

# 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, Quo Vadis, and more
- Official Partner of »G.A.M.E. – Bundesverband der deutschen Games-Branche« and »BIU.Net«
- Also available as tablet magazine, available in German and English, marketed world wide

### FACEBOOK.COM/MAKINGGAMES

- Fans: more than 16,800
- Europe's largest Game Developer Community on Facebook (Compared to develop with 4.130 and gamesmarket with 1.410)

### MAKINGGAMES.BIZ

- Unique Visitors: approx. 11,100
- 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 and GDC Europe (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 10,300 B2B contacts

### MAKING GAMES PROFESSIONALS

- Lead generating program -> [www.makinggames.biz/professionals](http://www.makinggames.biz/professionals)
- More than 750 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 22 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
01/16	18.12.2015	01.12.2015	24.11.2015
02/16	19.02.2016	02.02.2016	26.01.2016
03/16	22.04.2016	05.04.2016	29.03.2016
04/16	17.06.2016	31.05.2016	23.05.2016
05/16	12.08.2016	26.07.2016	19.07.2016
06/16	21.10.2016	04.10.2016	26.09.2016
01/17	16.12.2016	29.11.2016	22.11.2016

## 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:

Email (up to 20MB)  
print@webedia-group.de

### 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

### Your contact for technical inquiries:

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## CONTACT



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