

play³

Germany's top-selling PlayStation magazine



videogameszone.de

The comprehensive video games portal



MAGAZIN . INFO

play³ brings together the fascinating gaming worlds of the PlayStation 3, PlayStation 2 and PlayStation Portable. In addition to exciting previews of the most important releases, the magazine offers readers expert advice on what to buy and also includes in-depth tests. Useful tips & tricks, practical advice about the Internet, hardware and technology as well as an in-depth service section round off the monthly features.

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	€ 15.000,-
Inside cover 2 or 4	210 x 280	€ 9.000,-
Inside cover 3	210 x 280	€ 8.250,-
1/1 page	210 x 280	€ 7.500,-
1/2 page upright	105 x 280	€ 4.500,-
1/2 page across	210 x 140	€ 4.500,-
1/3 page upright	70 x 280	€ 3.600,-
1/3 page across	210 x 93	€ 3.600,-
1/4 page upright	52 x 280	€ 2.700,-
1/4 page cornerfield	105 x 140	€ 2.700,-
1/4 page across	210 x 70	€ 2.700,-

- 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:** 05/07
- **Frequency of publication:** Monthly
- **Price per copy:** DVD €5,50
- **Membership:** IVW
- **Copies sold:** 36.834 copies (IVW III/2011)
- **Readership:** 151.000 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.



play³ 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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■ On sale date ■ End of booking



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