

com-magazin

Die Computer-Seite



valid from January 1, 2011

Rate Card 2011 Online

www.com-magazin.de

The screenshot shows the website's layout with a red header and navigation menu. The main content area features several news items:

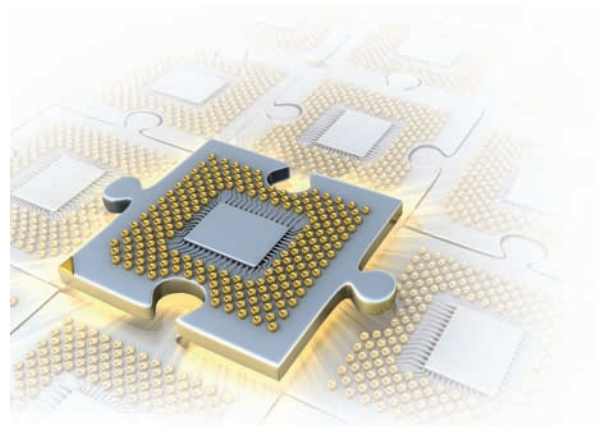
- Und der Testsieger ist HP.** (HP advertisement)
- Böse Lücken in Safari 5** (Security news article)
- Weitere Sicherheits-News** (List of security updates)
- Best of HDTV** (Advertisement for HDTVs)
- 50% Rabatt** (Promotional banner)



com! - Das Computer-Magazin

Neue Mediengesellschaft Ulm mbH was founded in 1983 and is part of the publishing group Ebner Ulm.

Ebner group publishes trade journals and special-interest magazines, runs various online portals and organizes trade shows and events. With 102 magazines in total, Ebner group reaches a circulation of more than 7.4 million copies per year.



Neue Mediengesellschaft Ulm mbH publishes some of the leading special- and general-interest magazines with connected online portals, like i.e.

com! Das Computer-Magazin A high-circulation magazine for technically-advanced computer-users

MACup The leading trade journal for professional and dedicated Apple-users

Magazines covering subjects like internet / internet programming and telecommunications as well as trade fair magazines are completing the portfolio of Neue Mediengesellschaft Ulm mbH.

Factsheet

com-magazin.de is the website of com! Das Computer-Magazin, one of the top-selling computer magazines in Germany and Europe.

Highly qualified target group: Professional and ambitious computer users as well as IT-professionals who are also corporate decision makers / persons responsible for corporate IT / advanced users / innovative trendsetters and enthusiasts of a digital lifestyle.

USPs:

- Outstanding acceptance within the target group
- Users of com-magazin.de are opinion leaders
- Editorial focus on the specific information needs of the users (news, decision support, test reports, guides, security check, solutions and applications as well as tailor-made software programmes etc.)
- Editorial newsletters with > 50,000 qualified subscribers
- Mailing list of > 22,000 subscribers for exclusive, stand-alone information
- Excellent opening rates: 40-50% on average
- The only brand with overall growth rates
- With an additional business section on com-magazin.de

Highly qualified newsletter subscribers:

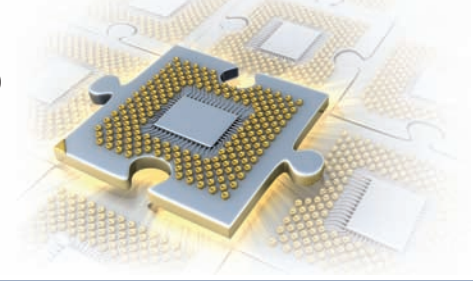
In total we have more than 70,000 qualified addresses available. 22,000 addresses can be used for stand-alone mailings.

User Structure:

- 89% are male
- 73% are experienced users, computer and IT professionals, experts and professional trendsetters
- 68% are responsible for corporate IT and are also involved in purchasing decisions
- 89% are online shoppers
- 67% set a high value on technical devices being state of the art and are interested in innovations and technical details
- 54% have already build up a home network and have various PCs linked with each other

Figures:

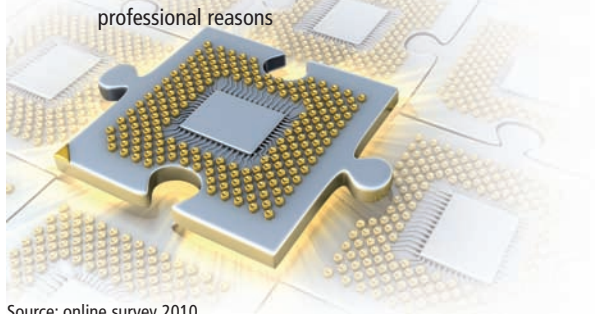
- Page Impressions: 900,000
- Visits: 240,000



Target-Group of com-magazin.de

User Profile

- 89 % of the users are men
- 68 % are also IT decision-makers
- 8 % of all users are responsible for investments of more than 125,000 Euros and
- 15 % of more than 50,000 Euros
- 32 % of the users dispose of 500 Euros + free spending money per month
- 33 % dispose of a monthly net-income of 3,500 Euros +
- 73 % of the users are advanced users, computer- and IT-professionals as well as experts and professional trendsetters
- 82 % of all com-magazin.de-users are advisers
- 84 % are using the internet several times a day for both private and professional reasons



Source: online survey 2010

Product interest

- Mobility** 72 % of the users own a notebook or are planning to buy one
74 % are already using a WLAN-access
- Home Network** 47 % have already installed a network at home
54 % are interested in linking the PC with other devices like TV or home entertainment devices
- Security** due to an intensive usage of the internet and critical online applications, security topics are of high relevance to the users
- Innovations** for 77% of the users it is important that their technical devices are state of the art and
66% are interested in technical details about their computer
- Online-Shopping** 89 % are online shoppers;
58 % are planning to buy even more online
37 % shopped online 10 times and more within the past 12 months
- Broad Interests** Users are also interested in topics like photography, video/DVD, telecommunications, automobiles and sports.

Rates / Formats

Format	Pixels	Technical Data	CPM
Leaderboard	728 x 90	40 KB	50 €
Skyscraper	160 x 600	40 KB	50 €
MPU / Medium Rectangle	300 x 250	40 KB	70 €
XXL MPU / Medium Rectangle	500 x 250	40 KB	80 €
Billboard	800 x 100	40 KB	70 €
XXL Billboard	800 x 250	40 KB	80 €
Tandem Ad / Hockeystick (Sky + Leaderboard)	160 x 600 / 728 x 90	on request	70 €
Wallpaper	728 x 90 / 160 x 600 plus background	40 KB	85 €
Flash Layer	on request	40 KB	80 €
Pagepeel	on request	40 KB	80 €
Microsite / Advertorial	on request	on request	on request
Video Ad / Webcast / Podcast	on request	on request	on request
Editorial Special	on request	on request	on request

Minimum booking value: 1,500 Euro

Format	Pixels	Technical Data	CPM
Newsletter Advertising			
Text Banner	Max. 300 characters + link	40 KB	1,500 € per booking
Leaderboard (Gif-Format)	728 x 90	40 KB	1,000 € per booking
MPU / Rectangle (Gif-Format)	300 x 250 / 336 x 280	40 KB	1,500 € per booking
MPU in navigation menu (Gif-Format)	156 x 60 up to 156 x 220	40 KB	800 € per booking
Stand-Alone-Newsletter			
Mailing (HTML-Format)	width: max. 800 pixels	up to 500 KB	0.35 € per address
Promotion Ads			
Content Box	210 x 100	40 KB	10 €

Delivery of advertising material 4 days prior to start of the campaign

Delivery address for advertising material:

doris.hollenbach@com-magazin.de

Phone: +49 89 74117 669

Discounts	
From 10,000 Euros	5%
From 25,000 Euros	10%
From 50,000 Euros	15%
From 75,000 Euros	20%
From 100,000 Euros	25%

Discounts refer to a period of 12 months

Surcharge for expandable advertising formats

- mouseover expandable 15 €
- pre-expandable 25 €

Technical Data

- Free banner change once a week
- Layer formats need a special exit button
- Sound only by user request and in combination with on/off button
- All regular data formats
- Frequency capping possible
- Miscellaneous targeting options

www.com-magazin.de



Editorial Newsletter

Subjects Security
Tips & Tricks

Frequency weekly on Tuesday
(Security)
and Thursday
(Tips & Tricks)

Circulation about 50,000 subscribers

User Profile 89% male
66.3% 30 to 59 years old
90.5% advanced/professional users
68% IT decision-makers

Product Interest 76.9% computers
64.0% digital photography
62.1% notebooks/subnotebooks
58.1% peripherals
53.5% DSL
45.1% network components

Special Newsletter

Independent editorial content focusing your environment is sent out to our entire qualified base of subscribers.

Direct Marketing within the target group of IT decision makers and computer professionals

Circulation: More than 22,000 registered and highly qualified subscribers, who gave a double opt-in to receive third party information.

Get in touch with this highly qualified target group and convince them with your advertising message following your corporate design and layouted in the look and feel of your company and your brand.

Stand-alone mailings stand out due to their excellent performance.



Kaspersky Internet Security 2011

Sehr geehrte(r) Richard Hülsberg,

In der Flut des Internets schützt Kaspersky Internet Security 2011 Sie und Ihre Familie jederzeit zuverlässig – bei der Arbeit, beim Online-Banking, beim Online-Einkauf oder beim Spielen. Viren, Hacker und Spam haben so keine Chance mehr.

JETZT TESTEN **JETZT KAUFEN**

Testen und bestellen Sie noch heute den Rundum-Schutz für Ihren PC:

- Proaktiver Echtzeit-Schutz vor Viren, Hackern und Spam
- Neuer sicherer Browser in geschützter Umgebung
- Permanenter Schutz Ihrer digitalen Identität
- Umfangreiche Kindersicherung
- Und vieles mehr...

MEHR INFO



FONIC Das ist die Wahrheit.

Mobil ins Internet - mit der fairen Tarif Innovation.

Maximal **25€ / Monat** **2,50€** / Tagstrom

Sehr geehrte(r) Richard Hülsberg,

den ganzen Tag surfen, E-Mails abrufen und chatten – was und wann Sie wollen. Und das immer zu einem günstigen Preis. Die Tagesrate von 2,50€ zahlen Sie nur, wenn Sie auch wirklich ins Internet gehen. Sind es im Monat mehr als 10 Tage, kommt der FONIC-Kostenschutz ins Spiel: Sie zahlen also nie mehr als 25 € im Monat. **Sichern Sie sich jetzt den Surfstick zum Aktionspreis.**

Für kurze Zeit: Der Surfstick zum Aktionspreis **39,95€** / **59,95€**

In 3 einfachen Schritten zum Surfstick:

1. FONIC Surf-Stick anschließen
2. Integrierte SIM-Karte freischalten
3. Line getätigt – mobil ins Internet, wenn und wo Sie wollen.

JETZT BESTELLEN! **JETZT INFORMIEREN!**

FONIC – VON UNABHÄNGIGEN EXPERTEN AUSGEZEICHNET

Computer **TARFTIPP**



com! Mit freundlicher Empfehlung... **audible.de**
Hörbücher und Audiomagazine zum Download

iPod nano mit Multi-Touch für nur 69€ im Hörbuch-Jahresabo

kostenlos Lieferung

Mehr erfahren

Liebe(r) Richard Hülsberg,

Hier kommt das ideale Angebot, wenn Sie Lust auf regelmäßiges Hörbuchhören haben: Unser **Hörbuch-Jahresabo** mit dem besten aus iPod nano Multi-Touch (6GB)

- Sie erhalten 12 Monate lang jeden Monat ein Hörbuch Ihrer Wahl für monatlich nur 9,95 Euro – egal, wie viel die Hörbücher regulär kosten.
- Dazu bekommen Sie einen nagelneuen iPod nano mit 8 GB Speicherplatz für nur 69 Euro anstatt 159 Euro (UVP). Sie sparen 90 Euro!
- Nach Ablauf der 12 Monate ist das Abo jederzeit monatlich kündbar.
- Die Lieferung Ihres iPods ist kostenlos.

Hier erhalten Sie mehr Informationen zum Angebot.

Sichern Sie sich jetzt den iPod nano mit Multi-Touch für nur 69 Euro!

Hörbuch | Hörmagazine | MP3s

Die Fragen zu dem Inhalt dieser E-Mail lösen, so werden Sie sich Hilfe an den Anbieter, der Sie über diese E-Mail informiert und nicht an den Absender/die Absenderin. Bitte ausschließlich innerhalb dieser Nachricht an: Regressanträge gegen die Neue Welt-Verlagsgesellschaft GmbH

com! – the ideal platform for cross-media communication

Integrated networked campaigns as well as the multi-channel addressing of target groups assure not only a promotional success, they also offer the opportunity to directly start interacting with the users of this well-known German media brand*.



Individual Solutions

No matter whether it is below- or above-the line advertising, print, online or offline, we are using all disciplines and media channels to distribute your message and to position your company.

Tailor-made to the needs of technically advanced users / readers com! Das Computer-Magazin offers print advertising in the magazine as well as cross-media advertising options like advertisements/promotions, cooperations, programmes, teasers, branding or video-ads on CD/DVD or on our website etc.

Please get in touch. We will be pleased to carry out an individual offer for you adjusted to your specific targets and needs.

Contact:

Doris Hollenbach

Phone: + 49 89 74117 669

e-Mail: doris.hollenbach@com-magazin.de

*one of the best-sold computer magazines in Germany

Contact

com-magazin
Die Computer-Seite 

Neue Mediengesellschaft Ulm mbH

Bayerstr. 16a ■ D-80335 München

Phone: +49 89 74117-0 ■ Fax +49 89 74117-260

Doris Hollenbach

Key Account Manager

Phone: + 49 89 74117 669

Mobile: +49 176 78113332

e-Mail: doris.hollenbach@com-magazin.de



The screenshot shows the website interface for 'com-magazin Die Computer-Seite'. At the top, there is a navigation bar with 'Aktuell', 'Tipps', 'Sicherheit', 'Forum', 'Hefte', 'Abonnement', 'Archiv', and 'Business'. Below this, a main article titled 'Böse Lücken in Safari 5' is displayed, dated 11.09.2010. The article text states: 'Apples Browser Safari hat in den aktuellen Versionen für Windows und Mac schwere Sicherheitslücken. Der Hersteller hat die Probleme mit einem Update beseitigt. Weiter >>'. To the right of the article are several sidebars: 'com! Newsletter' with a 'Tipp Newsletter' and 'Sicherheits-Newsletter' option; 'com! Newsfeeds' with 'com! - Tipps' and 'com! - Sicherheits-News'; an advertisement for 'BEST OF HDTV' by 'EUROONICS'; and 'com! Business-News' with the headline 'Microsoft-Manager Elop geht zu Nokia'. The top of the page features a banner for 'HP' with the slogan 'Und der Testsieger ist HP.' and a date '01/2005'. A search bar and a 'LOS' button are also visible.