

buffed

The magazine for role-players



buffed.de

The portal for online games



MAGAZINE . INFO

buffed magazine focuses on computer role-playing games and fantasy themes, featuring tips, product reviews and previews of new games. It also offers readers engaging articles, reports and interviews as a finishing touch.

WEBSITE . INFO

More and more people are entering online gaming worlds buffed.de offers the perfect blend of information, entertainment and community spirit. buffed.de is also home to useful gaming databases providing information on missions, themes and character design tools. Fans can keep in the loop with all the latest news, exclusive reports, interviews and videos. The lively 'mybuffed-Community' allows fans to meet like-minded people and exchange blogs, pictures and statistics.

PRINT

AD FORMATS AND PRICES

Format (in bleed)	Width x height (mm)	Basic price 4c
Double page	420 x 280	€ 12.500,-
Inside cover 2 or 4	210 x 280	€ 7.500,-
Inside cover 3	210 x 280	€ 6.875,-
1/1 page	210 x 280	€ 6.250,-
1/2 page upright	105 x 280	€ 3.750,-
1/2 page across	210 x 140	€ 3.750,-
1/3 page upright	70 x 280	€ 3.000,-
1/3 page across	210 x 93	€ 3.000,-
1/4 page upright	52 x 280	€ 2.250,-
1/4 page cornerfield	105 x 140	€ 2.250,-
1/4 page across	210 x 70	€ 2.250,-

- 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
01-02/12	21.12.2011	22.11.2011	29.11.2011	22.11.2011	05.12.2011
03-04/12	15.02.2012	17.01.2012	24.01.2012	17.01.2012	30.01.2012
05-06/12	18.04.2012	20.03.2012	27.03.2012	20.03.2012	02.04.2012
07-08/12	20.06.2012	22.05.2012	29.05.2012	22.05.2012	04.06.2012
09-10/12	15.08.2012	17.07.2012	24.07.2012	17.07.2012	29.07.2012
11-12/12	17.10.2012	18.09.2012	25.09.2012	18.09.2012	01.10.2012
01-02/13	19.12.2012	20.11.2012	27.11.2012	20.11.2012	03.12.2012

INFORMATION

- **First published:** 09-10/07 (August 2007)
- **Frequency of publication:** bimonthly
- **Price per copy:** Magazine €6,99
- **Copies sold:** 28.000 copies (publisher's info)
- **Readership:** 123.500 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

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

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

- Page Impressions: 43.162.495 (IVW 09/11)
- Unique Users: 0,89 Mio. (AGOF e.V./internet facts 2011-06)
- Visits: 6.888.205 (IVW 09/11)

Marketing of online ad spaces is carried out by

