MEDIA FACTS

Publication  11 issues per year
Copy price  € 6.50
Advertisement price 1/page 4c  € 10,500

Circulation report NW I/2018
• Print run  23,217 copies
• Print run sold  12,273 copies
• Print run distributed  12,725 copies
• Subscriptions  6,370 copies

EDITORIAL CONCEPT

Expert advice giver + 42 years of inspiration + innovations guide = video

Thematically, video covers the fascinating product world of television, home cinema, surround sound systems, multimedia linking and mobile.

video offers purchasing and optimisation recommendations thanks to the years of test and recommendation expertise of our respected editorial staff. Always up to date with technical developments, video has become an expert magazine for entertainment enthusiasts and a reference point for advice for specialist retail.

Categories

Trends  •  News  •  Test of the month  •  Image  •  Sound  •  Films
READERSHIP STRUCTURE

**Sex**
- Men: 86%
- Women: 14%

**Hefnnutzung**
- Every, nearly every issue (09 - 12 issues / year): 40%
- Regularly (approximately 4 - 9 issues / year): 16%
- Occasionally (2 - 4 issues per year): 27%
- First-time buyers: 3%
- Not specified: 14%

**Interest in editorial reporting in %**
- OLED-TVs: 47%
- Soundbars: 7%
- UHD-Blu-ray players & recorders: 6%
- AV receivers: 5%
- Loudspeakers and systems: 5%
- LCD-TV up to 65 inches: 4%
- Other high quality consumer electronics: 4%
- UHD-Projectors: 3%
- LCD-TV over 65 inches: 2%

THE TARGET GROUP

Potential buyers of high quality consumer electronics
Advanced users with strong interest in themes
Beginners with strong interest in themes
Institutional enthusiasts (sales, manufacturers, retail)

Basis: Reader survey video 2019; all respondents (n=1,868) = 100%

DATES

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We will be happy to inform you of the focal points of each issue in advance in our subject preview. Please contact Thomas Richter • Telephone: +49-89 25556-1172 • trichter@wekanet.de
VIDEO – ADVERTISEMENT PRICES AND FORMATS 2020

Price list no. 44 from 01/01/2020

1/1 Page
Type area
W 185 x H 250 mm
Bleed
W 210 x H 280 mm

1/2 Page horizontal
Type area
W 185 x H 123 mm
Bleed
W 210 x H 137 mm

1/2 Page vertical
Type area
W 90 x H 250 mm
Bleed
W 102 x H 280 mm

1/3 Page horizontal
Type area
W 185 x H 81 mm
Bleed
W 210 x H 95 mm

1/3 Page vertical
Type area
W 58 x H 250 mm
Bleed
W 70 x H 280 mm

1/4 Page
Type area
W 90 x H 123 mm
Bleed
W 102 x H 137 mm

1/4 Page horizontal
Type area
W 185 x H 60 mm
Bleed
W 210 x H 74 mm

1/4 Page vertical
Type area
W 43 x H 250 mm
Bleed
W 55 x H 280 mm

Editorial section
B+W, 2c, 3c, 4c
€ 10,500

€ 5,700

€ 3,900

€ 3,050

€ 12,075

€ 11,550

€ 13,125

U2
U3
U4

Bleed: 4 mm trim on periphery

Crossover advertisements In the case of advertisements to be printed across the gutter, two separate pages are to be delivered. Please pay attention to gutter excess

Bleed advertisements: In the case of bleed advertisements, graphic and text elements must be at least 1.5 cm from the outer edge.

All prices are plus the statutory rate of value-added tax, bleed and gutter printing without charge. Further formats on request.

Further information on video can be found at: www.weka-media-publishing.de

An additional link in the e-paper of WEKA apps (Google Play and App Store) is possible for 200 euros.

TEST SEAL – PRICE LIST ON REQUEST

CROSSMEDIA

Further options for crossmedia integration on request.
TECHNICAL DATA

Delivery times for CD/DVD, contact card, special inserts
2 working days after closing date for print material
Printed materials may not be delivered interlinked

Delivery address
On request

Printing, processing
4-colour web offset printing to Euroscale, adhesive binding
Please request our reproduction and proof instructions. No liability is assumed for standard colour tolerances.

Paper/ICC profile
Cover: 150 g/m² gloss image print, ICC profile: isocoated_v2_eci.icc (Fogra 39L)
Contents: 80 g/m² improved LWC gloss, ICC profile: PSO_LWC_Improved_eci.icc (Fogra 45L)

Trimmed format
(= magazine format) 210 mm wide x 280 mm high
Minimum trim tolerance: 4 mm on all open sides

Printed documents and digital data transfer
Please send us your digital data via data carrier, e-mail or FTP. Please request the precise specifications and further details from your customary contact. File names must be issued according to the following example: Advertising customer_video_issue (example: Bose_video_01_20)

Your contact for printed documents and digital data transfer
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SPECIAL PRINTS
Take advantage of our special print service to make even more profitable use of our editorial reporting. We create your special print (115 g/m² wood-free white, gloss, image print) with your corporate logo, on request with additional information from your company.

Thomas Richter will be happy to inform you about prices, formats, print runs, individual configurations. Telephone: +49-89 25556-1172
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PUBLISHER DETAILS

Address of publisher
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Publishing Director
Dirk Waasen

Bank details
HypoVereinsbank München • IBAN: DE81 7002 0270 0035 7049 65 • SWIFT (BIC) : HYVEDEMMXXX

Terms of payment
Invoice amount is payable net and without deduction 14 days after invoice date.
2% cash discount for payment within 8 days of invoice date.
VAT no. DE814112256

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