

# X3

## 100 % Xbox



# videogameszone.de

## The comprehensive video games portal



### MAGAZINE . INFO

In-depth tests and an exclusive look behind the scenes at upcoming top games make X3 the ideal supplement for every Xbox fan. Microsoft's high-performance gaming machine has held a firm place in the homes of many gamers since 2005. It's no wonder why – with an integrated hard drive, high-quality accessories, a well-established online platform and many exclusive titles, the stylish console that delivers a real HD gaming experience has a lot going for it. The Xbox 360 particularly excels with multiplayer-heavy games.

### WEBSITE . INFO

Up-to-the-minute news, reviews and previews all revolving around the whole console world from microsoft, sony and nintendo. Here console fans will find awesome videos and photos together with unrivalled special features on their favorite games. The ever-growing VGZ community invites you to lively, twenty-four-seven discussions in the forum.

## PRINT

### AD FORMATS AND PRICES

Format (in bleed)	Width x height (mm)	Basic price 4c
Double page	420 x 280	€ 13.000,-
Inside cover 2 or 4	210 x 280	€ 7.800,-
Inside cover 3	210 x 280	€ 7.150,-
1/1 page	210 x 280	€ 6.500,-
1/2 page upright	105 x 280	€ 3.900,-
1/2 page across	210 x 140	€ 3.900,-
1/3 page upright	70 x 280	€ 3.120,-
1/3 page across	210 x 93	€ 3.120,-
1/4 page upright	52 x 280	€ 2.340,-
1/4 page cornerfield	105 x 140	€ 2.340,-
1/4 page across	210 x 70	€ 2.340,-

- 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 supplements
02/12	21.12.2011	22.11.2011	29.11.2011	05.12.2011
03/12	15.02.2012	17.01.2012	24.01.2012	30.01.2012
05/12	21.03.2012	21.02.2012	28.02.2012	05.03.2012
07/12	16.05.2012	17.04.2012	24.04.2012	30.04.2012
10/12	18.07.2012	19.06.2012	26.06.2012	02.07.2012
12/12	17.10.2012	18.09.2012	25.09.2012	01.10.2012
02/13	19.12.2012	20.11.2012	27.11.2012	03.12.2012

### INFORMATION

- **First published:** 09/08
- **Frequency of publication:** bimonthly
- **Price per copy:** Magazine € 4,99
- **Copies sold:** 16.000 copies (publisher's info)
- **Readership:** 63.000 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.

### 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.

X3 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,-	€ 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: 11.303.304 (IVW 09/11)
- Unique Users: 0,58 Mio. (AGOF e.V./internet facts 2011-06)
- Visits: 2.546.021 (IVW 09/11)

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