MEDIA FACTS

Publication: monthly

Copy price with DVD: € 5.40
Premium Gold Edition: € 7.99
Copy price: € 2.99
Advertisement price 1/1page 4c: € 10,900

Circulation report IVW IV/2019

- Print run: 83,134 copies
- Print run sold: 36,600 copies
- Print run distributed: 37,048 copies
- Subscriptions: 14,536 copies

EDITORIAL CONCEPT

No. 1 provider of practical advice • Purchasing advice + tips • Workshops + tests =

PCgo is the magazine for all users that expect tips, purchasing advice and workshops in language that is easy to understand. Whether it is at home, the office or on the move:

PCgo shows how to do it.

Categories

News + Trends • Practice + advice giver • Tests and technology • Advice • News
### Dates

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<tr>
<th>Issue</th>
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<th>Closing date for advertisements</th>
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<th>Events</th>
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Xmas-Shopping-Guide

We will be happy to inform you of the focal points of each issue in advance in our subject preview. Please contact Andrea Rieger • Telephone: +49-89 25556-1170 • arieger@wekanet.de or Thomas Richter • Telephone: +49-89 25556-1172 • trichter@wekanet.de

### PC GO – Advertisement Prices and Formats 2020

**Price list no. 44 from 01/01/2020**

**Editorial section**

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**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 PCgo can be found at: www.weka-medien-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**

The perfect title combination of PC Magazin and PCgo for maximum range, instant combination discount of 20% from the first placing.
The online presence of our umbrella brand pc-magazin.de bundles the specialist editorial expertise of PC Magazin, PCgo and video. For ambitious and professional users with a significant interest in IT hardware and software, web technology, trends in the sector and information on modern consumer electronics, pc-magazin.de is a source of inspiration, orientation and options for practical use.

pc-magazin.de offers you a range of options for the precise addressing of your target group with topics of interest, as well as positioning your brand worlds and products in a way that attracts attention. We offer the matching solution for every communications concept: From image-enhancing homepage events to theme sponsoring and the conveying of information via advertorials or product-specific microsites.

Key data:
Online and mobile 07/2019
Pls: 7.6 m
Visits: 3.8 m
Approx. 2.7 m unique users and 1.3 m mobile unique users per month
(Source: Google Analytics 2019 - 07)
Targeted effect in the area of 9 selected theme newsletters with 1.7 m gross contacts a month from an open and active customer base with a high share of opinion leaders (cumulated range per month, sending of newsletter subscriptions, status July 2019 according to publisher) We will be happy to make you a suitable offer!

Enquiry re. advertising opportunities and prices:
Sales Manager Digital
Manuel Lienich
mlienich@wekanet.de

CROSSMEDIA

Further options for crossmedia integration on request.

pc-magazin.de - Online and Mobile 07/2019 IVW
Pls: 7.6 m • Visits: 3.8 m • UV: 2.7 m (Source: Google Analytics 2019 - 07)
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, saddle stitching. Please request our reproduction and proof instructions. No liability is assumed for standard colour tolerances.

Paper/ICC profile:
- Cover: 170 g/m² glass image print, ICC profile: isocoated_v2_eci.icc (Fogra 39L)
- Contents: 50 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_PCgo_issue (example: Microsoft_PCgo_01_20).

Your contact for printed documents and digital data transfer: Andrea Rieger and Thomas Richter will be happy to inform you about prices, formats, print runs, individual configurations. Telephone: +49-89 25556-1170 • arieger@wekanet.de

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.

Andrea Rieger and Thomas Richter will be happy to inform you about prices, formats, print runs, individual configurations. Telephone: +49-89 25556-1170 • arieger@wekanet.de

Thomas Richter • Telephone: +49-89 25556-1172 • trichter@wekanet.de

PUBLISHER DETAILS

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Managing Directors: Kurt Skupin

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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Year of founding: 1993 • Erscheinungsort: Haar bei München • Place of publication: monthly • Purchase price: € 5.40 individual price (Classic) • € 64.80 domestic subscription Classic-DVD

Homepage: www.pc-go.de • Media facts can be found at: www.weka-media-publishing.de/unsere-marken • General Terms & Conditions: www.weka-media-publishing.de/_uploads/user/AGBs.pdf