

making games

FACTS

MAKING GAMES MAGAZIN

- Circulation: ~ 6,000
- Readers: ~ 10,000
- Central Europe's largest and most relevant magazine for Game Developers
- Official Media Partner of GDC, GDC Europe, Casual Connect, Quo Vadis, Deutscher Entwicklerpreis, and more
- Official Partner of »G.A.M.E. – Bundesverband der deutschen Games-Branche«
- Also available as tablet magazine, available in German and English, marketed world wide

FACEBOOK.COM/MAKINGGAMES

- Fans: more than 12,600
- Europe's largest Game Developer Community on Facebook (Compared to develop with 3,400 and gamesmarket with 1.300)

MAKINGGAMES.BIZ

- Unique Visitors: approx. 10,000
- Germany's largest website about Game Development
- Relaunch and internationalization in 2014, entire website available in English

KEY PLAYERS (WWW.KEYPLAYERS.DE)

- Circulation: 12,500 copies (The directory with the largest circulation in the games industry world wide)
- Official Media Partner of GDC, GDC Europe, Casual Connect and E3 (the book is distributed by media outlets during these events)
- Free iPad app: <https://itunes.apple.com/de/app/key-players-2013/id580467724?mt=8>

MAKING GAMES MAIL

- Email database with more than 10,000 B2B contacts

MAKING GAMES PROFESSIONALS

- Lead generating program -> www.makinggames.biz/professionals
- More than 650 fully qualified B2B contacts already (25 % Executive, 3% VP/Director, 8% Lead, 7% Senior, 32% Regular)

MAKING GAMES TALENTS (WWW.MAKINGGAMES.BIZ/TALENTS)

- Helped to fill more than 400 job positions at 20 recruiting events for more than 40 different companies since 2008
- Participants with tertiary education: more than 65%
- Programmers: approx. 35%

PRICE LIST

Print Prices

1/1 4c 1,990 €

1/2 horizontal 4c 1,190 €

1/4 horizontal 4c 690 €

U2, U3, U4 2,390 €

Newsletter-Ad and Facebook Prices

Email Blast

Newsletter 500 €

1,500 €

Facebook Posting 500 €

Online Prices

Fixed Price per Week

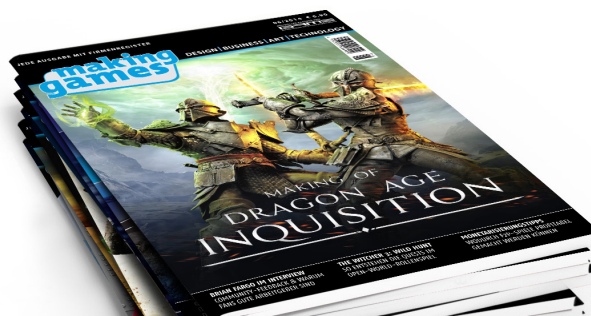
Skyscraper 30KB 120/160 x 600 500 €

Super Banner 30KB 728 x 90 500 €

Wallpaper 30KB 928 x 90 + 200 x 600 750 €

Content Ad 30KB 300 x 250 600 €

Landing Page 1,000 €



PRINT APPOINTMENTS

Edition	Release date	Deadline	Printing Material Deadline
01/15	19.12.2014	02.12.2014	25.11.2014
02/15	20.02.2015	03.02.2015	27.01.2015
03/15	17.04.2015	27.03.2015	20.03.2015
04/15	19.06.2015	01.06.2015	22.05.2015
05/15	03.08.2015	15.07.2015	08.07.2015
06/15	16.10.2015	29.09.2015	22.09.2015
01/16	18.12.2015	01.12.2015	24.11.2015

PRINT SPECIFICATIONS

Magazineformat:

210 mm x 297 mm
Bleed format

Bleed:

4 mm at all outsides and at the binding if using a trimmed motif

Print Space:

180 mm x 250,5 mm

Data transfer:

FTP access
www.idgmedia.de/dispocenter

Advertising formats:

1/1 bleed format 210 mm x 297 mm
1/2 horizontal 210 mm x 144 mm
1/4 horizontal 210 mm x 73 mm

Email (up to 20MB)
anzeigendispoprint@gamestar.de

Your contact for technical inquiries:

Manfred Aumaier Phone 089 / 36086602 Email maumaier@idg.de

PLEASE NOTE:

The main directory or folder for your data set should always follow this naming pattern:

Name of the
advertising customer_magazine_issue-number

EXAMPLE: johndoe_mg_01
(mg = Making Games)

CONTACT



Sales Manager

Dustin Reichl
phone: +49 (0)89 / 360 86-671
email: dreichl@idg.de



Managing Editor

Sebastian Weber
phone: +49 (0)89 / 360 86-635
email: sweber@idg.de