

Rate Card 2012

valid from January 1, 2012

APPS & CO

iPhone
iPad & Co
Das Magazin für iPhone,
iPad, Applikationen und Zubehör



iPhone, iPad & Co / www.appsundco.de / Apps ,Apps&Co' and ,Apps&Co for iPad'

The magazine iPhone, iPad & Co, the website www.appsundco.de as well as our apps offer qualified app-reviews.

- the 100 best selling applications
- the 100 most popular downloads
- the best applications from our editors' point of view

In addition to this the user gets

- up to date news around the iPhone/iPad
- tips & tricks for a better usage of the iPhone/iPad
- an overview of useful and funny accessories



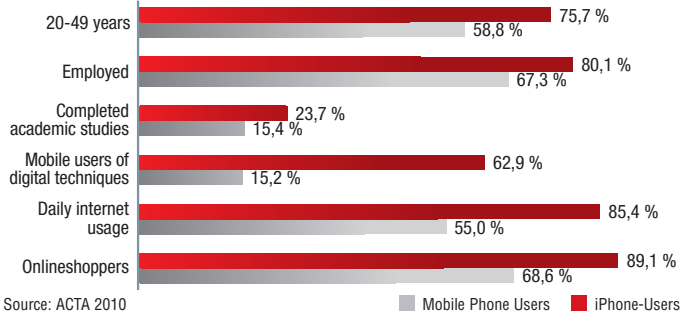
Target Groups

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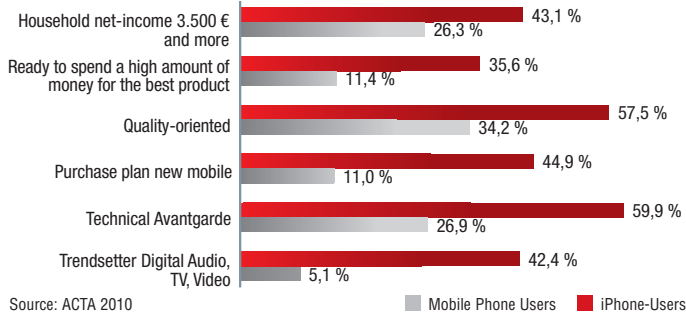


iPhone-Users – A Premium Target Group

Young, well-educated and digitally active

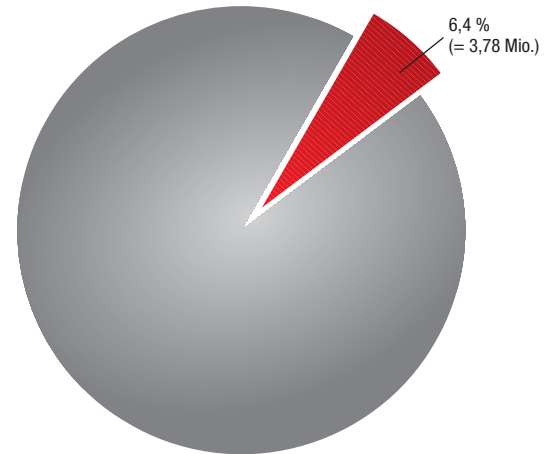


Well-off, innovative and ready to spend



iPad Users – An Interesting Target Audience

iPad Users: Possession or purchase plan iPad



- Share of users less than 30 years old is above average
- Share of users in leading positions is above average
- Are mainly part of the technical avantgarde
- Very high interest in new IT- and telecommunications technologies
- Are quality-oriented
- Ready to spend their money for technical devices
- Share of male users 58 %

Source: ACTA 2010 (2nd wave 2010 = 5,320 interviews between 14 and 69 years)

Rates and Sizes – Print



Magazine Size: 210 mm wide x 297 mm high Rates in Euro
Type Area Size: 185 mm wide x 265 mm high Additional colours according to Euroscale.
 Special colours on request

Sizes/Rates		
Size	Width x Height mm trim size	Rates in Euro (bw-4c)
2/1 page	420x297	4.800,-
1/1 page	210x297	2.400,-
1/2 page horizontal/vertical	97x297 / 210x146	1.200,-
1/3 page horizontal/vertical	66x297 / 210x101	800,-
1/4 page horizontal/vertical	53x297 / 210x78	600,-

Discounts	
Frequency Discount	Volume Discount
from 3 advertisements 5%	from 1 page 5%
from 6 advertisements 10%	from 3 pages 10%
	from 6 pages 15%

Ad Special – Loose Inserts

Insertion costs per 1,000 copies and up to 25 g:
 For each additional 5 g:
 (+ postage for subscribed circulation)

€ 55.-
 € 5.-

More ad specials on request

Sizes for loose insert:

Minimum size: 105 mm x
 Paper weight min. 300g/m²
 Maximum size: 190 mm x 280 mm
 Maximum weight: 35 g



Publication Dates – Print



Dates				
Issue-No.	Publication Date	Booking Deadline	Material Deadline	Delivery Deadline/Inserts
01/12	Jan. 20, 2012	Dec. 13, 2011	Dec. 19, 2011	Jan. 4, 2012
02/12	March 16, 2012	Feb. 16, 2012	Feb. 23, 2012	March 1, 2012
03/12	May 18, 2012	April 17, 2012	April 24, 2012	May 2, 2012
04/12	July 20, 2012	June 16, 2012	June 28, 2012	July 5, 2012
05/12	Sept. 21, 2012	Aug. 23, 2012	Aug. 30, 2012	Sept. 6, 2012
06/12	Nov. 16, 2012	Oct. 17, 2012	Oct. 24, 2012	Oct. 31, 2012

Circulation: 60,000 copies

Latest possible date for cancellation is the booking deadline.
Cancellation of cover 4 will be accepted until 6 weeks prior to publication date only.



Rates and Sizes – Online Advertising

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Online www.appsundco.de

Type of Advertising	Size in Pixels	Technical Data	CPM
Leaderboard	728 x 90 / 974 x 90	20 KB	40 Euro
Skyscraper	120 x 600 / 160 x 600	20 KB	40 Euro
MPU/ Medium Rectangle	300 x 250	20 KB	70 Euro
Tandem Ad/ Hockeystick	120 x 600 / 974 / 90	On request	60 Euro
Wallpaper	120 x 600 / 974 x 90 plus background	On request	70 Euro



Volume and combination discounts on request

Rates and Sizes – Online Advertising

APPS & CO

App-Schaufenster

Rent your show window and trigger your advertising message yourself. Inform our users regularly about you brand-new, updated or best-selling apps – daily, if you want!

Runtime	Total Rate
1 month	70 Euro
3 months	180 Euro
6 months	300 Euro
12 months	500 Euro



Rates and Sizes – In-App-Advertising

APPS & CO

In-App-Advertising 'Apps&Co'

Type of Advertising	Size in Pixels	Technical Data	CPM
Leaderboard	311 x 41	20 KB	40 Euro



In-App-Advertising 'Apps&Co für iPad'

Type of Advertising	Size in Pixels	Technical Data	CPM
Splash Screen	1024 x 768	20 KB	30 Euro
Leaderboard	768 x 100 u. 1024 x 100	20 KB	40 Euro



Volume and combination discounts on request

Contacts



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