PC Magazin
Personal & Mobile Computing

MEDIA FACTS

Publication: monthly
Copy price with DVD: €5.40
Copy price Super Premium Edition: €7.99
Advertisement price 1/1 page 4c: €10,900

Circulation report IVW IV/2018
- Print run: 61,033 copies
- Print run sold: 37,718 copies
- Print run distributed: 38,102 copies
- Subscriptions: 27,055 copies

EDITORIAL CONCEPT

33 years of editorial expertise + technical know-how + usefulness for skilled IT professionals = High-level technology, hardware expertise and up-to-date reports characterise one of the most successful German IT magazines.

IT processes as the basis for commercial success are illustrated in the Business & IT category, targeting professional IT users in small and medium-sized companies. The highly practice-based reporting shows how these processes can be guided optimally.

For all those who want more: more depth, more practice, more trends. For 33 years now we have been looking behind the scenes and conducting tests of a high technical depth in our own test lab. PC Magazin is the trade journal for IT enthusiasts and decision makers in the SMB sector.

Categories
- News
- Tests
- Comparison
- Purchasing advice
- Tips and tricks
- Business & IT
### Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication</th>
<th>Closing date for advertisements</th>
<th>Closing date for print documents</th>
<th>Events and theme specials</th>
</tr>
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<tbody>
<tr>
<td>02/2020</td>
<td>03/01/20</td>
<td>29/11/19</td>
<td>03/12/19</td>
<td>comparison portals&lt;br&gt;Business &amp; IT category: tariff comparison Business&lt;br&gt;CES&lt;br&gt;Las Vegas, NV</td>
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<td>03/2020</td>
<td>07/02/20</td>
<td>13/01/20</td>
<td>15/01/20</td>
<td>light systems; security-apps; inkjet printer für private use&lt;br&gt;Business &amp; IT category: comparison accounting solution&lt;br&gt;24/02 - 27/02/20 GSMA Mobile World Congress&lt;br&gt;Barcelona</td>
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<td>04/2020</td>
<td>06/03/20</td>
<td>10/02/20</td>
<td>12/02/20</td>
<td>Repeater / Powerline&lt;br&gt;Business &amp; IT category: monitoring systems&lt;br&gt;08/03 - 13/03/20 Light+Building&lt;br&gt;Frankfurt&lt;br&gt;10/03 - 11/03/20 Internet World&lt;br&gt;Munich&lt;br&gt;17/03 - 19/03/20 Twenty2x&lt;br&gt;Hannover</td>
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<td>05/2020</td>
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<td>11/03/20</td>
<td>Business &amp; IT category: Business Printer 2020&lt;br&gt;Security suites</td>
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<td>08/05/20</td>
<td>08/04/20</td>
<td>14/04/20</td>
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<td>07/05/20</td>
<td>11/05/20</td>
<td>Business &amp; IT category: Business Printer 2020&lt;br&gt;Security suites&lt;br&gt;12/05 - 14/05/20 ANGACOM&lt;br&gt;02/06 - 06/06/20 Computex&lt;br&gt;Cologne&lt;br&gt;Taipeh</td>
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<tr>
<td>08/2020</td>
<td>03/07/20</td>
<td>05/06/20</td>
<td>09/06/20</td>
<td>Business &amp; IT category: Business Monitor 2020&lt;br&gt;Security suites&lt;br&gt;12/05 - 14/05/20 ANGACOM&lt;br&gt;02/06 - 06/06/20 Computex&lt;br&gt;Cologne&lt;br&gt;Taipeh</td>
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| 09/2020     | 07/08/20    | 13/07/20                         | 15/07/20                         | gamescom<br>Cologne<br>25/08 - 29/08/20<br>!
| 10/2020     | 04/09/20    | 10/08/20                         | 12/08/20                         | IFA<br>Berlin<br>04/09 - 09/09/20 |
| 12/2020     | 06/11/20    | 12/10/20                         | 14/10/20                         | Business & IT category: Business Printer 2020<br>Security suites<br>Business & IT category: Business Monitor 2020<br>Security suites<br>06/10 - 08/10/20 it-sa<br>Nuremberg |
| 01/2021     | 04/12/20    | 09/11/20                         | 11/11/20                         | 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 • Telefon: +49-89 25556-1170 • arieger@wekanet.de or Thomas Richter • Telefon: +49-89 25556-1172 • trichter@wekanet.de

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### PC Magazin – Advertisement Prices and Formats 2020

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Type area</th>
<th>Bleed*</th>
<th>Page price</th>
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<tbody>
<tr>
<td>1/1 Page</td>
<td>W 185 x H 250 mm</td>
<td>W 210 x H 280 mm</td>
<td>€ 10,000</td>
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<tr>
<td>1/2 Page horizontal</td>
<td>W 185 x H 123 mm</td>
<td>W 210 x H 137 mm</td>
<td>€ 5,500</td>
</tr>
<tr>
<td>1/2 Page vertical</td>
<td>W 90 x H 250 mm</td>
<td>W 102 x H 280 mm</td>
<td>€ 4,000</td>
</tr>
<tr>
<td>1/3 Page horizontal</td>
<td>W 185 x H 81 mm</td>
<td>W 210 x H 95 mm</td>
<td>€ 2,300</td>
</tr>
<tr>
<td>1/3 Page vertical</td>
<td>W 58 x H 250 mm</td>
<td>W 70 x H 280 mm</td>
<td>€ 2,300</td>
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<td>1/4 Page</td>
<td>W 90 x H 123 mm</td>
<td>W 102 x H 137 mm</td>
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<tr>
<td>1/4 Page horizontal</td>
<td>W 185 x H 60 mm</td>
<td>W 210 x H 74 mm</td>
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<tr>
<td>1/4 Page vertical</td>
<td>W 43 x H 250 mm</td>
<td>W 55 x H 280 mm</td>
<td>€ 2,000</td>
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**Editorial section**

B+W, 2c, 3c, 4c

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**U2**

- € 12,900

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**U3**

- € 10,000

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**U4**

- € 12,900

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*Note: 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**

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 PC Magazin 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.

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**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.

- High-quality editorial content
- Top purchasing advice thanks to the years of expertise and experience of our editors regarding the testing of relevant hardware and software and the focus issue of mobile computing
- In-depth practical tips for the installation and integration of the latest technology in modern IT landscapes
- Intelligent solutions for programming, web design, security, multimedia, mobile applications and much more
- Daily researched top stories, product news and trends

Key data:
Online and mobile 07/2019
Pis: 7.6 m
Visits: 3.8 m

Approx. 2.7 m unique visitors and 1.3 m UV mobile
(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

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.

CROSSMEDIA

pc-magazin.de
Online + print
Case: Microsite

Further options for crossmedia integration on request.

pc-magazin.de - online and mobile 07/2019 IVW
Pis: 7.6 m  Visits: 3.8 m  UV: 2.7 m (source: Google Analytics 2019 - 07)
**TECHNICAL DATA**

<table>
<thead>
<tr>
<th>Delivery times for CD/DVD, contact card, special inserts</th>
<th>2 working days after closing date for print material. Printed materials may not be delivered interlinked.</th>
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<tbody>
<tr>
<td>Delivery address</td>
<td>On request</td>
</tr>
<tr>
<td>Printing, processing</td>
<td>4-colour web offset printing to Euroscale, adhesive binding. Please request our reproduction and proof instructions. No liability is assumed for standard colour tolerances.</td>
</tr>
<tr>
<td>Paper/ICC profile</td>
<td>Cover: 170 g/m² Gloss image print, ICC profile: isocoated_v2_eci.icc (Fogra 39L) Contents: 50 g/m² improved newsprint, ICC profile: PSO_INP_Paper_eci.icc (Fogra 48L)</td>
</tr>
<tr>
<td>Trimmed format</td>
<td>(= magazine format) 210 mm wide x 280 mm high Minimum trim tolerance: 4 mm on all open sides</td>
</tr>
<tr>
<td>Printed documents and processing</td>
<td>Please send us your digital data via data carrier, e-mail or FTP. Please request the precise specifications and further details digital data transfer from your customary contact. File names must be issued according to the following example: Advertising customer_PCM_issue (example: Lexware_PCM_01_20)</td>
</tr>
</tbody>
</table>
| Your contact for printed documents and digital data transfer | WEKA MEDIA PUBLISHING GmbH  
Astrid Brück  
Richard-Reitzner-Allee 2  
85540 Haar  
Germany  
Telephone: +49-89 25556-1471  
abrueck@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 or Thomas Richter will be happy to inform you about prices, formats, print runs, individual configurations.

Andrea Rieger  
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arieger@wekanet.de  
Thomas Richter  
Telephone: +49-89 25556-1172  
trichter@wekanet.de

**PUBLISHER DETAILS**

<table>
<thead>
<tr>
<th>Address of publisher</th>
<th>WEKA MEDIA PUBLISHING GmbH • Richard-Reitzner-Allee 2 • D-85540 Haar bei München • Tel: +49-89 25556-1000 • Fax: +49-89 25556-1196</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing Directors</td>
<td>Kurt Skupin • Wolfgang Materna</td>
</tr>
<tr>
<td>Publishing Director</td>
<td>Dirk Waasen</td>
</tr>
<tr>
<td>Bank details</td>
<td>HypoVereinsbank München • IBAN: DE81 7002 0270 0035 7049 65 • SWIFT (BIC) : HYVEDEMMXXX</td>
</tr>
<tr>
<td>Terms of payment</td>
<td>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</td>
</tr>
</tbody>
</table>

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whosbach@wekanet.de |

| Year of founding | 1987 |
| Place of publication | Haar bei München |
| Frequency of publication | monthly |
| Purchase price | € 5.40 individual price • € 64.80 Classic-DVD domestic subscription |
| Homepage | www.pc-magazin.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 |