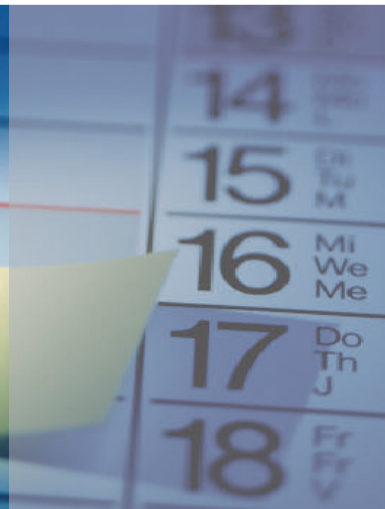


c't specials 2012



Titles and Deadlines

Compact know-how on fascinating subjects

Topic overview

Topics	Day of publication	Scheduled printed circulation
Audio	12/03/2012	55,000
Digital Photography 02/12	26/03/2012	78,500
Windows guide	23/04/2012	84,000
Android	21/05/2012	83,000
Digital Photography 03/12	18/06/2012	78,500
Linux	02/07/2012	80,000
Hardware Hacks 02/12	16/07/2012	74,000
Digital Photography 04/12	10/09/2012	78,500
Programming	22/10/2012	83,000
Hardware Hacks 03/12	12/11/2012	74,000
Digital Photography 01/13	26/11/2012	78,500

Distribution:

On sale at the news-stands, in magazines and book stores

Copyprice:

8,90 €

Copyprice

Hardware Hacks:

9,90 €

Audio

Contents

These days, we cannot imagine music consumption without computers. And this is true not only for professional and semi-professional recording studios where Windows PCs or Macs are central today. No matter if you just started to play an instrument, if you have a try at compositions, or if you want to record and publish your band's songs, you will find a patient assistant in your computer as well. And last but not least, the DJ scene has also discovered the computer. The c't special issue goes into the individual components in private music studios and helps in selecting the adequate hardware and software. Here, the attention is turned especially to tablet PCs which can be used both as control devices for computers and as virtual instruments and even as small music studios on the road.



Day of publication:	12/03/2012
Deadline for advertisements:	13/02/2012
Print documents:	16/02/2012
Printed circulation:	55,000

Digital Photography

Contents

The quarterly published c't magazine on digital photography is characterized by extremely comprehensive and profound workshops. Individual topics from nature, panoramic, studio, and event photography will surely play a role in the 2012 issues.

Moreover, the technical aspects of digital photography will take up much space. Tests and introductions of new software for image processing, image correction, and presentation purposes are only some of the covered topics.

Tests of current cameras from all categories and of useful accessories round the c't magazine on digital photography off.

	Issue 02/12	Issue 03/12	Issue 04/12	Issue 01/13
Day of publication:	26/03/2012	18/06/2012	10/09/2012	26/11/2012
Deadline for advertisements:	27/02/2012	21/05/2012	13/08/2012	29/10/2012
Print documents:	01/03/2012	24/05/2012	16/08/2012	01/11/2012
Printed circulation:	78,500	78,500	78,500	78,500



Windows

Contents

The c't special issue on Windows provides cumulative knowhow for all Windows users: How about simplifying the installation, designing the interface to be faster and more user-friendly, adding missing features, and solving problems at the click of a mouse? The carefully selected tools on the included DVD allow you to be successful without time-robbing fiddling.

Day of publication:	23/04/2012
Deadline for advertisements:	26/03/2012
Print documents:	29/03/2012
Printed circulation:	84,000



Android

Contents

Soon, almost every other newly sold smartphone will be equipped with Google's Android operating system, and many tablets turn to it as well. The "c't praxis" issue on Android provides detailed, up-to-date tests in comparison to support the readers in finding the adequate device – from low-priced mobile phones for beginners under 100 Euros up to the state of the art. Pearls for many applications will be selected from more than 500,000 apps on the market and presented in this issue. Comprehensive "how-to" articles for example on launchers or programming show how to get the most out of your android.

Day of publication:	21/05/2012
Deadline for advertisements:	23/04/2012
Print documents:	26/04/2012
Printed circulation:	83,000



Linux

Contents

The c't compact issue on Linux offers Linux users much knowhow to get more out of their Linux systems. The Linux experts among the c't editorial staff render assistance in setting up the hardware and configuring and optimising the system. The issue includes two current Linux distributions to allow a direct start with this free operating system.



Day of publication:	02/07/2012
Deadline for advertisements:	04/06/2012
Print documents:	07/06/2012
Printed circulation:	80,000

Hardware Hacks

Contents

Creative bricolage using electronics and computer hardware has come back into fashion. Apart from the first c't readers who virtually grew up with a soldering iron in their hands the young generations as well are catching the wave with great zeal. By now, this trend has given birth to a well-networked, global scene for which microcontroller programming is as self-evident as the handling of classical materials.

The c't “Hardware Hacks” issue supports the vivid development with selected bricolage projects, articles and photo stories around this subject. It includes something for everyone from beginners up to hardcore solderers. The issue is supported by background knowhow and news provided by online projects such as the second run of the c't bricolage competition “Mach flott den Schrott” at www.machflott.de in which the readers are prompted to revamp their scrap.

	Issue 02/12	Issue 03/12
Day of publication:	16/07/2012	12/11/2012
Deadline for advertisements:	18/06/2012	15/10/2012
Print documents:	21/06/2012	18/10/2012
rinted circulation:	74,000	74,000



Programming

Contents

The next c't compact issue on programming is intended for both hobby coders and old hands. The magazine presents programming as a creative and exciting pastime. Moreover, it allows unusual glances at long-serving and new languages, platforms, and technologies. The development environments, libraries, tools, and programming examples on the DVD allow you to apply immediately what you have learned and to adapt it to your own requirements.

Day of publication:	22/10/2012
Deadline for advertisements:	24/09/2012
Print documents:	27/09/2012
Printed circulation:	83,000



Rates and Sizes

Standard rate

Ad size	Type area (W x H)	Trim Size* (W x H)	b/w	2c	3c	4c
2/1 pages	390 x 260	420 x 297	5,280 €	6,030 €	6,760 €	7,500 €
1/1 page	185 x 260	210 x 297	2,710 €	3,080 €	3,440 €	3,800 €
3/4 page	185 x 193 137 x 260	210 x 216 146 x 297	2,090 €	2,480 €	2,650 €	2,920 €
2/3 page	185 x 171 122 x 260	210 x 195 130 x 297	1,850 €	2,080 €	2,340 €	2,590 €
1/2 page	185 x 128 90 x 260	210 x 152 103 x 297	1,420 €	1,600 €	1,780 €	1,970 €
1/3 page	185 x 84 58 x 260	210 x 107 71 x 297	990 €	1,090 €	1,200 €	1,300 €
1/4 page	185 x 62 43 x 260 90 x 128	210 x 80 53 x 297 103 x 152	740 €	830 €	920 €	1,020 €
Coverpage 2 and 4						4,700 €
Coverpage 3						4,200 €

* Trim allowance: foot 3 mm, head 3mm, face 3 mm min, gutter 4 mm

Insert price up to 25 g: 78 € per 1,000 copies, higher weight on demand.

Standard terms and conditions for
advertisements of Heise Zeitschriften
Verlag & Co. KG.



Schedule

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Audio	12/03/2012	13/02/2012	16/02/2012
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Hardware Hacks 03/12	12/11/2012	15/10/2012	18/10/2012
Digital Photography 01/13	26/11/2012	29/10/2012	01/11/2012

Subject to change

Crossmedia

A subject-oriented environment at www.heise.de offers cross-media marketing opportunities.

Each special issue will be announced twice by **heise.de** news ticker messages. Users will be notified about the contents of the magazine and the included DVD and about all the dates of publication as well as the first days of online sale.

- + Placement of the form of advertising close to the news and pre-defined AdImpression guarantee

We offer this placement only in combination with an advertisement in the corresponding special issue.

Please contact our sales team for further details.

The screenshot shows the heise.de website interface. At the top, there is a red banner labeled "Superbanner" with dimensions 728 x 90. Below it, the website header includes the heise online logo and navigation links. The main content area features a news article titled "IPTV: Deutsche Telekom baut HDTV-Angebot aus" dated 25.11.2010 13:49. A "Contend Ad" with dimensions 336 x 280 is placed within the article's text. On the right sidebar, there is a "Sky" advertisement with dimensions 160 x 800. Other sidebar elements include "heise Note" and "IX 12010: Excel im HPC-Cluster".



Technical specifications

Data must be provided in the Portable Document Format and in CMYK mode, unseparated, no DCS pictures, no colour profiles, with a 3 mm trimming edge for trimmed formats.

Data Dispatch via ISDN

1. When you intend to transfer data, please give advance notice to Ms. Schuessler or Mr. Schlewitz:
Phone: +49 [0]561 60280-255 or -256
2. Please start your filename with »ctspecial«
3. Send your exposure order and a bound hardcopy (incl.colour pattern) to:
Dierichs Druck + Media GmbH & Co. KG
Abteilung Druckvorstufe – Ms. Schuessler/Mr. Schlewitz
Frankfurter Str. 168
34121 Kassel, Germany
4. First fax us a printout of the file under
Fax: +49 [0]561 60280-279
5. ISDN connection for Leonardo:
+49 [0]561 92043-24 (30-channel technology)

Data Dispatch via Internet (E-Mail or FTP*)

Our PDF-settings are available via Internet:
www.ddm.de or on request via ISDN, E-Mail or CD-ROM.
E-Mail: prepress@ddm.de
Log into our ftp server:
Hostname: ftp.ddm.de
User-ID: heise
Password: anz05xz

* Please send a maximum of 8 MB via Internet or E-Mail.
Bigger files should be supplied by data carrier or ISDN.

Data Dispatch on Data Carrier

1. Send your exposure order and a bound hardcopy (incl. colour pattern) to:
Dierichs Druck + Media GmbH & Co. KG
(see Data Dispatch via ISDN)
2. Please deliver your advertisement in one of the formats overleaf:
CD-ROM, DVD.
Special Colours
Please note that offshades are possible, if a conversion from Pantone or HKS colours is required.

Service

In case of other file formats or problems concerning the PDF production, do not hesitate to call our service number:

+49 [0]561/60 280-255

For further information visit us on the Internet: www.ddm.de

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