

PC Gamer is Sweden's best-selling games magazine



TARGET AUDIENCE

Young consumers and trendsetters in the PC gaming, computer hardware, film, music, and consumer technology sectors

PROFILE

PC Gamer is Sweden's best-selling games magazine and was founded 1996. The editorial focus is on game reviews, but we also cover the latest hardware products and market developments. Our readers are 90% male and are mostly in the 15-35 age group with PC-gaming as main interest. They 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.



READERSHIP AND CIRCULATION

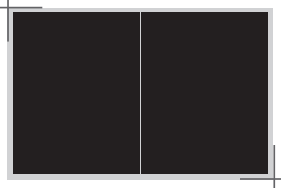
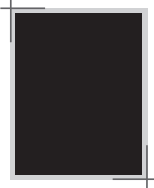
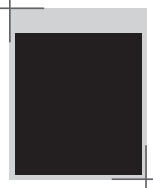




- 69 000 readers/issue

Source: Orvesto Konsument 2011:2

- An average of 12 800 magazines sold per issue

Source: TS survey 2010

ADVERTISING PAGES

						
2/1-page 420 x 297 mm +5 mm bleed SEK 35.000	1/1-page 210 x 297 mm +5 mm bleed SEK 22.900	1/1-Back page 210 x 272 mm +5 mm bleed SEK 30.000	1/2-page 179 x 125 mm SEK 13.000	1/2-page vertical 88 x 257 mm SEK 13.000	1/4-page 87 x 125 mm SEK 8.000	1/4-page vertical 179 x 60 mm SEK 8.000

Requested position:

SEK 39.000 1st double page spread	Other requested position + 10%
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Frequency Discount

3-5 ads 15%
6-8 ads 20%
9-11 ads 25%
12 > ads 30%

PUBLICATION SCHEDULE 2012

Issue	1	2	3	4	5	6	7	8	9	10	11	12	13
Publication date	4/1	2/2	6/3	3/4	8/5	5/6	3/7	7/8	4/9	2/10	30/10	20/11	11/12
Copy date*	12/12	11/1	13/2	12/3	13/4	11/5	12/6	16/7	14/8	11/9	9/10	30/10	20/11

* Copy dates will be available shortly.

For the latest update to copy dates go to www.egmonttidskrifter.se

TECHNICAL SPECIFICATION

CREATIVE SOLUTIONS

You might want to do something out of the ordinary to become even more visible. In that case we have lots of creative solutions. Contact your sales representative to find out more. Information is also available at www.egmonttidskrifter.se

PRODUCTION OF ADVERTISEMENTS

We assist with simple production of advertisements. Advertising material that we receive for production can be sent in the following file formats: PDF, EPS, TIFF, JPG. All picture material should be 300 dpi for the best possible quality.

Production of advertisements: new production 800:-/advertisement

Production of advertisements: updating 300:-/advertisement

DELIVERY OF ADVERTISING MATERIAL

Delivery address: annons@pcgamer.se

Name the material: [format/customer/product/magazine/year/issue](#)

E.g. 11_customer_product_PCG1203

FTP-address: [ftp.egmonttidskrifter.se](ftp://ftp.egmonttidskrifter.se), **Login:** [pcgamerannons](#), **password:** [gman](#),

Adress: Egmont Tidskrifter, Annonshantering, 169 91 Solna

CANCELLATION RULES

For cancellation later than 14 days before the copy date given in the price list, a booking fee of 50% of the value of the space booked will be charged. If cancellation takes place later than one week before the copy date, we reserve the right to invoice the agreed advertising rate.

CONTACTS

To book advertising:
benny.almqvist@egmont.se, +46(0)8-692 66 32

Questions concerning advertising material:
annons@pcgamer.se, switchbox: 08-692 01 00 Ad management

QUICK MATERIAL GUIDE



Material ready for printing

All prepared advertising material that is sent in to the magazine must be ready and checked for printing. To be supplied in PDF format.



5 mm bleed

Advertising material should be submitted as a PDF ready for printing with a 5 mm bleed.



300 dpi

All pictures in the advertisement must have a minimum resolution of 300 dpi.



CMYK

All pictures must be defined in CMYK. Spot colours (PANTONE) are to be converted to CMYK.



Open documents

Material sent as open documents, Indesign or Quark XPress, must be packed with the fonts included. All fonts and pictures to be appended.

ICC-profiles for print can be downloaded at www.egmonttidskrifter.se