

# SFT – Spiele Filme Technik [spielefilmtechnik.de](http://spielefilmtechnik.de)

The test magazine for digital entertainment Technologic news and shopping guide



## MAGAZIN . INFO

SFT is the test magazine for electronic entertainment: flat-tvs, smartphones, tablets, computer, photo and audio. Plus: Apps and games, film and blu-rays. For everything that really gets a modern man's attention and for more fun in the digital lifestyle. SFT stands for high quality + journalistic competence: magazine + DVD with a complete film.

## WEBSITE . INFO

The SFT online site revolves around electronic entertainment, movies, technology, games and music. A must-have for trend-conscious consumers, featuring cool entertainment, latest news, smart postings and test reports from the digital world.

## PRINT

### AD FORMATS AND PRICES

Format (in bleed)	Width x height (mm)	Basic price 4c
Double page	430 x 267	€ 22.980,-
Inside cover 2 or 4	215 x 267	€ 13.788,-
Inside cover 3	215 x 267	€ 12.639,-
1/1 page	215 x 267	€ 11.490,-
1/2 page upright	107 x 267	€ 6.894,-
1/2 page across	215 x 133	€ 6.894,-
1/3 page upright	72 x 267	€ 5.515,-
1/3 page across	215 x 89	€ 5.515,-
1/4 page upright	54 x 267	€ 4.136,-
1/4 page cornerfield	107 x 133	€ 4.136,-
1/4 page across	215 x 67	€ 4.136,-

- 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
  - 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](mailto:disposition@computec.de)

### DEADLINES

Issue	On sale date	End of booking	Submissions for print	Supply of DVD content	Supply of supplements
01/12	28.12.2011	29.11.2011	06.12.2011	29.11.2011	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	01.05.2012	08.05.2012	01.05.2012	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	02.10.2012	09.10.2012	02.10.2012	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:** 12/04
- **Frequency of publication:** Monthly
- **Price per copy:** DVD € 4,99 | Magazine € 2,50
- **Memberships:** IVW, AWA
- **Copies sold:** 102.874 copies (IVW III/2011)
- **Readership:** 551.000 readers per issue (AWA 2011\*)
- **Area of circulation:** Germany, Austria, Switzerland, further EU countries
- **Printing method:** Roller offset, FM raster
- **Submissions for print:** Digital data only. See the "Digital data delivery" section for more information.

### 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.



## SFT 2012

January	February	March	April	May	June	July	August	September	October	November	December
1 Sunday	1 Wed	1 Thu	1 Sunday	1 Tue 06/12	1 Fri	1 Sunday	1 Wed	1 Sat	1 Mon	1 Thu	1 Sat
2 Mon	2 Thu	2 Fri	2 Mon	2 Wed	2 Sat	2 Mon	2 Thu	2 Sunday	2 Tue 11/12	2 Fri	2 Sunday
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27 Fri	27 Mon	27 Tue 05/12	27 Fri	27 Sunday	27 Wed 07/12	27 Fri	27 Mon	27 Thu	27 Sat	27 Tue 01/13	27 Thu 01/13
28 Sat	28 Tue 04/12	28 Wed 04/12	28 Sat	28 Mon	28 Thu	28 Sat	28 Tue 10/12	27 Fri	28 Sunday	28 Wed 12/12	28 Fri
29 Sunday	29 Wed 03/12	29 Thu	29 Sunday	29 Tue	29 Fri	29 Sunday	29 Wed 09/12	29 Sat	29 Mon	29 Thu	29 Sat
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31 Tue 03/12		31 Sat		31 Thu		31 Tue 09/12	31 Fri		31 Wed 11/12		

■ On sale date ■ End of booking

# ONLINE

## ADVERTISEMENT FORMATS AND PRICES

### spielefilmtechnik.de

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

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

- Page Impressions: 505.332 (IVW 09/11)
- Unique Users: 0,06 Mio. (AGOF e.V./internet facts 2011-06)
- Visits: 66.771 (IVW 09/11)

Marketing of online ad spaces is carried out by

