

# WIDESCREEN

The magazine for Blu-ray,  
DVD & movies



# widescreen-online.de

The blockbuster & home cinema portal



## MAGAZINE . INFO

DVDs, Blu-ray, movies – Widescreen sheds light on all aspects of the world of film. Featuring detailed articles on cinema reviews, new DVD and Blu-ray releases, tests on home cinema equipment, background reports and star interviews, it also comes with a great bonus DVD containing film and series highlights.

## WEBSITE . INFO

All the latest on movies, DVDs, Blu-ray and home cinema! An extensive movie database offers movie reviews, DVD and Blu-ray reviews, photo galleries and trailers, also inviting you to join in with the discussion in the WIDESCREEN community “dvd-forum.de”.

# PRINT

## AD FORMATS AND PRICES

Format (in bleed)	Width x height (mm)	Basic price 4c
Double page	420 x 280	€ 12.380,-
Inside cover 2 or 4	210 x 280	€ 7.428,-
Inside cover 3	210 x 280	€ 6.809,-
1/1 page	210 x 280	€ 6.190,-
1/2 page upright	105 x 280	€ 3.714,-
1/2 page across	210 x 140	€ 3.714,-
1/3 page upright	70 x 280	€ 2.971,-
1/3 page across	210 x 93	€ 2.971,-
1/4 page upright	52 x 280	€ 2.228,-
1/4 page cornerfield	105 x 140	€ 2.228,-
1/4 page across	210 x 70	€ 2.228,-

- 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.

## 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
02/12	04.01.2012	05.12.2011	12.12.2011	05.12.2011	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:** 01/03
- **Frequency of publication:** Monthly
- **Price per copy:** DVD €6,50
- **Copies sold:** 24.000 copies (publisher's info)
- **Readership:** 74.000 readers per issue (publisher's info)
- **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.

WIDESCREEN 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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3 Tue 03/12	3 Fri	3 Sat	3 Tue	3 Thu	3 Sunday	3 Tue 09/12	3 Fri	3 Mon 11/12	3 Wed	3 Sat	3 Mon 02/13
4 Wed 02/12	4 Sat	4 Sunday	4 Wed 05/12	4 Fri	4 Mon	4 Wed 08/12	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

widescreen-online.de

Advertisement formats	Homepage/section		RoS (Run of Site)		Homepage/section		RoS (Run of Site)	
	Price	Price	Price	Price	Price	Price	Price	
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: 133.215 (IVW 09/11)
- Unique Users: 0,03 Mio. (AGOF e.V./internet facts 2011-06)
- Visits: 58.368 (IVW 09/11)

Marketing of online ad spaces is carried out by