

Pricelist & Media Facts

2011



6 SIDOR
CALL OF DUTY: BLACK OPS

SVENSKA **PC GAMER**

SVERIGES STÖRSTA SPELTIDNING NR 167 NOVEMBER

**FALLOUT
NEW VEGAS**
DOMEN ÄR HÄR – UPPFÖLJAREN SLÅR FALLOUT 3 PÅ FINGRARN!

6 SUPEREXKLUSIVA SIDOR!
PORTAL 2
DÄRFÖR ÄGER DET I CO-OP!

23
SIDOR
RECESSIONER!

STOR RECENSION
MEDAL OF HONOR
SKJUTER DET NER MODERN WARFARE FRÅN ACTIONTRONEN?

NY AVDELNING!
PC GAMER ONLINE
▶ E-SPORT, MP OCH MMO
▶ SPELA MED DINA VÄNNER – NÄR DU VILL!
▶ GÅ MED I VÅR STEAM-GRUPP!

MINECRAFT
▶ VI SNACKAR MED GENIET MARKUS PERSSON
▶ GUIDE! SÅ ÖVERLEVER DU DEN KALLA NATTEN

ISSN 1608-5411
1 1
2 388035 506997
WWW.PCGAMER.SE

Print advertising

PC Gamer is Sweden's largest gaming magazine and was founded in 1996. The readers are predominately male, aged between 15 and 39, and purchase the vast majority of PC games sold in Sweden. They also buy large amounts of computer hardware, films, music, home electronics and they are highly interested in all sorts of new technology.

Materials specification

Advertisement requirements:

PDF file suitable for printing (Acrobat 4 [Distiller 1.3] or 5 [Distiller 1.4]). The PDF file should not be created directly from your DTP package.

In the right format according to the price list, with the right fit and crop marks.

Images with a resolution of 300 dpi. Line drawings or similar must be scanned in with at least 800 dpi.

Images saved in cmyk.

All fonts must be attached.

5 mm bleed on edge to edge ads.

Delivery

Via ftp or email: annons@pcgamer.se

If you would like the printer's ICC profile, send an e-mail to annons@pcgamer.se

We do not accept responsibility for errors in advertising copy arising from failure to meet the above specifications.

Advertisement Bookings

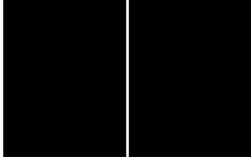

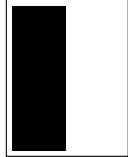
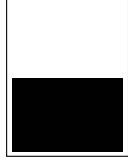



Benny Almqvist

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Format and prices

Full page 2/1	Full page 1/1	Half page 1/2 portrait	Half page 1/2 landscape	Quarter page 1/4 portrait	Quarter page 1/4 landscape	Back cover 1/1
						
*420x297 mm 35.000 SEK	*210x297 mm 22.900 SEK	88x257 mm 13.000 SEK	179x125 mm 13.000 SEK	87x125 mm 8.000 SEK	179x60 mm 8.000 SEK	*210x272 mm 30.000 SEK

* *Notice! 5 mm bleed is required on this format.

Additional information

Placing by request	+10%
First spread	39.000:-
Back cover *210x272	30.000:-
All prices include advertising tax but exclude (VAT)	

Supplements

Full circulation	Subscriptions circulation
1-20 g..... 1.30:-/each	1-20 g..... 1.80:-/each
21-50 g..... 1.50:-/each	21-50 g..... 2.00:-/each
51 g..... - Quote	51 g..... - Quote

PC Gamer is audited by TS



Publishing dates/Deadlines

Issue	1	2	3	4	5	6	7	8	9	10	11	12	13
Deadline	6/12-10	7/1	3/2	10/3	5/4	6/5	8/6	11/7	11/8	8/9	6/10	27/10	17/11
Publ. date	4/1-11	1/2	1/3	5/4	3/5	1/6	5/7	2/8	6/9	4/10	1/11	22/11	13/12

Web advertising

PC Gamer.se is the magazine's extended branch on the internet, and the latest gaming news is posted here constantly. In PC Gamer's forum our editings staff participate intensively in the different threads, and interact with their visitors.

Materials specification

Materials specification supplied separately.

Delivery

E-mail: webbannons@egmont.se

Advertisement Bookings

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The image shows a screenshot of the PC Gamer website with several advertising spots overlaid. The spots are labeled with their dimensions and CPM values:

- Top Left:** 980x120 CPM 95
- Top Center:** 728x90 CPM 55
- Left Side (Wallpaper):** A vertical banner area labeled "Wallpaper".
- Center (Main Content):** A large banner for "LIRA HEROES OF NEWERTH GRATIS" with a CPM of 95.
- Right Side (Top):** A vertical banner area labeled "Banner" with a CPM of 75.
- Right Side (Middle):** A vertical banner area labeled "Banner" with a CPM of 55.
- Right Side (Bottom):** A vertical banner area labeled "Banner" with a CPM of 45.

Additional dimensions and CPM values are listed on the right side of the page:

- 300x450 CPM 75
- 300x600 CPM 95
- 300x450 CPM 55
- 300x150 CPM 45

PC Gamer is Sweden's leading PC gaming magazine and is given by Egmont Tidskrifter that also publish:

Auto Motor & Sport
Blossom Magazine
Body
Classic motor
Datormagazin
Får jag lov
Golf digest

Hemmets Journal
Husvagn&Camping
King
Motorrad
PC Gamer
Praktiskt Båtagande
Power Magazine

Sportfack
Travelnews
Utemagasinet
Vagabond
V75-Guiden
Wheels magazine
Åka Skidor

Båtbörsen
Campingbörsen
Entreprenadbörsen
Motorbörsen
Mc-börsen
Veteranbörsen
Sportbilsbörsen

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