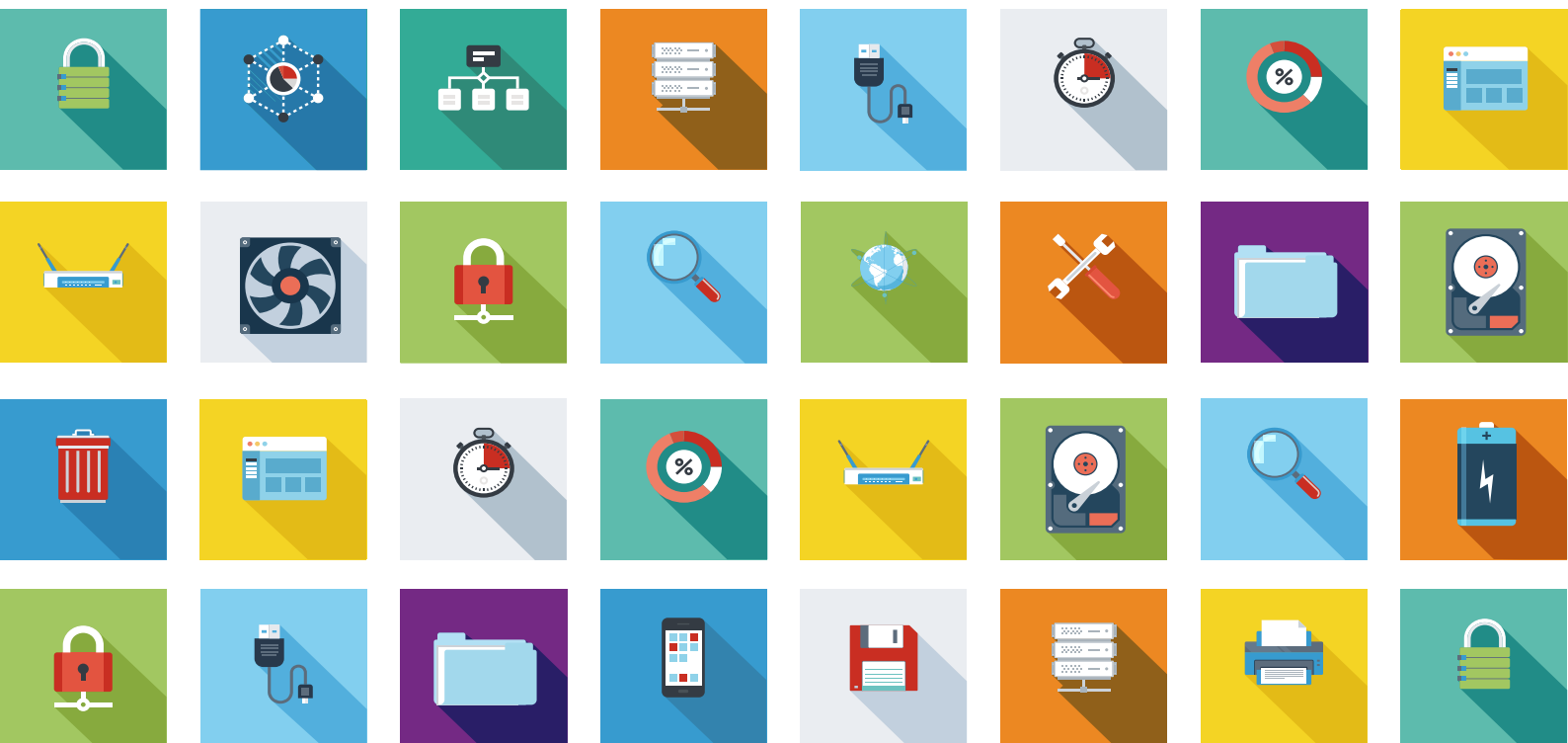




Neue
Mediengesellschaft
Zürich AG

2019 Media Data Special editions – print

valid from 1 January 2019



Concept

PCtipp Special: compact, informative, useful

PCtipp offers two special editions every year: One in the summer on multimedia and home electronics, and the other in the winter in which we present the 100 best products of the year from all the key hardware and software categories. The special editions focus on items with a high utility to readers. This ensures an above-average and long-lasting level of attention. The high-quality paper and longer selling period at kiosks also take this fact into account.

Target group: Men and women of all ages, with high purchasing power and brand awareness. They are interested in new products and innovations, and often buy the latest

ones. They value design, have the necessary financial means and regularly invest in new products.

Print run: 70,000 copies

Distribution: The PCtipp Special is available at kiosks, and in the Apple App Store and Google Play Store. In addition, the PCtipp Special is delivered to subscribers of PCtipp together with the standard edition of PCtipp.

Published: 2x each year

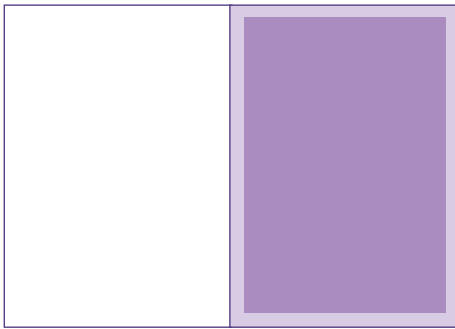
Retail price: CHF 6.50

Issue	Month	Focus	Publication date	Advertising deadline	Print material deadline (at 09:00)
1/2019	June	Multimedia	31 May 2019	13 May	15 May
2/2019	December	Top-100 products	22 November 2019	4 November	7 November



Prices and formats

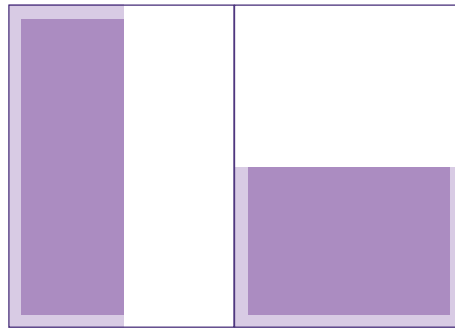
Advertising prices and formats



1/1 page
bleed edge: 210 × 297 mm
Type area: 184 × 271 mm CHF 11,000

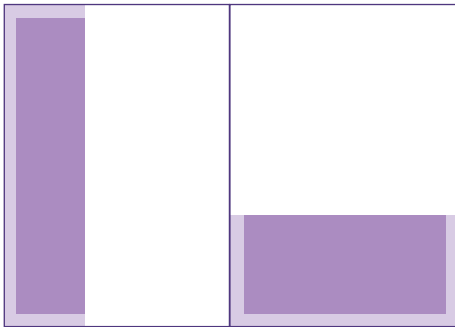
Inside front cover
bleed edge: 210 × 297 mm
Type area: 184 × 271 mm CHF 13,000

Back cover
bleed edge: 210 × 297 mm
Type area: 184 × 271 mm CHF 14,000



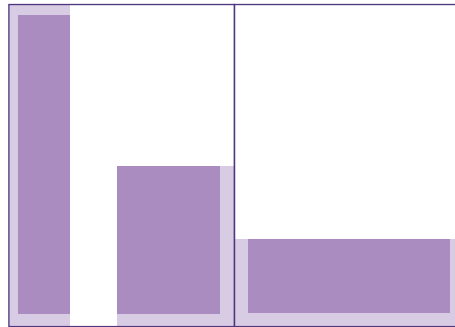
1/2 page landscape
bleed edge: 210 × 146 mm
Type area: 184 × 133 mm
with display advertisement: CHF 6,900

1/2 page portrait
bleed edge: 102 × 297 mm
Type area: 89 × 271 mm
with display advertisement: CHF 6,900



1/3 page landscape
bleed edge: 210 × 100 mm
Type area: 184 × 87 mm
with display advertisement: CHF 5,700

1/3 page portrait
bleed edge: 71 × 297 mm
Type area: 58 × 271 mm
with display advertisement: CHF 5,700



1/4 page landscape
bleed edge: 210 × 77 mm
Type area: 184 × 64 mm
with display advertisement: CHF 4,500

1/4 page portrait
bleed edge: 55 × 297 mm
Type area: 42 × 271 mm
with display advertisement: CHF 4,500

1/4 page half-portrait
bleed edge: 102 × 146 mm
Type area: 89 × 133 mm
with display advertisement: CHF 4,500

Mass of the bleed-edge advertisements without trim;
trim: plus 3 mm on all four sides

Prices and formats

Advertorials



1/1 page
184 × 271 mm
CHF 11,000

**1/2 page with
display advertisement**
landscape: 184 × 133 mm
CHF 6,900

Discounts and commissions

Placement surcharge:

15 % on placement regulations

Agency commission (BK 1):

5% for media and advertising agencies entitled to commission

Colour surcharges:

All prices apply for 1 to 4-colour advertisements

VAT:

All prices plus 7.7 % VAT

Restriction:

Sales figures on the two PCtipp special editions is not included in PCtipp expenditure

Repeat discount:

With simultaneous ordering and without format change for commercial advertisements

2 ×	10%
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Inserts and supplements

Inserts

- Formats:** At least 105 × 148 mm (A6), maximum 200 × 287 mm
- Weight total:** At least 7.5 g, maximum 100 g
- Paper weight:** with A6 120 g/m², individual sheet at least 120 g/m², 8 pages maximum 80 g/m², 16 pages maximum 50 g/m²
- Fold:** no altar or leporello fold, longer side closed

Supplements

- Formats:** At least 105 × 148 mm (A6), maximum 210 × 297 mm plus 4 mm top bleed
- Fold:** Rear half of the sheet 10 mm gripper fold and closed at top, no zigzag or leporello fold, longer side closed
- Cutting:** Unfolded and untied layers 80 –100 mm. If smaller than Issue format, cut at the right and bottom to definitive format. Stacked with the first page upwards.
- Sample:** Before acceptance of the order, the binding presentation of two samples with weight and size information is required.

Design, delivery, surcharge

- Design:** Supplements and inserts must be clearly different in design from the editorial part
- Sample:** before acceptance of the order, two binding samples with weight and size specifications are required
- Surcharges for brochures with third-party advertisements:** Supplements containing advertisements from companies that are not identical to the ordering company will be subject to surcharges (based on the advertising value). Up to three advertisers – 25 %, four or more advertisers – 50 %

	Total print run		Large or partial print run (price per 1000) ³⁾	
	up to 25 g	up to 50 g ¹⁾	up to 25 g	up to 50 g ¹⁾
Inserts				
Postage costs ⁴⁾	CHF 5,830	CHF 5,830	CHF 110 ²⁾	CHF 110 ²⁾
Technical costs ⁴⁾	CHF 2,400	CHF 2,400	CHF 32	CHF 32
Advertising value	CHF 16,500	CHF 19,875	CHF 220	CHF 265
Total	CHF 24,730	CHF 28,105	CHF 362	CHF 407
Supplements				
Postage costs ⁴⁾	CHF 636	CHF 1,272	CHF 12 ²⁾	CHF 24 ²⁾
Technical costs ⁴⁾	CHF 2,400	CHF 2,400	CHF 32	CHF 32
Advertising value	CHF 21,375	CHF 25,425	CHF 285	CHF 339
Total	CHF 24,411	CHF 29,097	CHF 329	CHF 395

¹⁾ higher weights on request ²⁾ only applies to postal delivery

³⁾ partial booking of at least 20,000 copies according to postcode. Split surcharge 10% ⁴⁾ not entitled to discounts and commissions

Date: December 2018

Technical data

Delivery of the inserts and supplements

Delivery: Special 1/2019: **13 May 2019**, Special 2/2019: **4 November 2019**
Delivery must be notified in advance

Delivery address: AVD GOLDACH AG, Barbara Neuhauser, Sulzstrasse 10-12, 9403 Goldach

Goods receipt: Monday-Friday, 07:30-11:00 and 13:30-16:30

Telephone: +41 71 844 94 11

Indicate Computerworld, issue and delivery quantity on delivery notes.

Technical data

Issue format: 210 × 297 mm

Type area: 184 × 258 mm on editorial pages, 184 × 271 mm on pure advertisement pages

Print: Offset

Screen ruling: 60

Colours: 4-colour euroscale, UCR value: max. 320 %.

Bleed-off advertisements: 3 mm trim on all outer sides

Production costs: Typesetting and artwork is not included in the insertion prices and will be charged according to time and effort.

Current information and settings can be downloaded from: www.avd.ch (customer zone, download)

Digital data

If possible, create as a high-end PDF (embed fonts). PC/Windows only as PDF or TIFF file.
Mixed and pantone colours must already be redefined in scale colours (CMYK) in the delivered data.
Used logos, images and fonts must be supplied in the same folder

Programs: All current graphics and layout programmes

Data control: For the data control, we require in all cases a copy of the advertisement (proof, laser print, etc.) that complies with the data delivered. If we do not receive this in good time, we decline all responsibility for the correct publication

Data administration: Data media supplied will only be returned on request. Data media will be deleted or destroyed respectively 3 months after the last publication

Digital templates: If possible, create as high-end PDFs (embed fonts)

Transfer of printing material

Directly to the publishers: anzeigen@nmgz.ch

Preferred data media: CD-ROM. Others possible by arrangement. A true-colour proof, adapted to the printing conditions, on a medium similar to that of the print run, with the Fogra media wedge, is to be enclosed with the data media

About us - Neue Mediengesellschaft Zürich AG



Magazines

Practical experience, purchasing consulting, market analyses and case studies for users, SMEs and IT decision-makers: The magazines PCtipp and Computerworld cover the entire spectrum.

Special issues

Our special issues focus on interesting topics and provide key decision-making aids.

PCtipp

Multimedia special: Practical tips and buyer's guides on all aspects of home electronics, photography and PC gaming

Top 100: the best hardware and software of the year

Computerworld

Top 500: the ranking of the largest IT companies in Switzerland

Swiss IT: a comprehensive analysis of the entire Swiss IT market

IT-People: Pioneers in Digitalisation

Swiss Leader: the bridge to top management



Online/mobile

Each month, our attractive websites attract more than one million visitors - whether to Computerworld.ch, PCtipp.ch or Onlinepc.ch, We reach all IT-savvy target groups, from home users and business decision-makers to multimedia enthusiasts.

Social media

With state-of-the-art, context-based solutions and networked models, NMGZ offers numerous ways of targeting IT-savvy and technophile groups on social media platforms.



Events

Practical information on current topics, decision-making aids and success stories for IT users and decision-makers.

The ideal platform for exchanging experiences.

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