



MEDIA FACTS 2018

PCgo

Wir machen Technik einfach


MEDIAFACTS

Published	monthly
Copy price	5,40 €
Premium Gold edition with CD	8,00 €
Ad rate 1/1 page 4c	3,00 €
	10.900 €
Publisher's statement IWW IV/2017	
• Print-run	97.083 copies
• Sold circulation	45.934 copies
• Distributed circulation	46.613 copies
• Subscriptions	17.274 copies
Net coverage:	
• AWA 2016	300.000 readers
• ACTA 2016	296.000 readers



 AWA 2016 ACTA 2016

EDITORIAL CONCEPT

Practical guidebook No. 1 • Purchase advice + Tips • Workshops + tests = 

Whether at home, in the office or on the go: PCgo shows, how it works.

- >>> offers the all-round carefree package for everyone who wants to work efficiently with the PC, notebook, tablet or smartphone
- >>> for the average user who expects tips, purchase advice and workshops comprehensively and clearly explained

Category

News + Trends • Practice + Adviser • Tests and technique

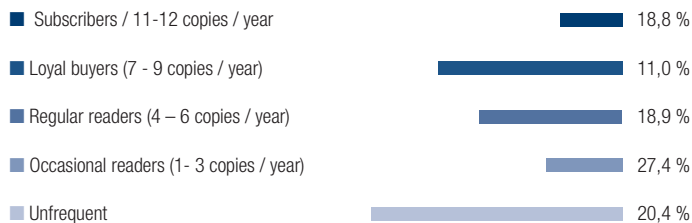


READERSHIP STRUCTURE

Gender



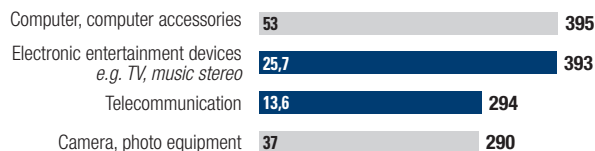
Frequency of magazine use



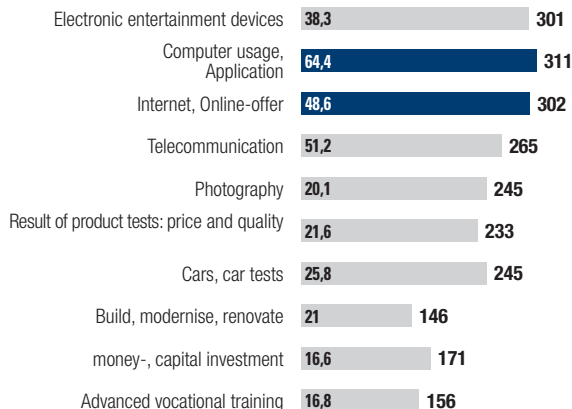
Decider with expertise

reader share PCgo (in %) (in %)

index total population = 100



Information interest



TARGET GROUP

Use the PC both for professional and private reasons
 Are willing to invest in quality if they are sure to get quality
 Are open for new trends in digital multimedia and communications applications

Source: reader survey PCgo 2017; all respondent (n=1.878) = 100% and AWA 2016

DEADLINES AND EVENTS 2017

Issue	Publication	Ad closing	Material deadline	Events and topic specials first half year
02/2018	05.01.18	06.12.17	08.12.17	09.01. - 12.01.2018 CES Las Vegas, NV
03/2018	02.02.18	08.01.18	10.01.18	26.02. - 01.03.2018 GSMA Mobile World Congress Barcelona
04/2018	02.03.18	05.02.18	07.02.18	06.03. - 07.03.2018 Internet World München 18.03. - 23.03.2018 Light+Building Frankfurt
05/2018	06.04.18	08.03.18	12.03.18	
06/2018	04.05.18	06.04.18	10.04.18	
07/2018	01.06.18	02.05.18	04.05.18	05.06. - 09.06.2018 Computex Taipei 11.06. - 15.06.2018 CeBIT 2018 Hannover 12.06. - 14.06.2018 ANGACOM 2018 Köln
08/2018	06.07.18	11.06.18	13.06.18	
09/2018	03.08.18	09.07.18	11.07.18	21.08. - 25.08.2018 gamescom 2018 Köln 31.08. - 05.09.2018 IFA Berlin
10/2018	07.09.18	10.08.18	14.08.18	
11/2018	05.10.18	07.09.18	11.09.18	09.10. - 11.10.2018 it-sa 2018 Nürnberg
12/2018	02.11.18	05.10.18	09.10.18	
01/2019	07.12.18	12.11.18	14.11.18	

PC GO – AD RATES AND FORMATS 2018

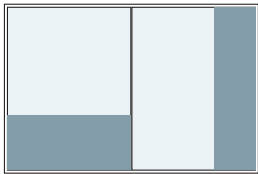
Price list No. 42 / 01.01.2018



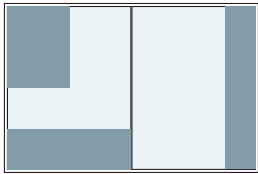
1/1 page
Type area W 185 x H 250 mm
Trim size* W 210 x H 280 mm



1/2 page horizontal
Type area W 185 x H 123 mm
Trim size* W 210 x H 137 mm



1/3 page horizontal
Type area W 185 x H 81 mm
Trim size* W 210 x H 95 mm



1/4 Seite
Type area W 90 x H 123 mm
Trim size* W 102 x H 137 mm

1/4 page horizontal
Type area W 185 x H 60 mm
Trim size* W 210 x H 74 mm

1/4 page vertical
Type area W 43 x H 250 mm
Trim size* W 55 x H 280 mm

Editorial section
b/w, 2c, 3c, 4c
10.900,- €

5.900,- €

4.000,- €

2.900,- €

U2 12.900,- €
U3 10.900,- €
U4 12.900,- €

*on the trim size please add 4 mm bleed

Cross gutter ads: Two separate pages must be supplied for ads to be printed across gutter. Do not forget trapping. Bleed advertisements: Graphic and text elements must be positioned at least 1.5 cm from the outer edge for bleed advertisements.

All prices are quoted without VAT; bleed and spread bleed printing are not charged for. Please contact us for other formats.

An additional link in the ePaper of the WEKA own apps (Google Play and App Store) is possible for 200 euros

Test seal – please contact us regarding the price list

IT-BASIS KOMBİ Die perfekte Titelkombination von PC Magazin und PCgo bei maximaler Reichweite! Nur 6 % Überschneidung (ACTA 2015) Sofort-Kombirabatt von 20 % schon ab der ersten Schaltung

AD INSERTS AND EDITORIAL SUPPLEMENTS

Sample in triplicate to the publisher

Beilagen

not discountable
min.
W 105 x H 148 mm
max.
W 190 x H 270 mm

105,- € % up to 25 g (plus postage or shipping). € 8.50 for each additional 5g or part thereof. Partial inserts € 125 %. Minimum order for partial print runs/insert splitting: 20,000 copies. Positioning: undefined

Sample in triplicate to the publisher

Beihefter

not discountable
min.
B 105 x H 148 mm
max. magazine size
B 210 x H 280 mm

4 pages 90,- € %
up to 8 pages 120,- € %
up to 12 pages 140,- € %
up to 16 pages 150,- € %

Larger volumes on request

Office 365 – Das große Themen-Special

Office 365 Microsoft

Für die ganze Familie zu jeder Zeit, an jedem Ort

INKLUSIVE: 20 GB Online-Speicher 60 Min. skype gratis

In Kooperation mit PC Magazin PCgo

Format A4: W200 x H 270 mm Format A5: W148 x H 210 mm Oversize format possible

Editorial independent and exclusively sponsored booklets by one supplier on a special topic. Conception, creation and layout included at incomparable prices. Feel free to ask for an attractive offer!!

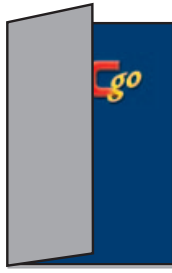
SPECIAL ADVERTISING



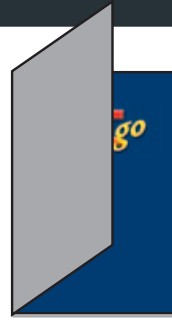
Title-Banderole



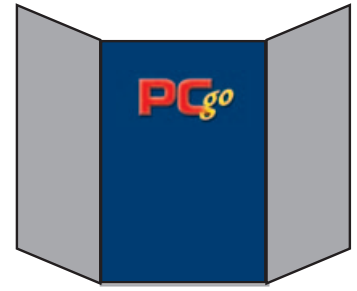
Tip-on-Card



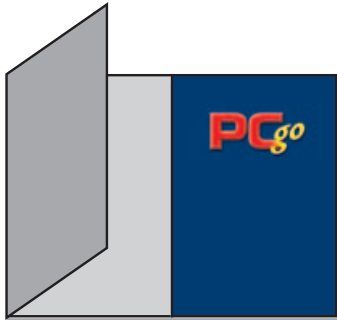
Flap



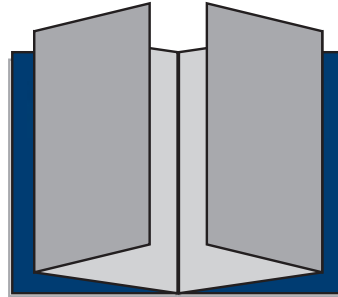
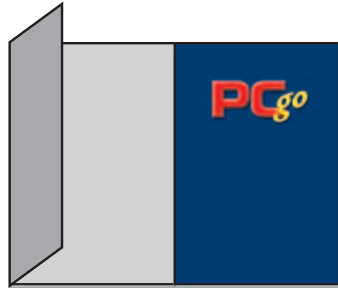
Fake Cover



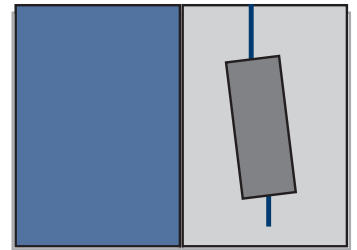
Title-altar fold



Cover page-Gatefolder 3-sided



Inside-gatefolder 4-,6- or 8-sided



Bookmark

TECHNICAL DATA

Delivery dates for CD/DVD, contact cards, special inserts

2 working days after deadline for copy/artwork.
Printed materials need to be delivered heading in the same direction.

Delivery address

on request

Printing process, processing

4-c web offset printing on the Euroscale, saddle stitch. Please request our reproduction and proof instructions. We assume no liability for colour tolerances inherent in the printing process

Paper/ICC profile

Cover: 170 g/sq m glossy image paper, ICC-profile: isocoated_v2_eci.icc (Fogra 39L)
Content: 49 g/sq m improved newsprint, ICC-profile: PSO_INP_Paper_eci.icc (Fogra 48L)

Trimmed format

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

Copy and digital data transmission

Please send us your digital data on data carrier, via e-mail or FTP. Please request the exact specifications and further details from your contact person. File names must be assigned as shown in the example below. Advertising customer_GO_edition (example Samsung_GO_01_18)

Your contact for copy/artwork and digital data transmission

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SPECIAL EDITIONS

Use our special edition service and profit from our editorial reporting to generate even greater benefit for your company. We will design your special print edition (115 g/sq m wood-free white, glossy, illustration print) with your company logo and on request with additional information from your company.

Please contact our Advertising Sales Department to get all information on ad rates, formats, circulation or individual designs: phone: +49 89 25556-1172 • trichter@wekanet.de

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