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com! – The magazine for technically advanced computer users

Germany's high-circulation monthly PC-title writes about technical innovations in computing and the internet. Readers of com! are highly motivated, applications-oriented with a strong buying potential. The editorial contents of com! is news-oriented with background information and test reports and is as well a guidebook with a high benefit for ambitious computer users.

com! – Special Issues

Additional to the monthly issues, com! also publishes several special issues a year offering in-depth information about topics that are of special interest of the readership. The reader gets the entire knowledge about a certain topic – compressed and beneficial. Readers of our special issues represent a highly-qualified target group with purchasing power.

- News** up to date information, more than just the news
- Computing** PC-applications
- Internet** everything around the technical side of the internet
- Test Reports** test reports to help to find the most suitable products
- Tips & Tricks** solutions for difficult PC problems
- CD/DVD** all programmes and data that the reader needs in addition to the magazine

Rates & Ad Sizes

Trim size: 210 mm wide x 280 mm high
 Type area: 175 mm wide x 231 mm high **Bleed: 5 mm**

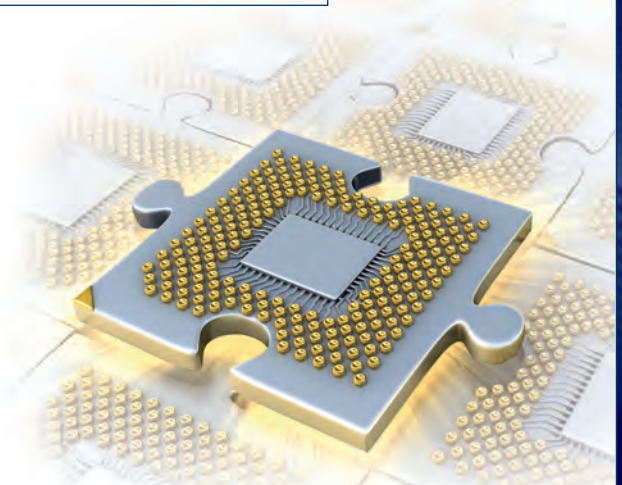


Sizes Editorial Section	Trim size (width x height mm)	Basic Rates (b/w – 4c) in Euro com! Das Computer-Magazin	Basic Rates (b/w – 4c) in Euro com! Special Issues
2/1 page spread	420 x 280	24,720	10,200
1/1 page	210 x 280	12,360	5,100
2/3 page vertical / horizontal	132 x 280 / 210 x 176	8,240	3,400
1/2 page vertical / horizontal	105 x 280 / 210 x 137	6,180	2,550
1/3 page vertical / horizontal	72 x 280 / 210 x 98	4,120	1,700
1/4 page vertical / horizontal	61 x 280 / 210 x 79	3,090	1,275
1/6 page vertical / horizontal	55 x 113 / 175 x 39 Type Area Size	2,060	850
1/8 page vertical / horizontal	43 x 116 / 175 x 29 Type Area Size	1,545	640
Sizes PC Shop			
1/1 page	210 x 280	2,060	
1/2 page vertical / horizontal	105 x 280 / 210 x 137	1,030	

Discounts

Frequency Discounts	
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24 pages	25%



Publication Schedule

com! Das Computer Magazin – Main Issue



Issue No.	Publication Date	Booking / Material Deadline	Features	Specials / Trade Shows
2/12	Jan. 5, 2012	Dec. 9, 2011	USB	
3/12	Feb. 3, 2012	Jan. 10, 2012	Tax Programmes	
4/12	March 2, 2012	Feb. 7, 2012	Networks	CeBit March 6 – 10, 2012
5/12	April 5, 2012	March 12, 2012	Security	
6/12	May 4, 2012	April 5, 2012	WLAN/Routers	
7/12	June 1, 2012	May 4, 2012	Mass Storage	Copytest with Eyetracking
8/12	July 6, 2012	June 12, 2012	Internet	
9/12	Aug. 3, 2012	July 10, 2012	Networks	Gamescom, Aug 16 – 19, 2012 IFA Aug. 31.- Sept. 5, 2012
10/12	Sept. 7, 2012	Aug. 13, 2012	Storage	Photokina Sept. 18.-23, 2012
11/12	Oct. 5, 2012	Sept. 10, 2012	Security	
12/12	Nov. 2, 2012	Oct. 8, 2012	Printers	Copytest with Eyetracking
1/13	Dec. 7, 2012	Nov. 13, 2012	Internet	Christmas-Promotion

com! Special Issues



Issue No.	Publication Date	Booking / Material Deadline	Features
1/12	Feb. 24, 2012	Jan. 26, 2012	NAS-Servers
2/12	April 27, 2012	March 27, 2012	USB
3/12	June 29, 2012	May 30, 2012	Networks
4/12	Aug. 31, 2012	Aug. 1, 2012	Windows
5/12	Oct. 26, 2012	Sept. 26, 2012	Professional Knowledge
6/12	Dec. 28, 2012	Nov. 26, 2012	Networks

com! Step by Step – Manuals



Issue No.	Publication Date	Booking/Material Deadline	Features
1/12	March 30, 2012	Feb. 28, 2012	Virtual PCs
2/12	June 29, 2012	May 25, 2012	Windows 8
3/12	Sept. 28, 2012	Aug. 28, 2012	Fritz-Box
4/12	Dec. 28, 2012	Nov. 22, 2012	Ubuntu

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