

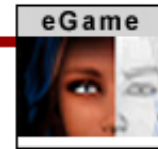
Stand 02/2009

MEDIADATES

PRINT/ONLINE

The **branch medium** for:

- ▶ **Mobile**
- ▶ **eGames**
- ▶ **IPTV**
- ▶ **Social Media**



BASICS

Since 2003 the expert publication GFM Nachrichten informs the reader about digital entertainment marketing. It addresses the reader from the media, advertising, brand, mobile and games industries.

THEMES Print & Online

MOBILE, eGAMES, IPTV, SOCIAL MEDIA

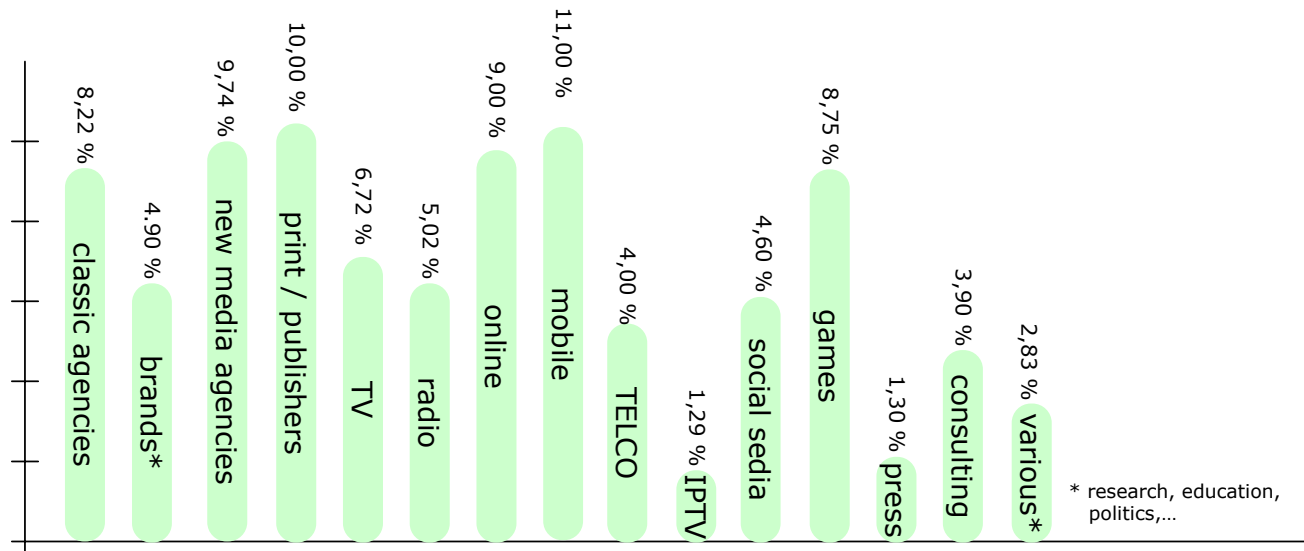
- well-funded reports
- survey of the market
- exclusive studies
- case studies
- legal background
- job advertisements
- corporate news
- corporate register
- personalia
- video content, interviews





AUDIENCE

Our readers belong to the brand, advertising, agency, media and mobile-related industry. Due to the clearly structured layout and the short, pinpointed informations many readers use this publication als a work of reference.





PRINT = RANGE / FACTS

- 15.400* readers per issue
- 6 issues p.a., 4c, 20-32 pages

Technicals:

Extent: 20 - 32 pages
Format: 210 x 297 mm
Colour: high quality 4c print
Paper: 130 g/qm
Print technology: offset
Print edition: 9.500 exemplars
Appearance: 6 / year

Distribution GfM Nachrichten-Print:

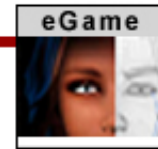
- 2.100 brand articles, media- & advertising agencies
- 1.500 media (broadcasting, TV, print, film, music)
- 2.100 interna: mobile, eGame, IPTV, developers, social developers
- 300 politics, research and others
- 400 journalists
- remaining: distributionat congresses and trade fairs

Print documentation:

Delivery of the data in a printable (300 dpi) PDF-format, eps, tif, jpg, gif as well as an obligatory hard copy. The following software can be used: Adobe Photoshop, QuarkXpress.

Data transmission: anzeigen@gfm-nachrichten.de



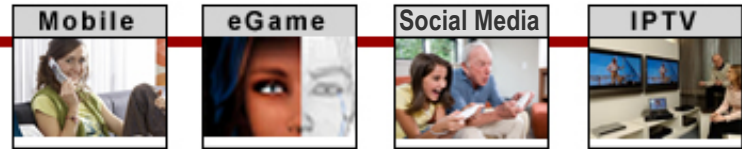


PRINT APPOINTMENTS 2009

The GFM Nachrichten print issue is released six times a year. The dates of publication are coordinated with the important national branch events. Such is guaranteed the high actuality of the topics and cases and the increased range concerning congresses and trade fairs.

Issue	EPD	DDfPD
Issue 18	04. November 2008	23. October 2008
Issue 19	27. March 2009	26. February 2009
Issue 20	03. July 2009	26. June 2009
Issue 21	03. September 2009	27. August 2009
Issue 22	20. November 2009	02. November 2009





PRINT PRICES

The GFM Nachrichten print issue offers companies from the mobile, eGame, IPTV and social media industry the ideal platform for advertising their products and services. Based on their premium auditorium the GFM Nachrichten is also a very interesting environment for brands and agencies.

Format in mm breadth x height	Basic price 4c in €	Adress/ Contact person
One-sided (A4) 210 x 297 mm	1.950,00 €	Adress: 11 Prozent Communication Postfach 11 45 D-85421 Erding Tel: +49 (0)8122 – 955 625 Fax: +49 (0)8122 – 955 627 Contact person ads: Carsten Szameitat c.szameitat@11prozent.de Alle Preise zzgl. MwSt.
½ side (edge-sloping) 210 x 150 mm	1.350,00 €	
-or- in 4 columns 190 x 138 mm	1.250,00 €	
in 3 columns 141 x 87,3 mm	870,00 €	
in 4 columns 190 x 41,15 mm	650,00 €	
Adress entry	90,00 €	





ONLINE MEDIADATA

Since 2003 the expert publication GFM Nachrichten informs about digital entertainment marketing. It addresses the reader from the media, advertising, brand, mobile and games industries. Since June 2008 it is also found online – specialized in the mobile, eGames, IPTV and social media industries.

Take out your ad there, where it meets the proper target audience – **without wastage!**

We will be glad to consult you:

Advertising service GFM Nachrichten

Tel. : +49 (0)8122 – 955 625

FAX : +49 (0)8122 – 955 625

Mail: anzeigen@gfm-nachrichten.de





ONLINE = REACH / FACTS

- Monthly **Page Impression (PI) 33.400**
- Weekly newsletter to **8.400 readers/week***
access to online sites: 2.500 visitors/month*
- Management/CEO/executives: 31%, Executive employees: 17%
Business Development: 16 %, Marketing: 26%, Press/Media: 10%
40% of these with budged decsion authority
- NEW: **job market** - Mobile, eGame, Social Media, IPTV
- Company profiles, personalia



www.gfm-nachrichten.de

Seitenzugriffe für alle Besucher

28.06.2008 - 28.07.2008

Vergleichen mit: Website





ONLINE PRICES

All prices excl. sales tax

Placement	Banner size (in pixel)	Prices
Newsletter:		
Newsletter in the categories: Mobile, Social Media, IPTV, eGame	468x60	350,00 € / week
upper side band	120x400	450,00 € / week
Website:		
permanent right band	137x600 120/600 oder 120x400	380,00 € / month
permanent upper side band	468x60	350,00 € / month
text-banner below	468x60	180,00 € / week
permanent picture-logo-banner	120x120	250,00 € / month
Job Market:		
Job advertisement	2 x Newsletter / 6 weeks on the website	350,00 €
Flatrate Job advertisement		3.500,00 € / year



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GFM Nachrichten

c/o 11 Prozent Communication
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D-85421 Erding

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Contact person ads

Carsten Szameitat
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