

MEDIA DATA 2025

Valid from 01 | 2025

COMPUTEC
marquard group

OVERVIEW

OUR BRANDS

- ▶ buffed.de
- ▶ golem.de
- ▶ linux-community.de
- ▶ Linux-Magazin
- ▶ LinuxUser
- ▶ N-ZONE
- ▶ PC Games
- ▶ PC Games MMORE
- ▶ PCGH
- ▶ play5
- ▶ Raspberry Pi Geek
- ▶ Special editions
- ▶ Native Advertising
- ▶ E-Commerce
- ▶ Corporate Publishing
- ▶ More information print
- ▶ Contact
- ▶ General terms and conditions

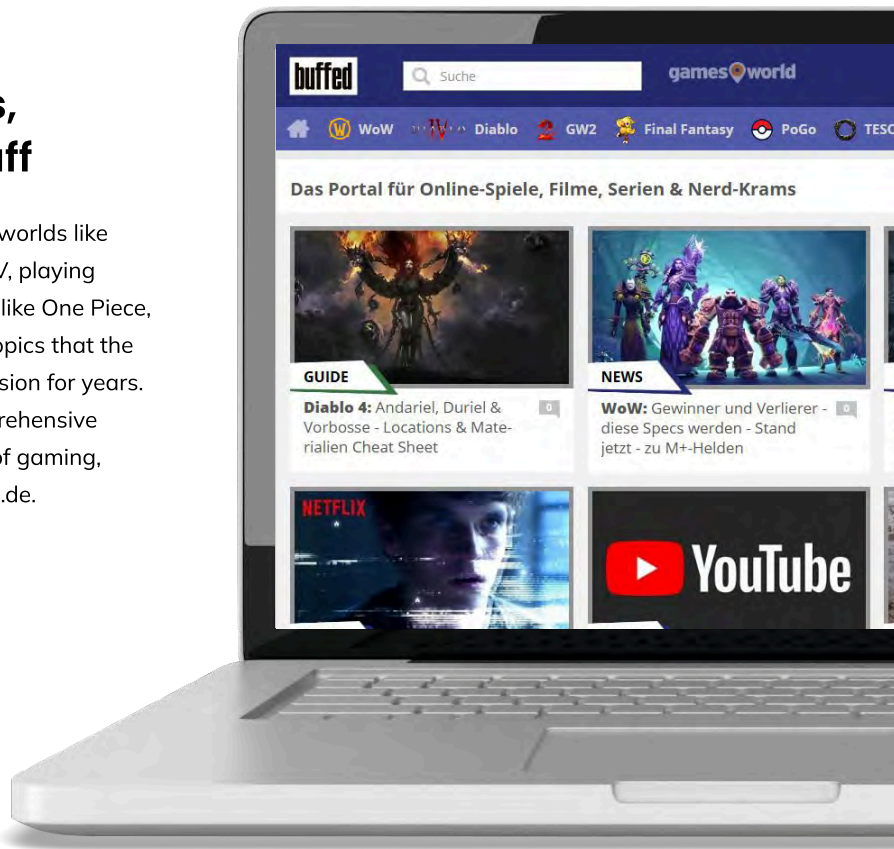


The portal for online games, movies, series and nerd stuff

More and more people are flocking to online gaming worlds like World of Warcraft, New World, and Final Fantasy XIV, playing mobile games like Pokémon Go, and watching series like One Piece, Ringe der Macht and Fallout. These are exactly the topics that the buffed editorial team has been reporting on with passion for years. Whether it's the latest news, exclusive reports, comprehensive guides, or simply the newest rumors from the world of gaming, movies and TV series -fans stay up to date on buffed.de.

www.buffed.de

gamesworld



AD FORMATS & PRICES

FORMAT DESKTOP	CPM
Ad Bundle	€ 50
Billboard	€ 125
Double Sitebar	€ 135
Fireplace (with Video)	€ 135
Halfpage Ad	€ 80
Medium Rectangle	€ 50
Skyscraper	€ 80
Superbanner	€ 50

Please note that not every advertising format can be booked on every booking unit.
Other forms of advertising and a complete price list, see: www.stroeer.de/digitale-werbung.html

FORMAT MOBILE & VIDEO	CPM
Mobile Banner 2:1	€ 50
Mobile Halfpage Ad	€ 80
Mobile Medium Rectangle	€ 80
Mobile Poster Ad	€ 80
Mobile Presenter 2:1	€ 80
Mobile BrandBooster (Sticky Footer + Halfpage Ad)	€ 200
Video PreRoll Ad up to 30 seconds	€ 115
Video InTextSpot	€ 80



Page Impressions: 3.674.900 IVW / Ø pro Monat im Q3/2024
Visits: 1.933.000 IVW / Ø pro Monat im Q3/2024
Aktive Nutzer: 633.500 Google Analytics / Ø pro Monat im Q3/2024

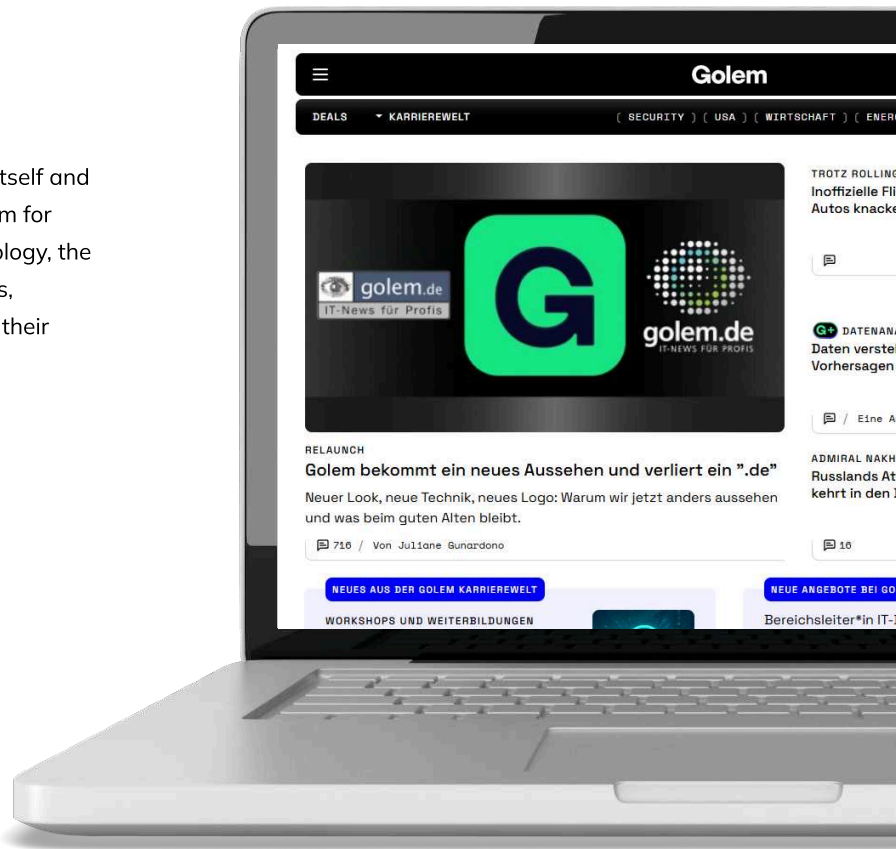
Part of the **gamesworld** network

Page Impressions: 24.138.800 IVW / Ø per month in Q3/2024
Visits: 14.895.400 IVW / Ø per month in Q3/2024
Aktive Nutzer: 5.663.200 Google Analytics / Ø per month in Q3/2024

IT news for professionals

Golem.de is a multimedia magazine that sets topics itself and follows what's happening in the IT industry. A medium for those who are the first to understand and use technology, the early adopters. Golem.de is aimed at decision-makers, multipliers and opinion leaders who are IT experts in their professional and private lives.

www.golem.de



AD FORMATS & PRICES

FORMAT DESKTOP	CPM
Ad Bundle	€ 50
Billboard	€ 125
Double Sitebar	€ 135
Fireplace	€ 135
Halfpage Ad	€ 80
Medium Rectangle	€ 50
Skyscraper	€ 80
Superbanner	€ 50

FORMAT MOBILE & VIDEO	CPM
Mobile Banner 2:1	€ 50
Mobile Halfpage Ad	€ 80
Mobile Medium Rectangle	€ 80
Mobile Poster Ad	€ 80
Mobile Presenter 2:1	€ 80
Mobile Sticky Footer Ad	€ 120
Video PreRoll Ad up to 30 seconds	€ 115
Video InTextSpot	€ 80

Please note that not every advertising format can be booked on every booking unit.
Other forms of advertising and a complete price list, see: www.businessad.de/preise

Golem

Page Impressions: 25.958.500 IVW / Ø per month in Q3/2024
Visits: 12.697.900 IVW / Ø per month in Q3/2024
Active Users: 2.650.400 Google Analytics / Ø per month in Q3/2024

Always up to date

Linux-Community is the central contact point for all Linux-interested people who want to inform themselves quickly and comprehensively on a daily basis about all topics in the field of open source and who attach importance to the quality and seriousness of the content. Whether you have questions about a specific program or the installation of a Linux system: Linux-Community is always the right platform.

www.linux-community.de



AD FORMATS & PRICES

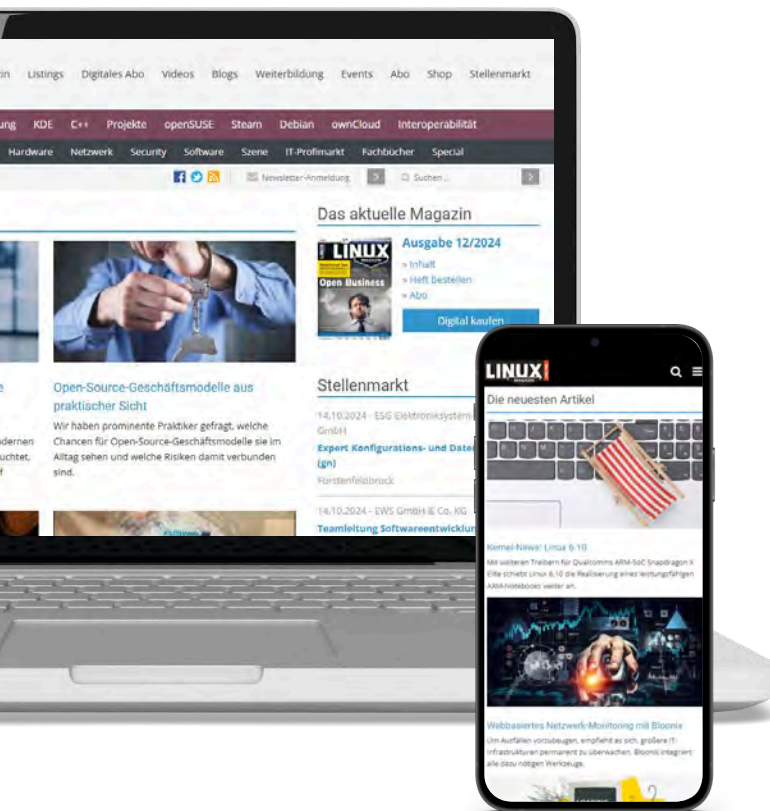
FORMAT DESKTOP	CPM
Ad Bundle	€ 50
Billboard	€ 125
Double Sitebar	€ 135
Fireplace	€ 135
Halfpage Ad	€ 80
Medium Rectangle	€ 50
Skyscraper	€ 80
Superbanner	€ 50

FORMAT MOBILE & VIDEO	CPM
Mobile Banner 2:1	€ 50
Mobile Halfpage Ad	€ 80
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Mobile Poster Ad	€ 80
Mobile Presenter 2:1	€ 80
Mobile Sticky Footer Ad	€ 120
Video PreRoll Ad up to 30 seconds	€ 115
Video InTextSpot	€ 80

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Page Impressions: 95.400 IVW / Ø per month in Q3/2024
Visits: 54.200 IVW / Ø per month in Q3/2024
Active Users: 37.200 Google Analytics / Ø per month in Q3/2024



The German special interest portal on Linux and open source software

Linux Magazine Online is the Internet portal of the world's oldest and most prestigious Linux medium. In addition to a host of information about technological, political and business aspects of free software and Linux in particular, it provides daily news from the world of IT. In addition to the readers, an extensive and mostly free article archive open, authors have provided expert contributions to the hundreds. This archive can of Course browse efficiently.

www.linux-magazin.de



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Video InTextSpot	€ 80

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LINUX		
Page Impressions:	111.300	IVW / Ø per month in Q3/2024
Visits:	49.500	IVW / Ø per month in Q3/2024
Active Users:	33.400	Google Analytics / Ø per month in Q3/2024



Print Issue

Digital Issue

The magazine for Linux in professional use

The flagship among Linux publications is published monthly and has been providing independent and qualified information since 1994. It is aimed specifically at administrators and developers in companies, with topics ranging from software and hardware to networks, administration, development and training. The focus is on the enterprise use of Linux and the associated problems.



AD FORMATS & PRICES

Format (in bleed)	Width x height (mm)	Price 4c*
Double page	420 x 297	€ 7.360,-
Inside cover 2 or 4	210 x 297	€ 4.600,-
Inside cover 3	210 x 297	€ 4.060,-
1/1 page	210 x 297	€ 3.680,-
1/2 page upright	102 x 297	€ 2.208,-
1/2 page across	210 x 148	€ 2.208,-
1/3 page upright	73 x 297	€ 1.766,-
1/3 page across	210 x 102	€ 1.766,-
1/4 page upright	53 x 297	€ 1.325,-
1/4 page cornerfield	102 x 148	€ 1.325,-
1/4 page across	210 x 80	€ 1.325,-

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.

DATES

Issue	Publishing date	Booking deadline	Printing deadline	DVD content	Supplements
02/25	03.01.2025	28.11.2024	04.12.2024	28.11.2024	09.12.2024
03/25	07.02.2025	09.01.2025	16.01.2025	09.01.2025	21.01.2025
04/25	07.03.2025	06.02.2025	13.02.2025	06.02.2025	18.02.2025
05/25	04.04.2025	06.03.2025	13.03.2025	06.03.2025	18.03.2025
06/25	02.05.2025	02.04.2025	09.04.2025	02.04.2025	14.04.2025
07/25	06.06.2025	07.05.2025	14.05.2025	07.05.2025	20.05.2025
08/25	04.07.2025	04.06.2025	11.06.2025	04.06.2025	17.06.2025
09/25	01.08.2025	03.07.2025	10.07.2025	03.07.2025	15.07.2025
10/25	05.09.2025	07.08.2025	14.08.2025	07.08.2025	19.08.2025
11/25	02.10.2025	03.09.2025	11.09.2025	04.09.2025	16.09.2025
12/25	07.11.2025	09.10.2025	16.10.2025	09.10.2025	20.10.2025
01/26	05.12.2025	06.11.2025	13.11.2025	06.11.2025	18.11.2025
02/26	02.01.2026	27.11.2025	04.12.2025	27.11.2025	09.12.2025

INFORMATION

First published:	10/94
Frequency:	monthly
Price per copy:	DVD € 10,99 Magazin € 8,99
Copies sold:	8.700 copies (publisher's info)
Area of circulation:	Germany, Austria, Switzerland a. further EU countries
Digital:	more information in PDF "CMG Digital"
Printing method:	Roller offset; ICC profiles: Cover: ISOcoated_v2_300_eci.icc; Inside: PSO_INP_PAPER.ICC
Submissions f. print:	Digital data only. See the "Digital data delivery" section for more information

CONTACT ADVERTISING PLANNING

Phone: +49 (911) 2872-255, mail: anzeigen@computeec.de

Standard Newsletter

Newsletter text ad

In the environment of high-quality news, the newsletter text ad offers high acceptance.

Your advantages:

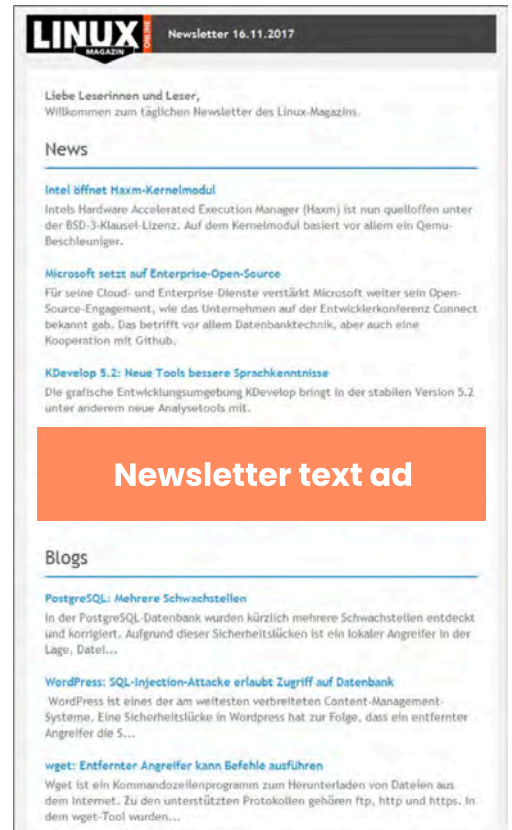
- A link enables direct response.
- To ensure the high quality of the newsletter, a maximum of two text a maximum of two text ads per issue..

Prices*:

Newsletter text ad: € 199,- (not AE-capable)

Four placements of a newsletter text ad: € 499,-

Scope: Max. 400 characters (incl. headline and link)



Spotlight: Newsletter IN FOCUS

One-time mailing of a sponsored special newsletter on an editorial focus topic to more than 5.000 subscribers.

Your advantages:

- Placement of an ad/advertorial on the topic in editorial environment
- Possibility of linking a landing page

Price*:

Per issue: € 2.990,- (AE eligible)



* Gross price

Provider directory IT-Profimarkt

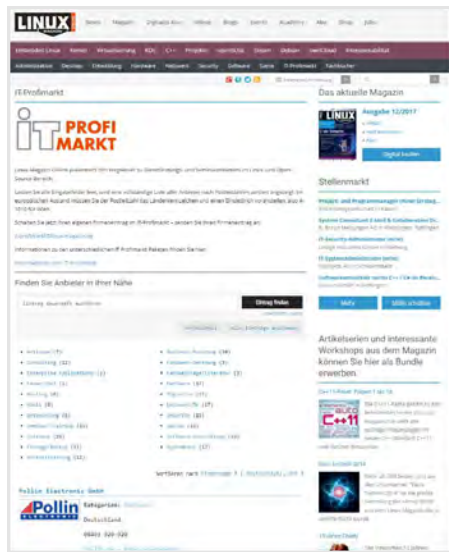
Advertise exactly where your target group is looking for information. Select suitable categories and present your company on www.linux-magazin.de and in our trade media Linux-Magazin and LinuxUser.

Your advantages:

- Entry with up to 6 categories in our print media Linux-Magazin and LinuxUser
- Entry with up to 21 categories online at www.linux-magazin.de
- online: Integration of your company logo
- You will receive 12 DVD issues each of LinuxUser and Linux-Magazin with a total value of total value of € 177,70

Price:

Package price for the term of one year: € 379,-*



Ad formats in the market section

Advertisement formats and prices in Linux Magazine

For an additional charge of 35 percent, the ad will also appear in LinuxUser magazine.

	Format		Base price			
	(in bleed)	(in type area)	s/w	2c	3c	4c
1/1 page	210 x 297 mm	184 x 266 mm	€ 1.160,-	€ 1.320,-	€ 1.440,-	€ 1.560,-
Page portrait	102 x 297 mm	90 x 266 mm	€ 580,-	€ 660,-	€ 720,-	€ 780,-
Page landscape	210 x 148 mm	184 x 128 mm	€ 580,-	€ 660,-	€ 720,-	€ 780,-
DIN	102 x 148 mm	90 x 128 mm	€ 290,-	€ 330,-	€ 360,-	€ 390,-
1/9 Seminar advertisement		60 x 80 mm **	€ 220,-	€ 265,-	€ 300,-	€ 340,-

** Only in type area



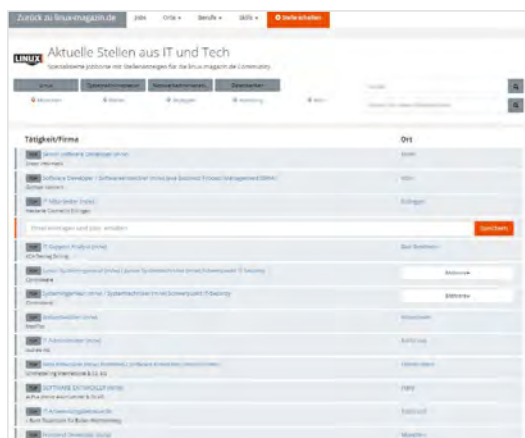
Job market

Find your IT professional!

With our job markets in Linux-Magazin and LinuxUser you can find highly qualified IT professionals in the fields of development, network administration and technical consulting.

Advertisement formats and prices in Linux Magazine

For an additional charge of 35 percent, the ad will also appear in LinuxUser magazine.



	Format		Base price
	(in bleed)	(in type area)	4c*
1/1 page	210 x 297 mm	184 x 266 mm	€ 1.160,-
Page portrait	102 x 297 mm	90 x 266 mm	€ 580,-
Page landscape	210 x 148 mm	184 x 128 mm	€ 580,-
DIN	102 x 148 mm	90 x 128 mm	€ 290,-

Here you can post your job offers and vacancies online.

Reach options:

- **Free standard offer:** 30 days (lowest placement and range, no highlighting, processing time up to 7 business days).
- **Premium:** 30 days highlighted above standard offer placed and processed within 24 Hours: € 199,-*
- **Premium + ictjob.de:** Like Premium plus additional publication on ictjob.de for 30 days: € 599,-*

linuxUSER



Print Issue

Digital Issue

The Power User magazine for users in their daily dealings with Linux

As a user magazine for everyday life on the Linux PC, LinuxUser presents current IT topics largely in the form of solution-oriented articles with workshop character. In addition, software reviews, hardware tests and basic articles provide up-to-date product information and basic knowledge about the technical background.



AD FORMATS & PRICES

Format (in bleed)	Width x height (mm)	Price 4c*
 Double page	420 x 297	€ 7.360,-
 Inside cover 2 or 4	210 x 297	€ 4.600,-
 Inside cover 3	210 x 297	€ 4.060,-
 1/1 page	210 x 297	€ 3.680,-
 1/2 page upright	102 x 297	€ 2.208,-
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 1/4 page cornerfield	102 x 148	€ 1.325,-
 1/4 page across	210 x 80	€ 1.325,-

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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.

DATES

Issue	Publishing date	Booking deadline	Printing deadline	DVD content	Supplements
02/25	17.01.2025	11.12.2024	16.12.2024	12.12.2024	30.12.2024
03/25	21.02.2025	23.01.2025	30.01.2025	23.01.2025	04.02.2025
04/25	21.03.2025	20.02.2025	27.02.2025	20.02.2025	04.03.2025
05/25	17.04.2025	20.03.2025	27.03.2025	19.03.2025	01.04.2025
06/25	16.05.2025	16.04.2025	23.04.2025	16.04.2025	29.04.2025
07/25	20.06.2025	21.05.2025	28.05.2025	21.05.2025	02.06.2025
08/25	18.07.2025	20.06.2025	26.06.2025	20.06.2025	01.07.2025
09/25	15.08.2025	17.07.2025	24.07.2025	17.07.2025	29.07.2025
10/25	19.09.2025	21.08.2025	28.08.2025	21.08.2025	02.09.2025
11/25	17.10.2025	18.09.2025	25.09.2025	18.09.2025	30.09.2025
12/25	21.11.2025	23.10.2025	30.10.2025	23.10.2025	04.11.2025
01/26	19.12.2025	20.11.2025	27.11.2025	20.11.2025	02.12.2025
02/26	16.01.2026	15.12.2025	22.12.2025	15.12.2025	29.12.2025

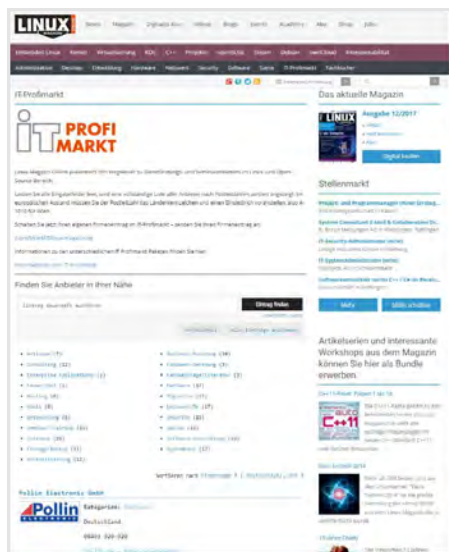
INFORMATION

First published:	10/94
Frequency:	monthly
Price per copy:	DVD € 10,99 Magazin € 8,99
Copies sold:	6.200 copies (publisher's info)
Area of circulation:	Germany, Austria, Switzerland a. further EU countries
Digital:	more information in PDF "CMG Digital"
Printing method:	Roller offset; ICC profiles: Cover: ISOcoated_v2_300_eci.icc; Inside: PSO_INP_PAPER.ICC
Submissions f. print:	Digital data only. See the "Digital data delivery" section for more information

CONTACT ADVERTISING PLANNING

Phone: +49 (911) 2872-255, mail: anzeigen@computeec.de

linuxuser



Provider directory IT-Profimarkt

Advertise exactly where your target group is looking for information. Select suitable categories and present your company on www.linux-magazin.de and in our trade media Linux-Magazin and LinuxUser.

Your advantages:

- Entry with up to 6 categories in our print media Linux-Magazin and LinuxUser
- Entry with up to 21 categories online at www.linux-magazin.de
- online: Integration of your company logo
- You will receive 12 DVD issues each of LinuxUser and Linux-Magazin with a total value of total value of € 177,70

Price:

Package price for the term of one year: € 379,-*

Ad formats in the market section

Advertisement formats and prices in Linux Magazine

For an additional charge of 35 percent, the ad will also appear in LinuxUser magazine.

	Format		Base price			
	(in bleed)	(in type area)	s/w	2c	3c	4c
1/1 page	210 x 297 mm	184 x 266 mm	€ 1.160,-	€ 1.320,-	€ 1.440,-	€ 1.560,-
Page portrait	102 x 297 mm	90 x 266 mm	€ 580,-	€ 660,-	€ 720,-	€ 780,-
Page landscape	210 x 148 mm	184 x 128 mm	€ 580,-	€ 660,-	€ 720,-	€ 780,-
DIN	102 x 148 mm	90 x 128 mm	€ 290,-	€ 330,-	€ 360,-	€ 390,-
1/9 Seminar advertisement		60 x 80 mm **	€ 220,-	€ 265,-	€ 300,-	€ 340,-

** Only in type area



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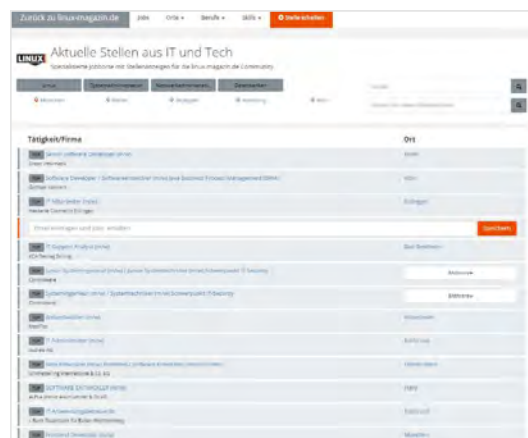
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- **Premium:** 30 days highlighted above standard offer placed and processed within 24 Hours: € 199,-*
- **Premium + ictjob.de:** Like Premium plus additional publication on ictjob.de for 30 days: € 599,-*



	Format		Base price
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1/1 page	210 x 297 mm	184 x 266 mm	€ 1.160,-
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N-ZONE



Print Issue





Digital Issue

Germany's big Nintendo magazine

N as in Nintendo, N as in N-ZONE! Germany's longest-serving Nintendo magazine explores the vast Nintendo universe with a focus on the fixed star, Nintendo Switch. N-ZONE provides the ever-growing Nintendo console fanbase with exciting news, exclusive reports, reviews, previews, in-depth retro specials, tips and tricks, and a vibrant community every month.



AD FORMATS & PRICES

Format (in bleed)	Width x height (mm)	
 Double page	420 x 297	€ 13.200,-
 Inside cover 2 or 4	210 x 297	€ 7.920,-
 Inside cover 3	210 x 297	€ 7.260,-
 1/1 page	210 x 297	€ 6.600,-
 1/2 page upright	102 x 297	€ 3.960,-
 1/2 page across	210 x 148	€ 3.960,-
 1/3 page upright	73 x 297	€ 3.168,-
 1/3 page across	210 x 102	€ 3.168,-
 1/4 page upright	53 x 297	€ 2.376,-
 1/4 page cornerfield	102 x 148	€ 2.376,-
 1/4 page across	210 x 80	€ 2.376,-

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Add 5 mm for trim for all formats.

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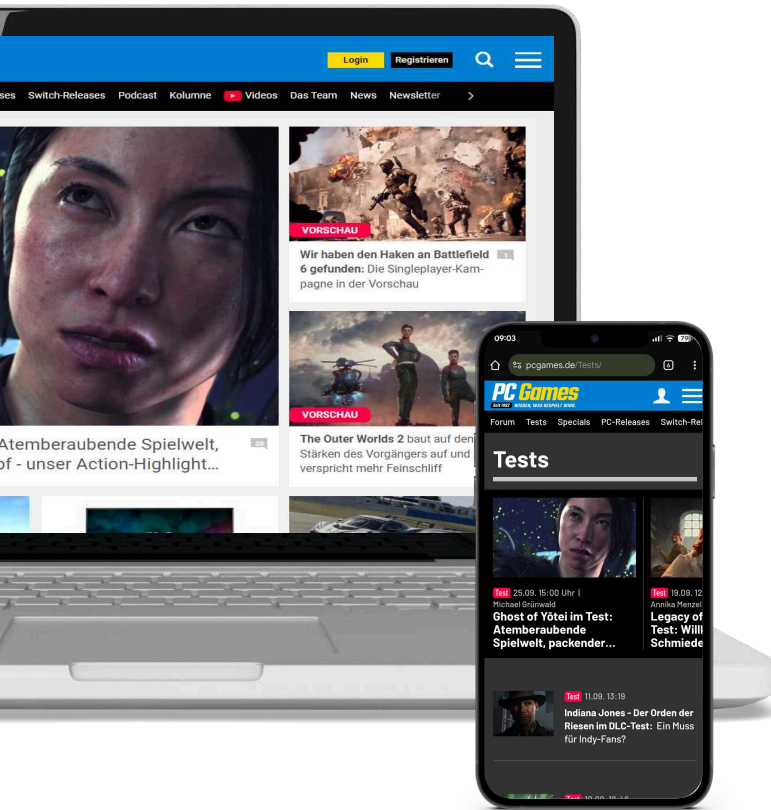
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04/25	21.03.2025	20.02.2025	27.02.2025	04.03.2025
05/25	17.04.2025	20.03.2025	27.03.2025	01.04.2025
06/25	16.05.2025	16.04.2025	23.04.2025	29.04.2025
07/25	20.06.2025	21.05.2025	28.05.2025	02.06.2025
08/25	18.07.2025	20.06.2025	26.06.2025	01.07.2025
09/25	15.08.2025	17.07.2025	24.07.2025	29.07.2025
10/25	19.09.2025	21.08.2025	28.08.2025	02.09.2025
11/25	17.10.2025	18.09.2025	25.09.2025	30.09.2025
12/25	21.11.2025	23.10.2025	30.10.2025	04.11.2025
01/26	19.12.2025	20.11.2025	27.11.2025	02.12.2025
02/26	16.01.2026	15.12.2025	22.12.2025	29.12.2025

INFORMATION

First published:	10/94
Frequency:	monthly
Price per copy:	DVD € 10,99 Magazin € 8,99
Copies sold:	5.800 copies (publisher's info)
Area of circulation:	Germany, Austria, Switzerland a. further EU countries
Digital:	more information in PDF "CMG Digital"
Printing method:	Roller offset; ICC profiles: Cover: ISOcoated_v2_300_eci.icc; Inside: PSO_INP_PAPER.ICC
Submissions f. print:	Digital data only. See the "Digital data delivery" section for more information

CONTACT ADVERTISING PLANNING

Phone: +49 (911) 2872-255, mail: anzeigen@computeec.de



More than just games

On pcgames.de, the editorial team provides up-to-the-minute news, videos, and screenshots, along with critical reviews and preview articles, meticulously researched reports, exclusive specials, and practical tips on topics related to PC and console gaming, as well as PC hardware. Additionally, pcgames.de caters to readers' interests in movies and TV series. Furthermore, there is an option to subscribe online, which, for a small monthly fee, grants ad-free access to pcgames.de.

www.pcgames.de

gamesworld



AD FORMATS & PRICES

FORMAT DESKTOP	CPM
Ad Bundle	€ 50
Billboard	€ 125
Double Sitebar	€ 135
Fireplace (with Video)	€ 135
Halfpage Ad	€ 80
Medium Rectangle	€ 50
Skyscraper	€ 80
Superbanner	€ 50

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Mobile Medium Rectangle	€ 80
Mobile Poster Ad	€ 80
Mobile Presenter 2:1	€ 80
Mobile BrandBooster (Sticky Footer + Halfpage Ad)	€ 200
Video PreRoll Ad up to 30 seconds	€ 115
Video InTextSpot	€ 80

PCGames

Page Impressions: 10.343.400 IVW / Ø per month in Q3/2024
Visits: 7.134.800 IVW / Ø per month in Q3/2024
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Part of the gamesworld network

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Aktive Nutzer: 5.663.200 Google Analytics / Ø per month in Q3/2024



Print Issue






Digital Issue

30 years of pc games competence

For almost three decades, PC Games has been the must-read for anyone who wants to stay on top of the jungle of PC gaming innovations: As Germany's most traditional gaming magazine, PC Games enjoys high credibility and has its ear directly on the pulse of the community. Exclusive preview reports, thorough tests, useful tips & tricks, and elaborate reports & specials keep PC Games readers up to date every month.



AD FORMATS & PRICES

Format (in bleed)	Width x height (mm)	Price 4c*
 Double page	420 x 297	€ 25.600,-
 Inside cover 2 or 4	210 x 297	€ 15.360,-
 Inside cover 3	210 x 297	€ 14.080,-
 1/1 page	210 x 297	€ 12.800,-
 1/2 page upright	102 x 297	€ 7.680,-
 1/2 page across	210 x 148	€ 7.680,-
 1/3 page upright	73 x 297	€ 6.144,-
 1/3 page across	210 x 102	€ 6.144,-
 1/4 page upright	53 x 297	€ 4.608,-
 1/4 page cornerfield	102 x 148	€ 4.608,-
 1/4 page across	210 x 80	€ 4.608,-

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.

DATES

Issue	Publishing date	Booking deadline	Printing deadline	DVD content	Supplements
02/25	17.01.2025	11.12.2024	16.12.2024	12.12.2024	30.12.2024
03/25	21.02.2025	23.01.2025	30.01.2025	23.01.2025	04.02.2025
04/25	21.03.2025	20.02.2025	27.02.2025	20.02.2025	04.03.2025
05/25	17.04.2025	20.03.2025	27.03.2025	19.03.2025	01.04.2025
06/25	16.05.2025	16.04.2025	23.04.2025	16.04.2025	29.04.2025
07/25	20.06.2025	21.05.2025	28.05.2025	21.05.2025	02.06.2025
08/25	18.07.2025	20.06.2025	26.06.2025	20.06.2025	01.07.2025
09/25	15.08.2025	17.07.2025	24.07.2025	17.07.2025	29.07.2025
10/25	19.09.2025	21.08.2025	28.08.2025	21.08.2025	02.09.2025
11/25	17.10.2025	18.09.2025	25.09.2025	18.09.2025	30.09.2025
12/25	21.11.2025	23.10.2025	30.10.2025	23.10.2025	04.11.2025
01/26	19.12.2025	20.11.2025	27.11.2025	20.11.2025	02.12.2025
02/26	16.01.2026	15.12.2025	22.12.2025	15.12.2025	29.12.2025

INFORMATION

First published:	10/94
Frequency:	monthly
Price per copy:	Extended € 8,50 Magazin € 6,50
Copies sold:	13.600 copies (publisher's info)
Area of circulation:	Germany, Austria, Switzerland a. further EU countries
Digital:	more information in PDF "CMG Digital"
Printing method:	Roller offset; ICC profiles: Cover: ISOcoated_v2_300_eci.icc; Inside: PSO_INP_PAPER.ICC
Submissions f. print:	Digital data only. See the "Digital data delivery" section for more information

CONTACT ADVERTISING PLANNING

Phone: +49 (911) 2872-255, mail: anzeigen@computeec.de

Directly from the editors. Authentic, entertaining and with lots of insider knowledge!

PC Games-Podcast



Topics, guests, and a wealth of industry knowledge: The PC Games Podcast provides its listeners with everything the gaming world has to offer! Whether it's in-depth test reviews, on-site event experiences, expert discussions on topics that matter to users, or critical opinion pieces - we cater to all tastes here. We also regularly invite exciting guests from the gaming and entertainment world into the recording booth. And because games are great, but not everything, lovers of movies, series, and other entertainment topics are not left out either.

New episodes every week

buffed-Cast



The buffed editors talk shop about tactics, trends, and topics related to World of Warcraft, and enjoy living out the battle between Horde and Alliance live. When they calm down after the heat of battle and bury the hatchet, they also chat about other online and offline games, current series, and movies.

New episodes every second Wednesday

Audio Spot delivered by the customer (max. 30 seconds)

Podcast	Erscheinung	Belegung	Plays (pro Monat)	TKP	Preis
PC Games Podcast	weekly	1 episode (per week)	7.500	€ 200	€ 1.500
		4 episodes (per month)	30.000	€ 200	€ 6.000
buffedCast	biweekly	1 episode (per week)	5.000	€ 200	€ 1.000
		4 episodes (per month)	10.000	€ 200	€ 2.000

Native Audio Spot created by the editorial team (max. 30 seconds)

Podcast	Erscheinung	Belegung	Plays (pro Monat)	TKP	Preis
PC Games Podcast	weekly	1 episode (per week)	7.500	€ 375	€ 2.813
		4 episodes (per month)	30.000	€ 375	€ 11.250
buffedCast	biweekly	1 episode (per week)	5.000	€ 375	€ 1.875
		4 episodes (per month)	10.000	€ 375	€ 3.750

Anywhere there are podcasts:





Print Issue

Digital Issue

Indispensable know-WoW and mmore ...

PC Games MMORE is THE compendium for all World of Warcraft and MMORPG players who want to get comprehensive information about instances, talents, quests and professions. No matter if beginner or pro, here everyone will find the right tips and topics to be always well informed in the huge game world.



AD FORMATS & PRICES

Format (in bleed)	Width x height (mm)	
Double page	420 x 297	€ 13.200,-
Inside cover 2 or 4	210 x 297	€ 7.920,-
Inside cover 3	210 x 297	€ 7.260,-
1/1 page	210 x 297	€ 6.600,-
1/2 page upright	102 x 297	€ 3.960,-
1/2 page across	210 x 148	€ 3.960,-
1/3 page upright	73 x 297	€ 3.168,-
1/3 page across	210 x 102	€ 3.168,-
1/4 page upright	53 x 297	€ 2.376,-
1/4 page cornerfield	102 x 148	€ 2.376,-
1/4 page across	210 x 80	€ 2.376,-

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.

DATES

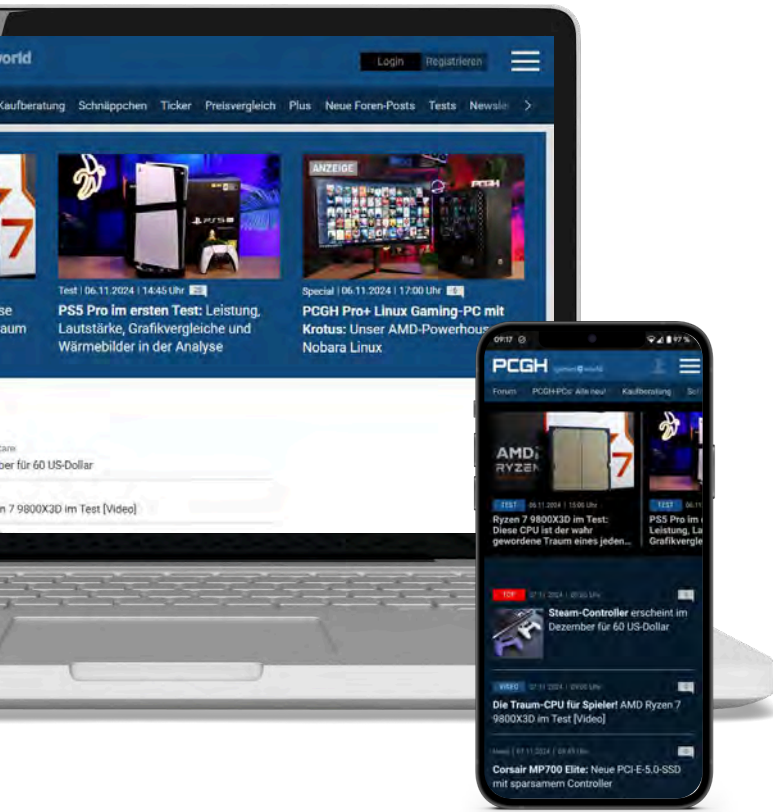
Issue	Publishing date	Booking deadline	Printing deadline	Supplements
02/25	17.01.2025	11.12.2024	16.12.2024	30.12.2024
03/25	21.02.2025	23.01.2025	30.01.2025	04.02.2025
04/25	21.03.2025	20.02.2025	27.02.2025	04.03.2025
05/25	17.04.2025	20.03.2025	27.03.2025	01.04.2025
06/25	16.05.2025	16.04.2025	23.04.2025	29.04.2025
07/25	20.06.2025	21.05.2025	28.05.2025	02.06.2025
08/25	18.07.2025	20.06.2025	26.06.2025	01.07.2025
09/25	15.08.2025	17.07.2025	24.07.2025	29.07.2025
10/25	19.09.2025	21.08.2025	28.08.2025	02.09.2025
11/25	17.10.2025	18.09.2025	25.09.2025	30.09.2025
12/25	21.11.2025	23.10.2025	30.10.2025	04.11.2025
01/26	19.12.2025	20.11.2025	27.11.2025	02.12.2025
02/26	16.01.2026	15.12.2025	22.12.2025	29.12.2025

INFORMATION

First published:	01/07
Frequency:	monthly
Price per copy:	Magazin € 8,50
Copies sold:	4.600 copies (publisher's info)
Area of circulation:	Germany, Austria, Switzerland a. further EU countries
Digital:	more information in PDF "CMG Digital"
Printing method:	Roller offset; ICC profiles: Cover: ISOcoated_v2_300_eci.icc; Inside: PSO_INP_PAPER.ICC
Submissions f. print:	Digital data only. See the "Digital data delivery" section for more information

CONTACT ADVERTISING PLANNING

Phone: +49 (911) 2872-255, mail: anzeigen@computec.de



The reference for IT and technology

The Internet appearance of PC Games Hardware is all about IT hardware for gamers. The focus is not only on classic IT topics such as graphics cards, processors or motherboards, but also on important technical milestones or exciting developments in gaming technology. In the PCGH Extreme community, PCGH readers discuss new developments in the PC market.

www.pcgh.de

gamesworld



AD FORMATS & PRICES

FORMAT DESKTOP	CPM
Ad Bundle	€ 50
Billboard	€ 125
Double Sitebar	€ 135
Fireplace (with Video)	€ 135
Halfpage Ad	€ 80
Medium Rectangle	€ 50
Skyscraper	€ 80
Superbanner	€ 50

Please note that not every advertising format can be booked on every booking unit.
Other forms of advertising and a complete price list, see: www.stroer.de/digitale-werbung.html

FORMAT MOBILE & VIDEO	CPM
Mobile Banner 2:1	€ 50
Mobile Halfpage Ad	€ 80
Mobile Medium Rectangle	€ 80
Mobile Poster Ad	€ 80
Mobile Presenter 2:1	€ 80
Mobile BrandBooster (Sticky Footer + Halfpage Ad)	€ 200
Video PreRoll Ad up to 30 seconds	€ 115
Video InTextSpot	€ 80



Page Impressions: 8.732.400 IVW / Ø per month in Q3/2024
Visits: 4.777.400 IVW / Ø per month in Q3/2024
Active Users: 2.033.200 Google Analytics / Ø per month in Q3/2024

Part of the gamesworld network

Page Impressions: 24.138.800 IVW / Ø per month in Q3/2024
Visits: 14.895.400 IVW / Ø per month in Q3/2024
Aktive Nutzer: 5.663.200 Google Analytics / Ø per month in Q3/2024



Print Issue

Digital Issue

The magazine for IT and techfreaks

PCGH is the authority for IT and technology fans. The magazine examines the complex world of hardware from the perspective of experienced PC users. Whether graphics card tests, processor buying guides or tuning tips - everything revolves around the following important questions: Which PC component offers the best performance for the respective budget? How can you get even more performance out of your PC? The answer is given every month by a competent Editorial staff.



AD FORMATS & PRICES

Format (in bleed)	Width x height (mm)	Price 4c*
Double page	420 x 297	€ 15.800,-
Inside cover 2 or 4	210 x 297	€ 9.480,-
Inside cover 3	210 x 297	€ 8.690,-
1/1 page	210 x 297	€ 7.900,-
1/2 page upright	102 x 297	€ 4.740,-
1/2 page across	210 x 148	€ 4.740,-
1/3 page upright	73 x 297	€ 3.792,-
1/3 page across	210 x 102	€ 3.792,-
1/4 page upright	53 x 297	€ 2.844,-
1/4 page cornerfield	102 x 148	€ 2.844,-
1/4 page across	210 x 80	€ 2.844,-

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.

DATES

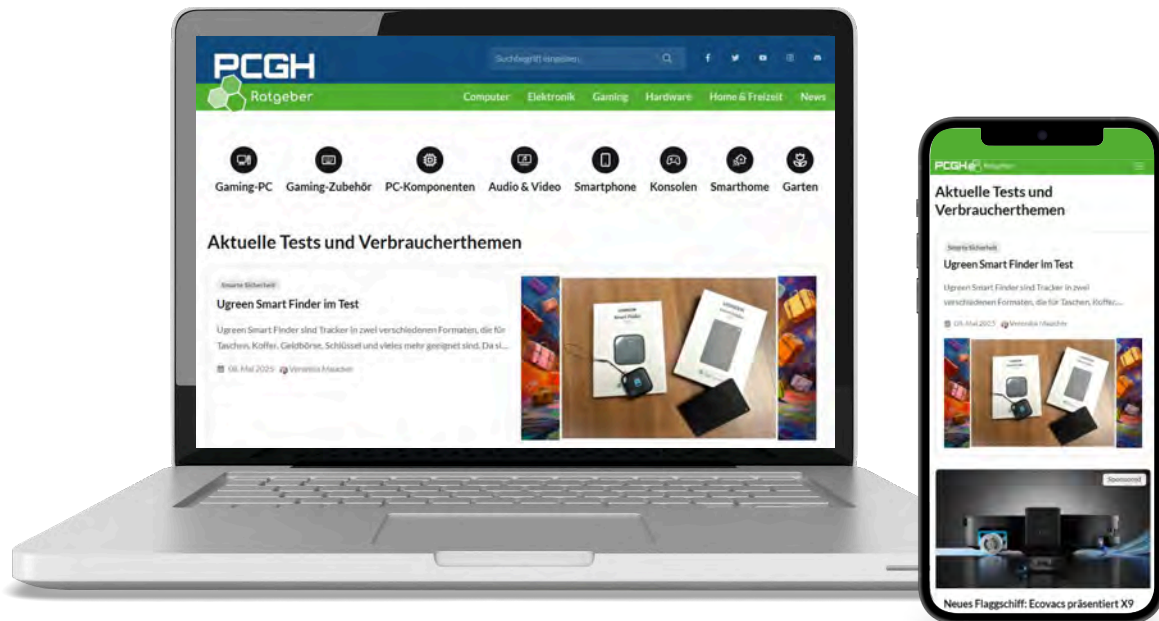
Issue	Publishing date	Booking deadline	Printing deadline	DVD content	Supplements
02/25	03.01.2025	28.11.2024	04.12.2024	28.11.2024	09.12.2024
03/25	07.02.2025	09.01.2025	16.01.2025	09.01.2025	21.01.2025
04/25	07.03.2025	06.02.2025	13.02.2025	06.02.2025	18.02.2025
05/25	04.04.2025	06.03.2025	13.03.2025	06.03.2025	18.03.2025
06/25	02.05.2025	02.04.2025	09.04.2025	02.04.2025	14.04.2025
07/25	06.06.2025	07.05.2025	14.05.2025	07.05.2025	20.05.2025
08/25	04.07.2025	04.06.2025	11.06.2025	04.06.2025	17.06.2025
09/25	01.08.2025	03.07.2025	10.07.2025	03.07.2025	15.07.2025
10/25	05.09.2025	07.08.2025	14.08.2025	07.08.2025	19.08.2025
11/25	02.10.2025	03.09.2025	11.09.2025	04.09.2025	16.09.2025
12/25	07.11.2025	09.10.2025	16.10.2025	09.10.2025	20.10.2025
01/26	05.12.2025	06.11.2025	13.11.2025	06.11.2025	18.11.2025
02/26	02.01.2026	27.11.2025	04.12.2025	27.11.2025	09.12.2025

INFORMATION

First published:	10/00
Frequency:	monthly
Price per copy:	DVD € 8,50 Magazin € 6,99
Copies sold:	15.700 copies (publisher's info)
Area of circulation:	Germany, Austria, Switzerland a. further EU countries
Digital:	more information in PDF "CMG Digital"
Printing method:	Roller offset; ICC profiles: Cover: ISOcoated_v2_300_eci.icc; Inside: PSO_INP_PAPER.ICC
Submissions f. print:	Digital data only. See the "Digital data delivery" section for more information

CONTACT ADVERTISING PLANNING

Phone: +49 (911) 2872-255, mail: anzeigen@computec.de



For the love of technology

The PCGH guide offers plenty of tests and buying advice in the areas of technology, PC components and gaming for anyone who needs help making a decision when buying technology. Whether smart lighting or mainboards, robotic lawnmowers or gaming desks - in the guidebook, the topics are thoroughly researched, personally and neutrally tested and examined from all sides.

ratgeber.pcgameshardware.de

Possible forms of integration

- ▶ Advertorials for individual products
- ▶ Advertorials for product groups

Contact us for an individual offer.



Print Issue

Digital Issue

Germany's top-selling PlayStation magazine

play5 brings together the captivating gaming worlds of Playstation 5, Playstation 4, and Playstation VR 2. In addition to exciting previews of the most important releases and entertaining reports, the focus is above all on expert buying advice with informative tests, whereby humor is traditionally not neglected. Each issue comes with a DVD that contains editorially produced SD and HD videos as well as the latest trailers in the best picture and sound quality.



AD FORMATS & PRICES

Format (in bleed)		Price 4c*
	Double page 420 x 297	€ 15.800,-
	Inside cover 2 or 4 210 x 297	€ 9.480,-
	Inside cover 3 210 x 297	€ 8.690,-
	1/1 page 210 x 297	€ 7.900,-
	1/2 page upright 102 x 297	€ 4.740,-
	1/2 page across 210 x 148	€ 4.740,-
	1/3 page upright 73 x 297	€ 3.792,-
	1/3 page across 210 x 102	€ 3.792,-
	1/4 page upright 53 x 297	€ 2.844,-
	1/4 page cornerfield 102 x 148	€ 2.844,-
	1/4 page across 210 x 80	€ 2.844,-

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NOTES ON PRODUCTION MATTERS

Add 5 mm for trim for all formats.

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Double page spreads with images running across pages require a 4 mm offset per page. Please provide these as single-page PDFs.

DATES

02/25	03.01.2025	28.11.2024	04.12.2024	28.11.2024	09.12.2024
03/25	07.02.2025	09.01.2025	16.01.2025	09.01.2025	21.01.2025
04/25	07.03.2025	06.02.2025	13.02.2025	06.02.2025	18.02.2025
05/25	04.04.2025	06.03.2025	13.03.2025	06.03.2025	18.03.2025
06/25	02.05.2025	02.04.2025	09.04.2025	02.04.2025	14.04.2025
07/25	06.06.2025	07.05.2025	14.05.2025	07.05.2025	20.05.2025
08/25	04.07.2025	04.06.2025	11.06.2025	04.06.2025	17.06.2025
09/25	01.08.2025	03.07.2025	10.07.2025	03.07.2025	15.07.2025
10/25	05.09.2025	07.08.2025	14.08.2025	07.08.2025	19.08.2025
11/25	02.10.2025	03.09.2025	11.09.2025	04.09.2025	16.09.2025
12/25	07.11.2025	09.10.2025	16.10.2025	09.10.2025	20.10.2025
01/26	05.12.2025	06.11.2025	13.11.2025	06.11.2025	18.11.2025
02/26	02.01.2026	27.11.2025	04.12.2025	27.11.2025	09.12.2025

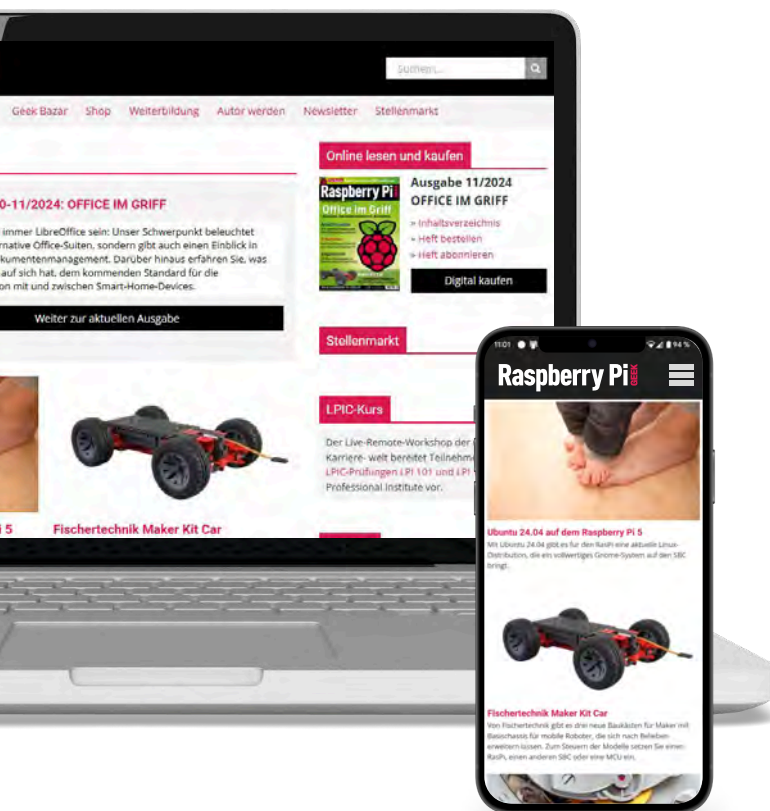
INFORMATION

First published:	10/00
Frequency:	monthly
Price per copy:	DVD € 8,50 Magazin € 6,99
Copies sold:	6.100 copies (publisher's info)
Area of circulation:	Germany, Austria, Switzerland a. further EU countries
Digital:	more information in PDF "CMG Digital"
Printing method:	Roller offset; ICC profiles: Cover: ISOcoated_v2_300_eci.icc; Inside: PSO_INP_PAPER.ICC
Submissions f. print:	Digital data only. See the "Digital data delivery" section for more information

CONTACT ADVERTISING PLANNING

Phone: +49 (911) 2872-255, mail: anzeigen@computeec.de

Raspberry Pi GEEK



The magazine for SBC and IoT enthusiasts

Raspberry Pi Geek ist das lösungsorientierte Magazin rund um den Raspberry Pi und andere populäre SBCs wie Arduino, BeagleBoard und Odroid. Die Homepage Raspberry-Pi-Geek.de bietet als Landing Page für die aktuelle Ausgabe einen ersten Überblick zu den Heftinhalten. Daneben dient sie als Zugang zum kompletten Heft-Archiv aller bislang erschienenen Ausgaben und ermöglicht den schnellen Zugriff auf die frei verfügbaren Artikel im HTML-Format.

www.raspberry-pi-geek.de

AD FORMATS & PRICES

FORMAT DESKTOP	CPM
Ad Bundle	€ 50
Billboard	€ 125
Double Sitebar	€ 135
Fireplace	€ 135
Halfpage Ad	€ 80
Medium Rectangle	€ 50
Skyscraper	€ 80
Superbanner	€ 50

FORMAT MOBILE & VIDEO	CPM
Mobile Banner 2:1	€ 50
Mobile Halfpage Ad	€ 80
Mobile Medium Rectangle	€ 80
Mobile Poster Ad	€ 80
Mobile Presenter 2:1	€ 80
Mobile Sticky Footer Ad	€ 120
Video PreRoll Ad up to 30 seconds	€ 115
Video InTextSpot	€ 80

Please note that not every advertising format can be booked on every booking unit.
Other forms of advertising and a complete price list, see: www.businessad.de/preise

Raspberry Pi GEEK



Print Issue

Digital Issue

The solution oriented magazine for the single-board computer

Detailed explanations of the Raspberry Pi and the available operating systems introduce interested users step by step to the components, configuration and possible uses of the single-board computer. The detailed presentation of clever hacks also provides ideas for your own projects. Practical tests of additional hardware, peripherals and thematically related SBCs show the diverse expansion possibilities.



AD FORMATS & PRICES

Format (in bleed)	Width x height (mm)	
Double page	420 x 297	€ 4.600,-
Inside cover 2 or 4	210 x 297	€ 2.875,-
Inside cover 3	210 x 297	€ 2.530,-
1/1 page	210 x 297	€ 2.300,-
1/2 page upright	102 x 297	€ 1.380,-
1/2 page across	210 x 148	€ 1.380,-
1/3 page upright	73 x 297	€ 1.104,-
1/3 page across	210 x 102	€ 1.104,-
1/4 page upright	53 x 297	€ 828,-
1/4 page cornerfield	102 x 148	€ 828,-
1/4 page across	210 x 80	€ 828,-

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NOTES ON PRODUCTION MATTERS

Add 5 mm for trim for all formats.

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Double page spreads with images running across pages require a 4 mm offset per page. Please provide these as single-page PDFs.

DATES

Issue	Publishing date	Booking deadline	Printing deadline	Supplements
02-03/25	17.01.2025	11.12.2024	16.12.2024	30.12.2024
04-05/25	21.03.2025	20.02.2025	27.02.2025	04.03.2025
06-07/25	16.05.2025	14.04.2025	23.04.2025	28.04.2025
08-09/25	18.07.2025	18.06.2025	26.06.2025	01.07.2025
10-11/25	19.09.2025	21.08.2025	28.08.2025	02.09.2025
12/25-01/26	21.11.2025	23.10.2025	30.10.2025	04.11.2025
02-03/26	16.01.2026	10.12.2025	15.12.2025	29.12.2025

INFORMATION

First published:	08/13
Frequency:	bimonthly
Price per copy:	Magazin € 11,50
Copies sold:	4.800 copies (publisher's info)
Area of circulation:	Germany, Austria, Switzerland a. further EU countries
Digital:	more information in PDF "CMG Digital"
Printing method:	Roller offset; ICC profiles: Cover: ISOcoated_v2_300_eci.icc; Inside: PSO_INP_PAPER.ICC
Submissions f. print:	Digital data only. See the "Digital data delivery" section for more information











CONTACT ADVERTISING PLANNING

Phone: +49 (911) 2872-255, mail: anzeigen@computeec.de

Special editions



AD FORMATS & PRICES

Format (in bleed)	Width x height (mm)	Basic price 4c*
 Double page	420 x 275	€ 5.980,-
 Inside cover 2 or 4	210 x 275	€ 3.588,-
 Inside cover 3	210 x 275	€ 3.289,-
 1/1 page	210 x 275	€ 2.990,-
 1/2 page upright	105 x 275	€ 1.794,-
 1/2 page across	210 x 138	€ 1.794,-
 1/3 page upright	70 x 275	€ 1.435,-
 1/3 page across	210 x 92	€ 1.435,-
 1/4 page upright	52 x 275	€ 1.076,-
 1/4 page cornerfield	105 x 138	€ 1.076,-
 1/4 page across	210 x 69	€ 1.076,-

*All prices are exclusive of VAT.

Exact formats on request

We will be happy to quote conditions for special colors on request.

Special placement requests will be charged with a surcharge of 15 % on the respective basic advertisement price after checking the feasibility.

Advertising planning

Tel.: +49 (911) 2872-255,

E-Mail: anzeigen@computec.de

Native Advertising

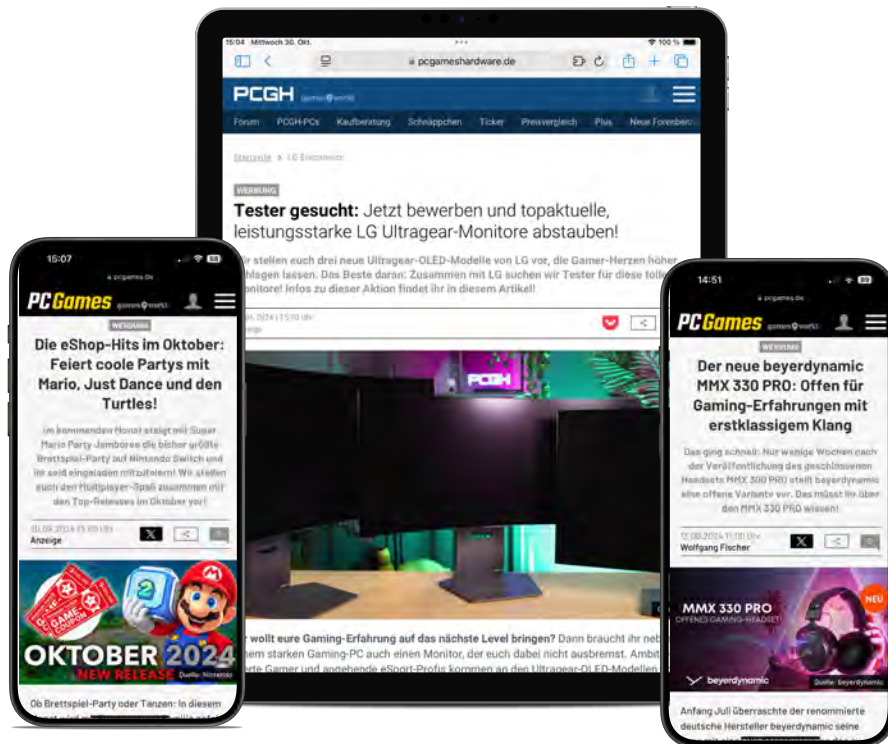


YouTube Bumper Ads

We integrate your video ad (max. 20 seconds) and a reminder banner in our editorial videos on the YouTube channels of PC Games and/or PCGH.

We also include further information and a link to your product in the video description.

Sponsored Articles / Advertorials



With our sponsored articles, you can reach your target group natively - with high-quality and informative content that we can either create for you according to your requirements and wishes or which you provide to us ready to use. In addition to the sponsored article, our packages also include special editorial teaser formats on start and article pages to generate traffic.

Contact us for an individual offer.

Native Advertising

Sponsored Videos



With a sponsored video (approx. 3-5 minutes) you can address your target group effectively and emotionally. They are created by our editorial teams, always taking your wishes and ideas into account. We then publish and promote your sponsored videos on the YouTube channels of PC Games or PCGH and on the websites. At the end of the campaign, you will receive detailed reporting on all relevant KPIs.



Sponsored Short Videos

With a sponsored short video (max. 30 sec.) you can effectively reach younger target groups on TikTok, YouTube, Instagram and Facebook. We create your video in close consultation with you - with a short lead time if necessary - and present the relevant USPs of your product in a style tailored to the target group. We prepare all relevant KPIs for you in a detailed report once the campaign is complete.

Contact us for an individual offer.

E-Commerce



E-Commerce Packages

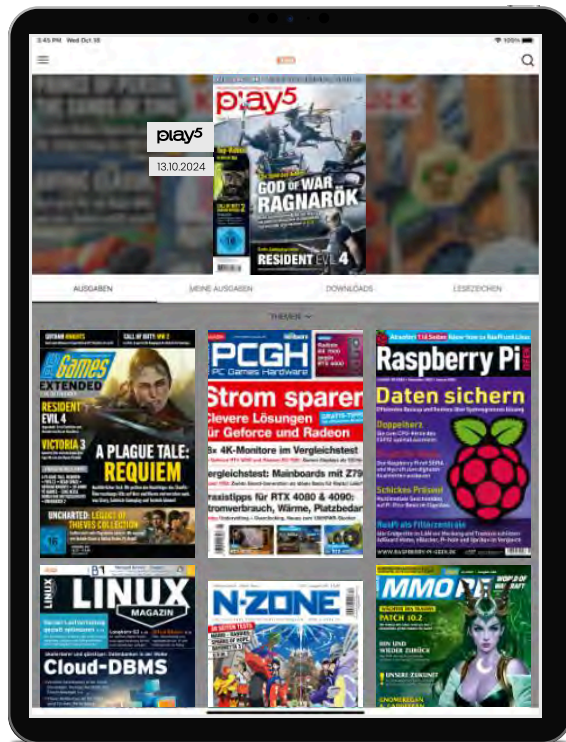
Our click-based e-commerce packages help you increase sales as part of your sales-oriented campaigns. We use various special editorial placements and display ads on our high-reach websites pcgames.de, pcgh.de and buffed.de

Possible scope of packages:

- ▶ Integration into the daily editorial bargain guides
- ▶ Bargain PopUps Switching
- ▶ Creation of an featured article including teasing
- ▶ Additional Display Ads

We will be happy to provide you with an individual offer.

Corporate Publishing



SUPPLEMENTS



SPECIAL EDITIONS



Professionally produced media

Support your brands and image through professionally produced media - both digital and printed. Close cooperation with the experienced editorial teams of Computec results in exciting content with a graphically sophisticated design.

Special editions, supplements, catalogs, posters and more. In the print segment Computec Media is active in the most diverse areas of corporate Publishing.

Concepts and prices on request

Discounts

Customer discount

This discount is based on the placed orders without special conditions within one capital year with Computec Media GmbH. Any overpayment or underpayment will be settled by an additional charge or credit entry.

Agency fee:

15 %

Customer Discount model:

Period Jan 1. - Dec 31.2024

Volume discount

3	or more pages	5 %
6	or more pages	10 %
9	or more pages	12 %
12	or more pages	15 %
18	or more pages	20 %

Series discount

Ab	3	Anzeigen	5 %
Ab	6	Anzeigen	10 %
Ab	9	Anzeigen	12 %
Ab	12	Anzeigen	15 %
Ab	18	Anzeigen	20 %

Calculation of discounts:

Occurs consecutively, not cumulatively.

General terms of business:

The general terms of business of Computec Media GmbH shall apply.
More info in the section "General terms and conditions".

Combination rebate

It's your free decision: Each additional title from the Computec portfolio gets 5 % combination rebate (e. g. 2 titles 5 %, 3 titels 10 % etc.).**

Bank account details

Commerzbank AG, Munich

SWIFT/BIC: COBADEFFXXX

IBAN: DE74 7004 0041 0211 3058 00

* compared to single booking

** With an overall allocation of all titles the combination rebate is limited to 35 %. All prices before turnover discount and agency fee plus VAT. The combos apply only to one product campaign. The general terms and conditions of COMPUTEC MEDIA GmbH shall apply.

Digital Data Delivery

Email:

anzeigen@computec.de

Dataformat:

PDF like ISO-Norm PDF/X (standard format for print production).

Double-page spreads:

Spreads with images running across pages require a 4 mm offset per page. Please provide these as single-page PDFs.

Data name (PDF):

Magazin_Issue_Customer_Motiv_Format

Hotline:

Data transfer problems? Call our planning team on +49 (911) 28 72-255 - they'll be happy to help.

Please note:

We cannot accept any responsibility for printing errors for files that have not been released for print or in the wrong format.

The same applies to late deliveries or files that cannot be read. HKS/Pantone and other decorative colours are usually automatically converted to CMYK

PDF settings:

Please refer to www.bvdm-online.de for the exact PDF production settings.

Inserts/Supplements

FORMATE

Format 210 x 297 mm	
Stitched in insert	210 x 297 mm
Loose insert	min. 105 x 145 mm max. 200 x 287 mm
Bound in insert*	min. 85 x 55 mm max. 200 x 285 mm

Format 210 x 275 mm	
Stitched in insert	210 x 275 mm
Loose insert	min. 105 x 148 mm max. 200 x 265 mm
Bound in insert*	min. 85 x 55 mm max. 200 x 250 mm

* different formats / Winker formats possible

Allocation options:

Regional allocation possible

Code (delivery note):

Magazin; issue; motif; costumer; quantity

Delivery amount:

At least 1,5% contribution

Delivery adress:

On request

Please send three sample copies to:

COMPUTEC MEDIA GmbH

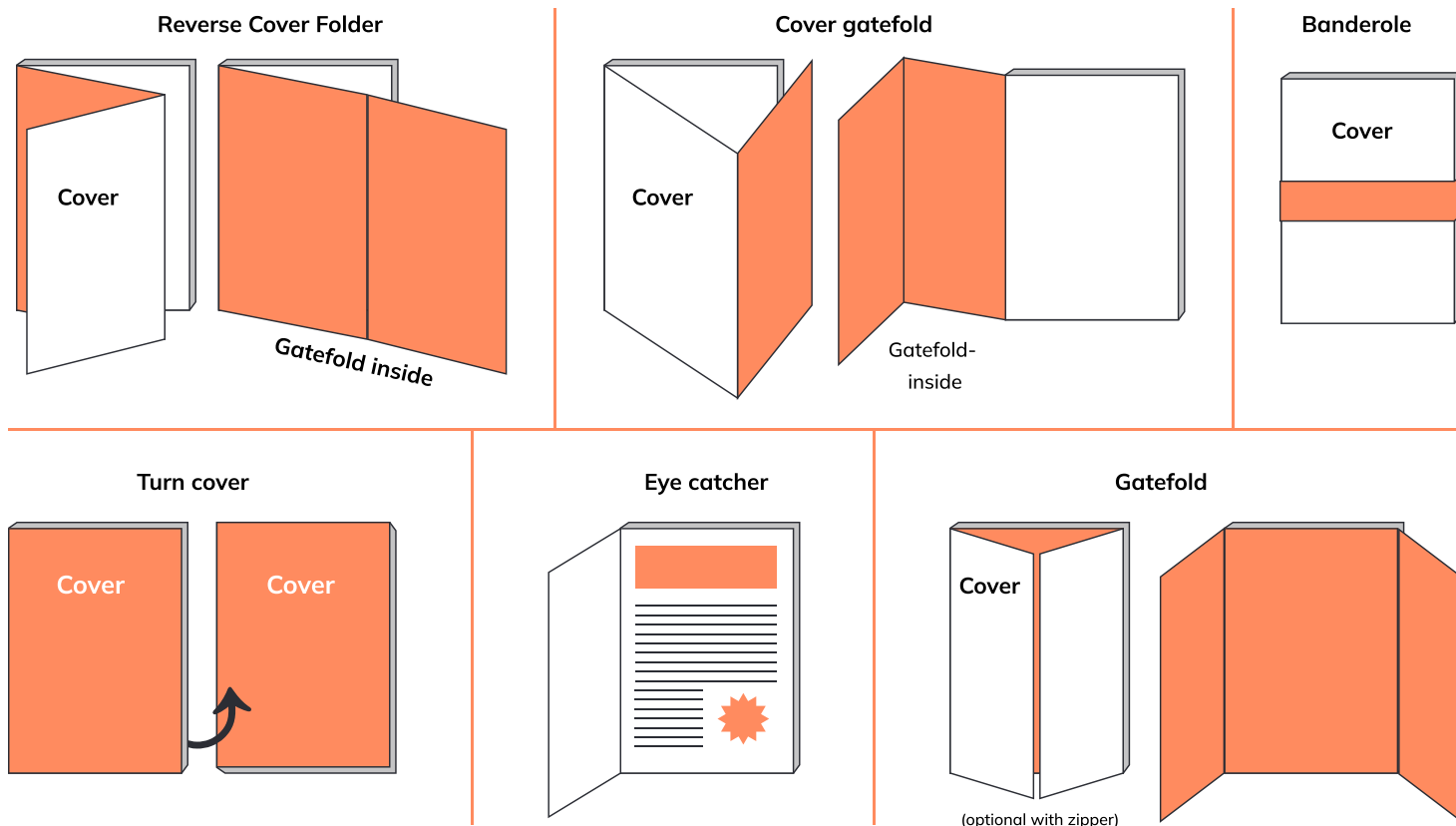
Advertising planning

Dr.-Mack-Straße 83

90762 Fürth

Special forms of advertising

We offer a variety of eye-catching special advertising forms and concepts. If you have questions about this or have other special forms of advertising, please contact our media consultants.



Prices*

	Cover gatefold (3-page)	Advertorial
PCGames	€ 44.560,-	€ 14.080,-
MMORE	€ 23.360,-	€ 7.480,-
PCGH	€ 26.880,-	€ 8.690,-
play5	€ 25.220,-	€ 8.360,-
N-ZONE	€ 21.620,-	€ 7.260,-

Banderole

A banderole is a band of paper wrapped around a magazine and pressed together with a glue dot.*

Production and technical charges on request. Only available at certain times. We would be happy to inform you of availability. All charges subject to change.

The basis for calculation is the number of copies printed for the respective magazine.

DVD commercial

Take advantage of our magazine DVDs to reach readers directly with your advertising message or a full-version of your game/software.

PCGames **play5** **PCGH**

- Commercial/product trailer
- Full software version
- Game Client
- Demo version

Prices on request - also in combination with 1/1 ad page

* Content/size of the band must be coordinated with the head of publishing and the editorial staff.

Contact

COMPUTEC

marquard group

Computec Media GmbH

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Dr.-Mack-Straße 83
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Mail: anzeigen@computec.de

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alto.mair@computec.de

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MANAGER MARKETING:

Steffi Metzler
Phone: +49 (30) 6 29 01 11-0
sme@golem.de

SALES KARRIEREWELT:

Antje Gaengel
Phone: +49 (911) 28 72-322
ang@golem.de

STRÖER

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Deutschland GmbH
Ströer-Allee 1
D-50999 Köln
Phone: +49 (2236) 386 962 22
Fax: +49 (2236) 9645-299
Mail: kontakt@stroer.de

WERBEVERMARKTUNG:

Bernd Korte
Phone: +49 (40) 46 85 67-451
Fax: +49 (40) 46 85 67-939
bernd.korte@stroer.de

businessAD

Business Advertising GmbH
Tersteegenstraße 30
D-40474 Düsseldorf
Phone: +49 (211) 179347-50
Fax: +49 (211) 179347-57
Mail: werbung@businessad.de

GENERAL TERMS AND CONDITIONS FOR ADVERTISING WITH MEDIA PUBLISHED BY COMPUTEC MEDIA GMBH

These General Terms and Conditions apply to any form of advertising with media published by Computec Media GmbH ("COMPUTEC").

1. DEFINITION OF TERMS:

- (1) An "advertising order" is a contract for the publication of one or more advertisements from a customer for the purpose of distribution. Possible forms of advertising are standard advertisements, inserts, commercials in any format (e.g. TV, DVD, CD) or any other type of advertisement.
- (2) The "advertisement closing date" is the date by which bookings/orders must have been received by the publisher, in order for them to be considered for publication in a specific position and for a specific deadline.
- (3) The latest date for submitting advertising material and/or any other electronic formats for advertisements listed under section 1 is the "closing date for advertising materials". Advertising materials and/or other electronic/non-electronic formats must be received by this date for their corresponding bookings/orders to be considered.
- (4) The closing date for advertisements and materials is determined by the corresponding media data. This data is given to the customer together with the General Terms and Conditions and the accompanying rate card when the contract is finalised.
- (5) Prices stated by the publisher are "net prices" plus VAT. The "net prices" are "gross prices (excluding VAT)" as shown on the rate card, minus any discount awarded to the customer in accordance with the rate card, minus any agency commission awarded to intermediaries and agencies in accordance with clause 3 section 1 of these General Terms and Conditions.
- (6) The customer warrants that he owns all rights necessary to place the advertisement and is solely responsible for the content and legitimacy of any text and images submitted for publication as well as the advertisement supplied. Within the scope of the advertising order, he indemnifies the publisher against all third party claims that may arise. He shall also indemnify the publisher within the scope of the advertisement order against all third party claims that may arise from the infringement of legal provisions. Moreover, the publisher shall be indemnified against any costs incurred for the purpose of legal defence. The customer undertakes to support the publisher in good faith by supplying information and documentation in any legal defence against third parties. The customer transfers to the publisher all the necessary copyrights, usage rights, copyright protection rights and other rights covering advertising in print and online media of all forms, including the internet, in particular the right to reproduce, distribute, transfer, broadcast, make accessible to the public, retrieve from a databank and recall material (in terms of time and content) as is necessary for the purpose of executing the order. The aforementioned rights will be transferred in all cases with no limitations regarding location.
- (7) In the case of orders for loose inserts, tip-ons, bound inserts, print promotions and samples, no claims for compensation may be filed against the publisher as a result of failure to publish or non-compliance of publication.

2. COMPLETION OF THE CONTRACT:

The services of the publisher are subject to change at all times. Orders are only binding once they have been confirmed or announced in writing by the publisher. Orders apply, as confirmed in writing by the publisher, as agreed unless the customer objects within 24 hours of receiving the written order confirmation. Orders may be accepted and processed at short-notice, in individual cases and as agreed by both parties.

3. AGENCIES AND JOINT ADVERTISING:

- (1) Orders from advertising agencies are only accepted on behalf of customers specified by name (name and full address). Advertising agencies or intermediaries receive, provided they are able to provide evidence of their services, agency commission equal to 15% of the invoice total (net price plus VAT at the statutory rate). Advertising agencies and intermediaries are required to adhere to the publisher's notes in all offers, contractual agreements and invoices.
- (2) In the case of joint advertising, customers must provide their full company names and addresses. The publisher is entitled to reject the entire order if the right of refusal from section 6 of these General Terms and Conditions only applies to one customer's form of advertising.
- (3) If a joint discount is claimed for businesses belonging to a group, written proof of the customer's group status shall be required. Group companies within the scope of this provision are businesses between which there is capital share of at least 50 percent. The group status of public limited companies (Kapitalgesellschaften) is proved either by providing a statement from a certified accountant or by submitting the last annual report. Partnerships (Personengesellschaften) are required to submit their certificate of registration. Confirmation must be received within the first half of the accounting period and cannot be approved retrospectively if received later. Corporate discounts require explicit written confirmation from the publisher and are only awarded for as long as customers belong to a group. Corporate discounts shall only be awarded for the duration of the group to which the company belongs. If this is terminated, immediate notification is required and the discount shall also be terminated.

4. BLANKET ORDERS:

- (1) Orders involving the publication of a specific number of advertisements (blanket orders) are processed over the course of a calendar year.
- (2) The processing period begins when the contract is finalised and ends on 31.12 of the year (this must be the closing date for advertising materials). If the customer is entitled to request individual advertisements or commercials, the processing period begins when the first advertisement or commercial is published.
- (3) The customer is entitled to request further advertisements or commercials above and beyond the volume specified in the order within the processing period.
- (4) Unless otherwise stated in the scope of the blanket order, the rate card to be applied to the individual advertisements is that which is valid at the time of requesting them. If the customer has been awarded a volume discount in the scope of the blanket order, and does not request the intended volume, the publisher shall then be entitled to the subsequent difference.

5. EARLY TERMINATION:

- (1) The customer may terminate an order with reasonable cause up until the time when the advertisement is published, provided that he cannot be expected to continue with the order in view of individual circumstances as well as taking into consideration the interests of both parties. The intention to exercise the right to cancel must be made in writing, stating the reasons for termination.
- (2) If the customer terminates the order or if the order is not carried out for other reasons for which the customer is responsible, the publisher is entitled to demand the agreed payment (net price plus VAT at the statutory rate). It is the responsibility of the customer to prove that the publisher incurred less damage or fewer expenses as a result of the early termination, acquired earnings from elsewhere or refrained from doing so with malicious intent.
- (3) In the event that the contract is terminated early in accordance with clause 2, the publisher may, instead of demanding the original costs for full settlement of expenses if loss incurred, choose to demand a lump-sum payment equal to 50% of the agreed costs (net prices plus VAT). It is the responsibility of the customer to prove that no expenses or loss were incurred or that they are much lower than the lump-sum payment.

6. RIGHT OF REFUSAL:

- (1) The publisher reserves the right to refuse any type of order – including individual requests within blanket orders – on the grounds of content, origin or technical form if the contents are contrary to the law, the regulations of public authorities, or public decency, or in cases where the publisher cannot be reasonably expected to publish the advertisement. Inserts or online content which, as a result of their format, give the reader the impression they are part of the editorial content or which contain advertisements from third parties shall not be accepted.
- (2) In the event that an order is rejected by the publisher, the customer must promptly supply a new or modified advertisement. Should this replacement not be supplied or not be supplied in sufficient time, the publisher is entitled to demand suitable compensation. This also applies to orders that have been placed with the publisher's office, counters and representatives.
- (3) The publisher shall only check the content of advertisements for any gross and apparent violation of law.
- (4) The publisher reserves the right to reject advertisements – including single advertisements within the scope of an order – in particular if they contain third party advertisements or advertisements on behalf of third parties.

7. POSITIONING:

Orders requesting publication in specific issues, specific editions or in specific positions must be received by the publisher in sufficient time so that the customer can be notified before the closing date for advertising materials if the order cannot be completed as originally requested.

8. SUPPLY OF DATA:

- (1) The customer must ensure prompt delivery of advertising materials or inserts (motif copies) in time to meet the closing date. If motif copies booked under a blanket order are delayed, an alternative shall be used. Should any records be unsuitable or damaged, the publisher shall ask for prompt replacements.
- (2) The publisher warrants fair quality of presentation within the scope of documents supplied to him. The customer shall bear all costs for producing the appointed advertising materials, matrices and drawings as well as for any modifications either requested by the customer or that become necessary to preserve the quality and keep to the original agreement.
- (3) The customer is obligated to provide the publisher with any advertising materials needed for publication within the timeframe of the closing date for advertising materials as specified in the media data.
- (4) If advertising materials have not been supplied in the format specified and therefore result in additional formatting costs, these shall be included on the invoice. If any faults with documents are not immediately recognisable but become clear during publishing, no claims may be filed pursuant to unfair representation.
- (5) If the closing date for submitting documents as listed in the media data is missed, the publisher shall only be liable for intentional and gross negligence for timely publication and faultless reproduction of the advertisement.
- (6) Advertising materials shall only be returned to the customer if specifically requested. The publisher shall store advertising materials electronically and the obligation to store records shall terminate three months following completion of the order. Proofs shall only be supplied on specific request. The publisher shall be responsible for the correctness of returned proofs.

- (7) When submitting broadcasting copy, the customer must provide details required by GEMA, in particular the producers, agent, composer, title and duration of the music.
- (8) Any undesirable outcomes in the presentation of material attributed to the customer not adhering to recommendations from the publisher when creating and forwarding the advertising materials shall not result in any price reduction claims.
- (9) The customer must ensure advertising materials are free from computer viruses, worms and other types of damage before submitting them and use up-to-date commercial protection software for this purpose. Should the publisher discover he has received a file containing any such damage he will not use the file any more and delete it, where appropriate to prevent further damage (in particular to avoid it entering the publisher's EDP system) without the customer being able to claim for damages. The publisher reserves the right to make a claim on the customer if damage has been incurred as a result of the customer's source file.
- (10) Digital artwork for colour advertisements can only be handled with an accompanying colour proof submitted on paper. Without a colour proof, colour variation is unavoidable and may not result in any price reduction claims.
- (11) The publisher is not obligated to check advertising materials for completeness and accuracy.
- (12) The customer shall not be liable for errors in the transmission of information.

9. CLAIMS OF FAULT:

- (1) In the event that the publication does not correspond to properties or services used in the contract, the customer shall be entitled to a payment reduction or a replacement advertisement and/or publication using another form of advertising, but only for the purpose that the advertisement was originally intended for. The publisher may refuse a replacement advertisement if it involves costs that, when taking into account the content, contractual obligations and criteria of good faith, are disproportionate to the customer's interest in further business, or if it would only be possible with unreasonable cost to the publisher.
- (2) If the publisher allows the deadline to pass for the replacement advertisement or publication using another form of advertising, or if the replacement advertisement/publication is unacceptable, the customer shall be entitled to a payment reduction or to cancel the order. In the case of minor faults in the advertisement or publication, this right to cancel the order is excluded. Complaints regarding faults that do not appear obvious must be made within one year of the commencement of the limitation period.
- (3) The publisher shall be liable for all damages, whether resulting from contractual breach of duty or out of tort in accordance with the following provisions: In the case of gross negligence, liability is limited in commercial transactions to typical and foreseeable damages; this limitation shall not apply if the damages were caused by legal representatives or employees of the publisher.
- (4) In the event of slight negligence the publisher shall only be held responsible if an important contractual obligation has been breached. In this instance, liability is limited to typical, foreseeable damages.
- (5) In the event of claims pursuant to the Product Liability Act and in the event of death, injury to body or health, the publisher shall be liable in accordance with statutory provisions. Complaints must be made within four weeks of following publication, with the exception of those which are not obvious.
- (6) All claims raised against the publisher arising from contractual breach of duty become statutebarred one year following commencement of the limitation period, provided that they are not based upon intentional behaviour.
- (7) Self-performance, reimbursement of expenses and retainers are not allowed.
- (8) If the publisher allows a deadline to pass that was intended for the rectification of faults, refuses to rectify faults, or if his attempt fails or is unacceptable to the customer, the customer shall be entitled to reduce the agreed payment or cancel the order.
- (9) Complaints must be made within four weeks following publication, with the exception of those which are not immediately obvious. If no official complaint has been made by this time, the order is considered to be approved.
- (10) The positions agreed upon shall be adhered to as far as possible and at reasonable expense.
- (11) In the event of force majeure, industrial disputes or seizure, the publisher has a claim to payment in full for the published advertisements, provided that the orders have been fulfilled to the level of 80% of the print run reported to the IWV.

10. LIABILITY:

- (1) The publisher shall only be liable without limitation for intentional or gross misconduct on the part of his legal representatives and employees.
- (2) The publisher shall only be liable without limitation for negligent behaviour on the part of their legal representatives or employees in the case of damages arising out of death, injury to body or health. In the case of breach of contract ("cardinal duties"), liability is limited to contract specific, foreseeable damage.
- (3) Otherwise, the publisher is excluded from further claims. In particular he takes no responsibility for any financial gain or loss. Liability arising from a warranty made by the publisher or in the case of fraudulent behaviour on the part of the publisher will remain unaffected.

11. RATE CARD AND RATE ADJUSTMENTS

- (1) Our terms and conditions, order confirmation and applicable rate card shall prevail for each order.
- (2) For each advertising order, prices are valid for four months from the contract being finalised. Should the time between finalising the contract and publishing the advertisement exceed four months, the publisher shall be entitled to pass on any considerable cost increases incurred for producing and publishing the advertisement by raising the price charged to the customer by a reasonable amount. The publisher must provide reasons for this increase and should the increase exceed 5%, the customer shall be entitled to terminate the order without notice.
- (3) On request the publisher will submit a specimen copy together with the invoice. Should a specimen copy not be available the publisher will issue a statement confirming that the advertisement has been properly printed and published. In the case of broadcast orders, the publisher will send an equivalent confirmation statement.
- (4) Advertising agencies and intermediaries are required to adhere to the publisher's rate card in all offers, contractual agreements and invoices.

12. PAYMENT TERMS:

- (1) If the customer made no advance, invoice and voucher will be sent immediately after publication of the advertisement. It shall, unless otherwise agreed in writing, the following payment: Payments shall be made immediately without deduction after the invoice date.
- (2) Value-added tax shall be paid at the statutory rate in addition to the net price of the advertising order.

13. DELAYS IN PAYMENT:

- (1) In the event of a delay in payment, interest and collection costs shall be charged. Interest shall be charged to business customers as from when the agreed payment is due. The publisher may postpone the publication of advertisements in a current order until payment has been received and may demand advanced payments for the remaining advertisements.
- (2) If there is reasonable doubt with regards the solvency of the customer, the publisher is entitled, also during the term of an order, to make the publication or broadcasting of further advertisements or commercials dependent on the advanced payment of remaining advertisements and the payment of any outstanding amounts, regardless of any payment terms originally agreed.

14. RESPONSIBILITIES OF THE CUSTOMER:

- (1) By placing the order with the publisher, the customer confirms that he holds all the necessary copyright, usage and other rights for publishing the advertisement and that he is permitted to transfer these to third parties.
- (2) By assigning publication of specific advertisements, the customer confirms that the content thereof does not breach any legal provisions, in particular of criminal law, media law or law relating to the protection of minors.
- (3) The publisher shall only check the content of advertisements for any gross and apparent violation of law.
- (4) The customer indemnifies the publisher against all third party claims, in particular media, competition and copyright claims. The customer is liable for damages arising from their use.

15. CLOSING PROVISIONS:

- (1) Should any individual provisions within these Terms and Conditions be or become ineffective, the other provisions of the contract shall remain unaffected.
- (2) The technical specifications and rates specified for the relative media form an integral part of these General Terms and Conditions.
- (3) The place of execution is the head office of the publisher.
- (4) In commercial transactions with business customers, legal entities under public law or public law trusts, the place of jurisdiction for actions is the head office of the publisher. Unless claims of the publisher are asserted by means of enforcement proceedings, in the case of non-business customers the place of jurisdiction is their domicile. Should the domicile or normal place of residence of the customer be, also in the case of nonbusiness customers – unknown at the time the action is raised, or if after the contract is concluded the customer has moved domicile or normal place of residence out of the area of application of the law, the place of jurisdiction is agreed as the headquarters of the publisher.