COMPUTER BILD
Ratecard No. 19
valid as of January 1st - 2012

axel springer
media impact

COMPUTER BILD

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COMPUTER BILD

Short Portrait

Portrait

COMPUTER BILD, Europe's biggest computer magazine, published fortnightly, provides up-to-date information and background knowledge on the subjects of computers, telecommunications, online services and home electronics.

Unique Characteristics

- COMPUTER BILD is the unchallenged market leader among computer magazines
- The tests lead by COMPUTER BILD are widely regarded as a reference
- Emphasis on practical relevance and usefulness
- COMPUTER BILD does not only address professionals: all technical vocabulary used is explained in plain understandable everyday language

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Short Portrait

Category
- Computer Magazine

Frequency
- Biweekly, Saturdays

Contents
- 156 pages on average

Format
- 290 mm H x 225 mm W

Copy price
- € 1.50 / 2.70 / 3.70

Circulation Figures (IVW III/2011)

Print Run	897,957
Net Paid Circulation	568,482
Subscriptions	119,080

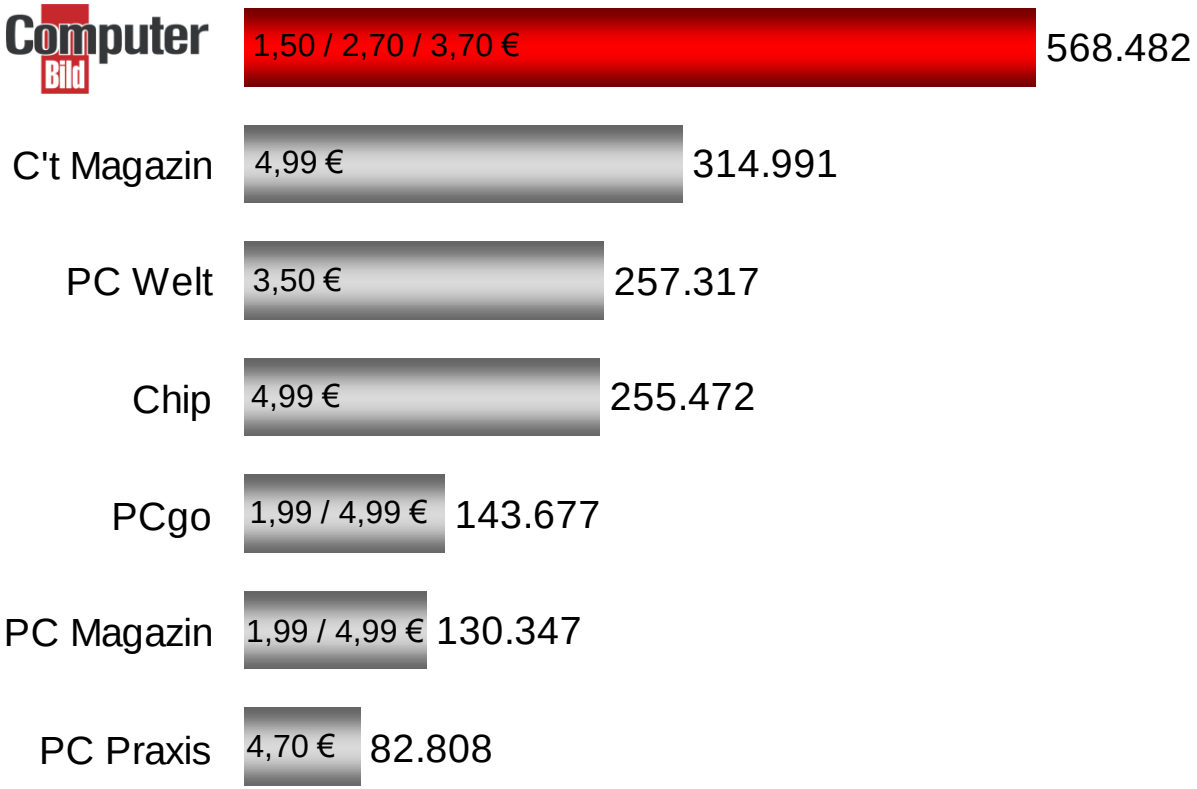
Core Readers
- Male
- 14-49
- Computer enthusiasts
- HHNI EUR 2,000+

Reach (MA II/2011) overall / men

in 1 Mill.	4,33 Mill. / 3,51 Mill.
in %	6,2 / 10,2
1/1 4c.	26.400 €
CPM	6,10 €

Mediafacts

Net paid circulation in comparison with computer magazines



Source: IVW III/2011

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Ratecard 2011

Format		Type page		Bleed*		Price (€)
Black/ white and full colour ads		width (mm)	height (mm)	width (mm)	height (mm)	b/w + full colour
1/1		208	270	225	290	26,400.-
3/4	3 column	154	270	164	290	21,800.-
	4 column	208	201	225	215	
2/3	4 column	208	168	225	179	19,300.-
1/2	2 column	101	270	111	290	14,500.-
	4 column	208	130	225	141	
1/3	1 column	58	270	68	290	10,100.-
	4 column	208	82	225	93	
1/4	1 column	48,5	270	58	290	7,550.-
	2 column	101	134	111	141	
	4 column	208	61	225	72	
Formats across the gutter						
2/1		431	270	450	290	52,800.-
2x1/2	2x1/2 4 column	431	130	450	141	29,000.-
2x1/3	2x1/3 4 column	431	82	450	93	20,200.-
2x1/4	2x1/4 4 column	431	61	450	72	15,100.-
Preferred positions						
first page 1/1						29,040.-
2. or 4. cover page						30,360.-
Opening spread - 2. cover page + page 3						66,00.-

*Plus 5mm trimming each site, other formats upon request

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Vario Rates

Vario-Ads in COMPUTER BILD offer you an advertising presence in the market leading PC and Mobile magazine for an attractive price. You pick from two different timeframes and their respective frequencies.
You fix the starting point. Your advertisements will appear, without commitment, in separate issues within the booked timeframe, guaranteed. The advertisements will be placed within an editorial surrounding.

The Facts:

- An attractive page rate from 17,000.- Euro
- Planning security thanks to a guaranteed frequency within a fixed period
- Positioning within an editorial surrounding

Booking options

Time period	frequencies
9 issues	3 frequencies
18 issues	6 frequencies
26 issues	9 frequencies

Formats		Type page width (mm)	Type page height (mm)	Bleed* width (mm)	Bleed* height (mm)	Prices in EUR, Black/ white and full colour ads
1/1		208	270	225	290	17,000.-
1/2	2 column	101	270	111	290	9,300.-
	4 column	208	130	225	141	

*** Plus 5mm trimming on each side, other formats upon requests**

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Discounts

Frequency		Volume	
as of 3 ads	3%	as of 3 pages	3%
as of 6 ads	5%	as of 6 pages	5%
as of 9 ads	10%	as of 9 pages	10%

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Ad Specials (I)

Price per 1,000	Loose Inserts		Bound Inserts		Tip ins			
					Postcards/2-Page Printed Matter	Brochures	Product Samples	CD / DVD
a) for normal circulation without subscriptions	up to 20 g	EUR 75.--	up to 4 pages	EUR 75.--	EUR 36.--	EUR 38.--	EUR 44.--	EUR 44.--
	up to 30 g	EUR 80.--	up to 6 pages	EUR 80.--				
	up to 40 g	EUR 85.--	up to 8 pages	EUR 86.--				
			up to 12 pages	EUR 92.--				
			up to 16 pages	EUR 98.--				
	Further weights upon request							
b) for subscription circulation (including postal requirements)	up to 20 g	EUR 97.--	up to 4 pages	EUR 100.--	EUR 43.--	EUR 70.--	EUR 54.--	EUR 54.--
	up to 30 g	EUR 114.--	up to 6 pages	EUR 110.--				
	up to 40 g	EUR 131.--	up to 8 pages	EUR 122.--				
			up to 12 pages	EUR 140.--				
			up to 16 pages	EUR 169.--				
	Further weights upon request							
	Rates might increase if the quality of the insert impedes processing, thus causing additional cost							

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Ad Specials (II)

	Loose Inserts	Bound Inserts	Tip ins			
			Post cards/2-Page Printed Matter	Brochures	Product Samples	DVD /CD-ROM
Discounts (for inserts within one year)	0,5 Mill. copies = 3 % 1,5 Mill. copies = 5 % 2,0 Mill. copies = 7 %					
Insertion possibilities	Total circulation Split runs in Nielsen areas feasible Minimum circulation: 30,000 copies	Total circulation Split runs in Nielsen areas feasible Minimum circulation: 100,000 copies	Total circulation Split runs feasible (except for subscriptions) Minimum circulation: upon request			
	The planned print run must be clarified prior to delivery					
Size						
Minimum	105 mm wide x 148 mm high		60 mm x 80 mm		depending on quality	-
Maximum	205 mm wide x 207 mm high Inserts featuring zigzag and 6 page window folds cannot be processed	Magazine size (225 x 290mm) The inserts are to be delivered untrimmed - 229/238 x 296 mm - as this size provides for 9 mm refold and cropping allowance. Please allow a distance of at least 8 mm from the trim for design features that must remain in tact. Other formats upon request.	190 x 210 mm	165 x 210 mm		-
Identification	-	Bounds inserts that might not be recongnized as advertising matter due to their special design will have to be identified as such by adding the word "advertisement". Final arrangements upon sample presentation.	-	-	-	-

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Ad Specials (III)

	Loose Inserts	Bound Inserts	Tip ins			
			Post cards/2-Page Printed Matter	Brochures	Product Samples	DVD/CD-ROM
Samples	10 final copies should be sent to the publishers 6 weeks prior to first day of sale. Insert orders become binding only after viewed a sample coy and given its approval.		As far as brochures and product samples are concerned acceptance of the order depends on the successful execution of a trial run. For this purpose, it will be necessary that the client supplies approximately 500 actual samples in their original packaging, indicating the required postioning. Extra thick brochures and product samples must be positioned on the advertising page in such fashion that crosswise packing of the magazines is ensured. In case of extreme difficulties with brochure tip ins the rates for product samples will aply. In any event, it will be necessary that 10 samples are supplied at least 6 weeks prior to first day of sale, with indication of preferred positioning.			
Paper Weight	-	4 page bound insert min: 80 g/m^2 as of 8 pages min: 60g/m^2	min: 115 g/m2	-	-	-
Positioning of the Advertisement	-	-				
Distance from the gutter	-	-	laterally variable 15-65 mm	laterally variable 15-65 mm	laterally variable 15-65 mm	laterally variable 15-65 mm
Distance from upper trim			At least 100 mm from the lower margin of the tip in			
Distance from entire trim			At least 20 mm			
Minimum Size of the Master Advertisement			1/1 page			

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Schedule 2012

No.	First day of sale	Ad closing	Copy deadline	Notes
02/12	Jan. 02, 2012	Dec. 09, 2011	Dec. 14, 2011	CES, Las Vegas (Jan. 10-13, 2012)
03/12	Jan. 14, 2012	Dec. 23, 2011	Dec. 28, 2011	
04/12	Jan. 28, 2012	Jan. 06, 2012	Jan. 11, 2012	
05/12	Feb. 11, 2012	Jan. 20, 2012	Jan. 25, 2012	
06/12	Feb. 25, 2012	Feb. 03, 2012	Feb. 08, 2012	CeBIT Hannover (Mrc. 06-10, 2012) Mobile World Congress, Barcelona (02.27.-03.0112)
07/12	Mrc. 10, 2012	Feb. 17, 2012	Feb. 22, 2012	
08/12	Mrc. 24, 2012	Mrc. 02, 2012	Mrc. 08, 2012	
09/12	Apr. 05, 2012	Mrc. 14, 2012	Mrc. 19, 2012	
10/12	Apr. 21, 2012	Mrc. 30, 2012	Apr. 04, 2012	
11/12	May 05, 2012	Apr. 13, 2012	Apr. 18, 2012	
12/12	May 19, 2012	Apr. 27, 2012	May 02, 2012	
13/12	Jun. 02, 2012	May 11, 2012	May 16, 2012	
14/12	Jun. 16, 2012	May 25, 2012	May 30, 2012	

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Schedule 2012

No.	First day of sale	Ad closing	Copy deadline	Notes
15/12	Jun. 30, 2012	Jun. 08, 2012	Jun. 13, 2012	
16/12	Jul. 14, 2012	Jun. 22, 2012	Jun. 27, 2012	
17/12	Jul. 28, 2012	Jul. 06, 2012	Jul. 11, 2012	
18/12	Aug. 11, 2012	Jul 20, 2012	Jul. 25, 2012	gamescom Köln (Aug. 15 - 19, 2012)
19/12	Aug. 25, 2012	Aug. 03, 2012	Aug. 08, 2012	IFA Berlin (Aug. 31 - Sep. 05, 2012)
20/12	Sep. 08, 2012	Aug. 17, 2012	Aug. 22, 2012	Photokina, Köln (Sep. 18-23, 2012)
21/12	Sep. 22, 2012	Aug. 31, 2012	Sep. 05, 2012	
22/12	Oct. 06, 2012	Sep. 14, 2012	Sep. 19, 2012	
23/12	Oct. 20, 2012	Sep. 28, 2012	Oct. 02, 2012	
24/12	Nov. 03, 2012	Oct. 12, 2012	Oct. 17, 2012	
25/12	Nov. 17, 2012	Oct. 26, 2012	Oct. 31, 2012	
26/12	Dec. 01, 2012	Nov. 09, 2012	Nov. 14, 2012	christmas promotion
01/13	Dec. 15, 2012	Nov. 23, 2012	Nov. 28, 2012	

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Details

Technical specifications:
The current and binding technical specifications can be found at: www.duon-portal.de

Delivery of advertisements:
The reception of digital advertisements occurs via the DUON-Portal by the VDZ-publishers at: www.duon-portal.de
Support is available at: support@duon-portal.de or directly by phone: ++49 40 37 41 17-50

Conditions of payment:
We kindly ask for prepayment and grant a 2% cash discount

For Hamburg and Berlin titles:

Axel Springer AG
Deutsche Bank AG, Hamburg
Account Number: 070 26 13
Sort Code: 200 700 00

Swiftcode/BIC: Deut DE HH
IBAN: DE 85 2007 0000 0070 2613 00

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