€ 105,-	
Splitscreen Ad/Half Page Ad	€ 40,-	€ 30,-	€ 30,-	€ 30,-	Wallpaper/Hockeystick	€ 75,-	€ 60,-	
Long Skyscraper	€ 40,-	€ 30,-	€ 30,-	€ 30,-	Tandem Ad (Banner, Sky)	€ 75,-	€ 60,-	
Sticky Skyscraper	€ 40,-	€ 30,-	€ 30,-	€ 30,-	Exp. Wallpaper	€ 90,-	€ 80,-	
Exp. Skyscraper	€ 50,-	€ 45,-	€ 45,-	€ 45,-	Exp. Tandem Ad (Banner, Sky)	€ 90,-	€ 80,-	
Exp. Splitscreen Ad	€ 50,-	€ 45,-	€ 45,-	€ 45,-	Tandem Ad (Banner, Layer)	€ 100,-	€ 90,-	
Sidekick Ad	€ 50,-	€ 45,-	€ 45,-	€ 45,-	Tandem Ad (Sky, Layer)	€ 100,-	€ 90,-	
Medium Rectangle	€ 50,-	€ 40,-	€ 40,-	€ 40,-	Triple Ad (Banner, Sky, Layer)	€ 120,-	€ 105,-	
Exp. Medium Rectangle	€ 65,-	€ 60,-	€ 60,-	€ 60,-	Triple Ad (Banner, Sky, Interstitial)	€ 120,-	€ 105,-	
Wide Rectangle	€ 60,-	€ 50,-	€ 50,-	€ 50,-	PreRoll 20	€ 110,-	€ 95,-	
Flash Layer/Interstitial	€ 80,-	€ 70,-	€ 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)
- Unique Users: 1,67 Mio. (AGOF e.V./internet facts 2011-06)
- Visits: 6.842.940 (IVW 09/11)

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