

DIGITAL PRODUCTION

MEDIA KIT 2017

PRINT | ONLINE | EVENT

Price list no. 21 valid from October 01, 2016

21st year of issue | DETAIL Business Information GmbH



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We invite you to plan your individual marketing strategy together with us and take advantage of all the **crossmedia channels** associated with DIGITAL PRODUCTION (DP) & animago AWARD & CONFERENCE. Address your message to DP readers in the form of words, images or sounds in both our print and online formats. Enter into direct contact with your target group by participating in the animago.



We look forward to hearing from you.



Jana Freund

Head of Sales & animago Project Manager

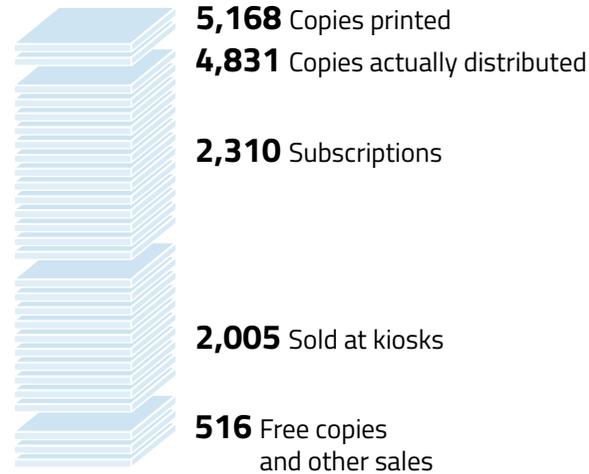
P: +49 (0)89 / 898 17-340

F: +49 (0)89 / 898 17-350

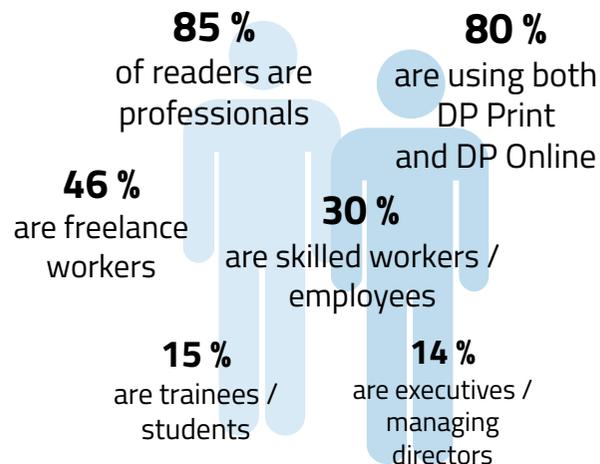
E: jana.freund@digitalproduction.com

Print run & statistics

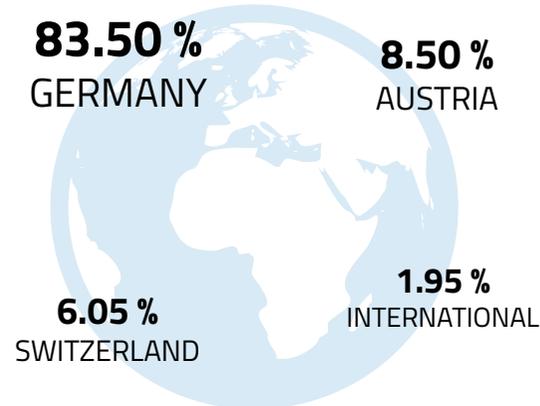
Distribution*  IVW verified



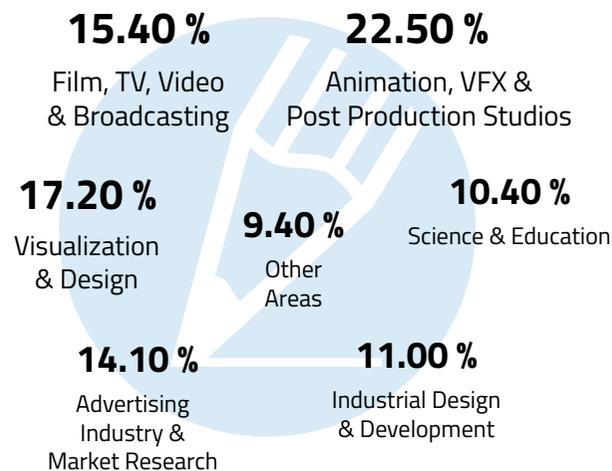
User statistics**



Geographical distribution analysis**



Industry affiliation**



The DP is a German-language magazine that covers the entire spectrum of digital media production. Our editorial team focuses on the

technical and aesthetic realms of animation, visual effects, visualizations and design as well as on various post-production processes. In addition to this general focus, each issue spotlights two extensive areas. These revolve around themes drawn from the areas of hardware & software development, games & interactive media, science & education and business

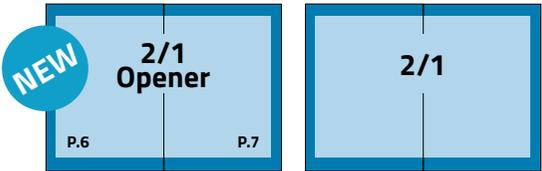
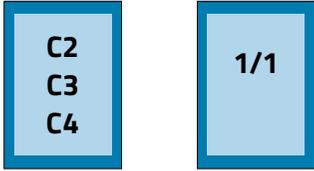
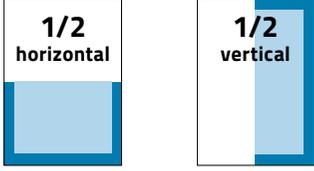
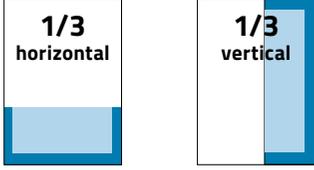
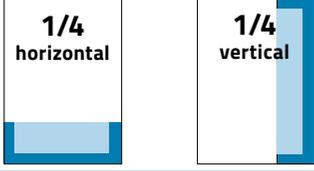
& industry. DP organises the annual animago AWARD & CONFERENCE and also publishes DP's animago Special Issue.



* Yearly average of Q3/2015-Q2/2016 ** Source: 2016 reader survey and Vertriebsunion Meynen

| Issue | AD* | PD* | RD* | Main topics (We reserve the right to change scheduled topics for planning reasons at any time) |
|---|------------|------------|------------|---|
| 01/2017 Jan Feb | 11/04/2016 | 11/11/2016 | 12/19/2016 | Character Design & Creation Frankenstein's monster or a photorealistic portrait? All about character design, creation, rigging, modelling, texturing and shading! |
| 02/2017 Mar Apr | 01/09/2017 | 01/16/2017 | 02/20/2017 | (1) Motion Graphics & Motion Design What's happening in graphics today? All the latest on contemporary title design, callouts and broadcast graphics. (2) Virtual Reality & Augmented Reality What's up with the big trend? Which technologies and tools are out there? Which projects have a future? How real can the virtual reality of today be already? |
| 03/2017 May Jun | 03/13/2017 | 03/20/2017 | 04/25/2017 | (1) Essential Tools & New Plug-ins Between "Library & Took Box": all the important tools you need to have around at all times, meaningful look-up tables (LUTs) and the most useful plug-in collections for editing. (2) Career: Training, Lateral Entry & Alternatives to University Study How do I gain lateral entrance to a VFX team without having studied? How do I get the knowledge and skills I need? What kinds of training opportunities are available in addition to daily professional practice? |
| 04/2017 Jul Aug | 05/15/2017 | 05/22/2017 | 06/26/2017 | (1) Simulation: Earth & Air Hard-body simulation: What software can you use to become a "digital demolition expert" and create crumbling concrete, clattering stones and breaking glass? (2) Business: Independence & Founding a Studio What do you need to know when launching your own studio so that your dream of independence doesn't turn into a nightmare? Which circumstances call for which business forms, such as GbR or GmbH. |
| 05/2017 Sep Oct plus animago Special | 07/24/2017 | 07/31/2017 | 09/04/2017 | (1) Frameworks & Pipeline Standards Automation is essential and node-based frameworks are both flexible and fast. This area focuses on the best pipelines and engines needed for efficient management. (2) Exclusive Funding for the VFX and Animation Industry What's out there in terms of post-production funding in Europe? From Bavaria all the way to the Baltic region, DP presents the relevant institutions and their funding models. animago Special Issue For the very first time, the Special Issue will be published as an animago AWARD & CONFERENCE 2017 event catalogue and dispatched directly with DP issue 05/17. The magazine will showcase all the nominated projects and offer an overview of the conference and exhibition highlights. It will provide an ideal presentation opportunity for all manufacturers and distributors interested in showcasing their product portfolios to an audience consisting of international creatives and industry professionals. |
| 06/2017 Nov Dec | 09/11/2017 | 09/18/2017 | 10/23/2017 | (1) Simulation: Crowd & Cloth It's a lot of work to organise extras and find the right clothes for them in live-action shots: DP shows you how to simulate crowds and what clothing and costume simulations are available. (2) animago AWARD 2017 A look at the making of the prize-winners, a behind-the-scenes glimpse at the animago AWARD & CONFERENCE 2017 plus a post-event report. |
| 01/2018 Jan Feb | 11/06/2017 | 11/13/2017 | 12/18/2017 | (1) Conforming, Grading & Finishing After the visual effects comes the finishing: What exactly do IMF, DCP, conforming and grading mean? All steps involved in mastering will be broken down and explained. (2) Audio for VFX When the audio department gets the finished film: How can the VFX team work in advance to minimise the friction between image and sound? |

* AS = Advertising Deadline | PD = Print Documents Deadline | RD = Release Date

| Standard Advertising Sizes | | Bleed* | Type area | Price |
|---|--------------------|------------------------------|-----------------------------|---------|
|  | Opener on page 6+7 | 420 x 297 mm | 390 x 270 mm | 9,850 € |
| | Standard spread | | | 8,250 € |
|  | | 420 x 150 mm | 390 x 133 mm | 5,250 € |
|  | Cover | 210 x 297 mm | 180 x 270 mm | 5,650 € |
| | Inside | | | 4,850 € |
|  | | 210 x 150 mm 103 x 297 mm | 180 x 133 mm 88 x 270 mm | 2,950 € |
|  | | 210 x 102 mm 72 x 297 mm | 180 x 86 mm 57 x 270 mm | 2,650 € |
|  | | 210 x 83 mm 57 x 297 mm | 180 x 60 mm 45 x 270 mm | 1,950 € |



Now even more noticeable via opener and panorama

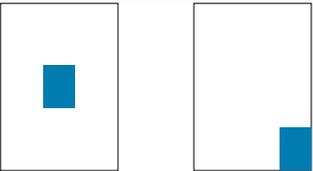
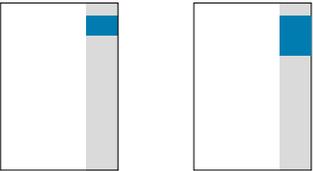
Thanks to our new standard formats, you can now present your advertising message in an even more striking way. The opener campaign immediately follows the table of contents on page 6 and 7; the panorama ad is found on the upper side of a two-page spread.

Frequency discount

Achieve more exposure among our readers by means of multiple ads within one year and save up to 25 % thanks to attractive quantity discounts.

- 2 placements
10 % rebate
- 3 placements
15 % rebate
- Annual order
25 % rebate

* Bleed sizes require additional allowance for trim of 3 mm on each outer side.

| Special Advertising Sizes | | Dimensions* | Price for one placement | Price for two placements | Price for annual order |
|---------------------------|--|--------------------------|-------------------------|--------------------------|------------------------|
| NEW | Mini Landscape Ad <i>Always on right page.</i>  | 210 x 50 mm | 850 € | 1,450 € | 4,600 € |
| NEW | Portrait Ad <i>Always on right page.</i>  | 57 x 76 mm | 750 € | 1,250 € | 3,750 € |
| NEW | Triangle Ad <i>Always on right page.</i>  | 72 x 72 mm | 550 € | 1,000 € | 2,850 € |
| | Business Corner Ad <i>This "revocation contract" involves a cancellation period of 8 weeks prior to the release date of the last issue booked.</i>  | 53 x 35 mm 53 x 70 mm | - | - | 489 € 789 € |

* Bleed sizes require additional allowance for trim of 3 mm on each outer side.

Technical data

Formats

- The printable data file must be created according to PDF/X1a or PDF/X3 standards using Adobe Distiller.
- All fonts must be embedded.
- Colours must be available in CMYK (not in RGB). If special colours are to be used, please arrange this in advance with the publisher.
- Allowance must be made for all colour profiles.

- Please do not use hairlines.
- We recommend using 300 dpi as an image resolution.
- The data file must be generated in the actual size (100 %).
- For sizes larger than 1/1 page, each page must be generated separately (including allowance for trim). Montage will be carried out by the printer.
- Allow 3 mm trim for bleed elements.
- The size of the advertisement must correspond to the size specified in the advertising order.

Proof

For colour advertisements, the printer requires a colour-defined digital proof with a FOGRA media wedge in accordance with current standards; for b/w advertisements a laser print is required. If no proof is available, any variations from the original advertisement could be possibly overlooked.

Electronic data transfer

Transmit files with exact particular regarding Customer name, Publication/issue, Content of the data.

BenQ PV270:
Hardware-kalibrierter WQHD-Monitor

BenQ stellt mit dem PV270 einen Monitor mit IPS-Technologie vor, der dank seiner Bauart, Leistung und Funktionsumfang auf die Beschaffung von Film- und Videoprofessionisten (Hochauflösende Darstellung, Rec709-Farbraum, Hardwarekalibrierung und Technicolor-Zertifizierung).

Das High-End-Modell PV270 steht mit einer Auflösung von 2560 x 1440 Pixeln (WQHD) und einer Bildrate von 60 Hz für den professionellen Einsatz bereit. Die BenQ-Technologie des PV270 ermöglicht es, die Farben so darzustellen, wie sie in der Natur vorkommen. Eine Farbtemperatur von 6500 K sorgt für eine natürliche Farbgebung, die die Augen nicht überfordert. Die BenQ-Technologie des PV270 ermöglicht es, die Farben so darzustellen, wie sie in der Natur vorkommen. Eine Farbtemperatur von 6500 K sorgt für eine natürliche Farbgebung, die die Augen nicht überfordert.

Höchste Farbgenauigkeit bei detailreicher Darstellung

BenQ bietet jedem PV270 mit der Auslieferung ein Kalibrierungs-Kit an, das die Farbgenauigkeit des Monitors garantiert. Das Kit enthält eine Farbkalibrierungstabelle, die die Farbgenauigkeit des Monitors garantiert. Das Kit enthält eine Farbkalibrierungstabelle, die die Farbgenauigkeit des Monitors garantiert.

Geprüft und bestätigt: Technicolor gibt sein Siegel

Das BenQ PV270 ist ein Monitor, der die Anforderungen an die Farbgenauigkeit erfüllt. Das BenQ PV270 ist ein Monitor, der die Anforderungen an die Farbgenauigkeit erfüllt.

Sonstige Features

Das BenQ PV270 ist ein Monitor, der die Anforderungen an die Farbgenauigkeit erfüllt. Das BenQ PV270 ist ein Monitor, der die Anforderungen an die Farbgenauigkeit erfüllt.

Ergonomie

Das BenQ PV270 ist ein Monitor, der die Anforderungen an die Farbgenauigkeit erfüllt. Das BenQ PV270 ist ein Monitor, der die Anforderungen an die Farbgenauigkeit erfüllt.

Verfügbarkeit

Das BenQ PV270 ist ein Monitor, der die Anforderungen an die Farbgenauigkeit erfüllt. Das BenQ PV270 ist ein Monitor, der die Anforderungen an die Farbgenauigkeit erfüllt.



Print Advertorial

An article designated as an *Advertorial* in DP magazine. You are welcome to design and customise the text, image and layout according to your own wishes. You can also ask us to help, at which point our editorial staff will assist you in coming up with a text and visual presentation in return for a small fee.

Reach out to readers within the standard editorial environment using words and images and raise awareness for your products by means of effective advertising.



Contact us to find out more about custom pricing based on the number of pages involved in your *Print Advertorial*.



Product Placement

One or two images plus a neutral short description of a product that you would like to spotlight as manufacturer or distributor. We also provide your URL/website as contact information, which allows interested readers to contact you directly.

| | | |
|-----|---|---------|
| 1/5 | Max. 600 characters incl. spaces + 1 image + target URL | 950 € |
| 1/3 | Version 1: Max. 600 characters incl. spaces + 2 images + target URL Version 2: Max. 900 characters incl. spaces + 1 image + target URL | 1,500 € |



Combine your print product placement with an online *Sponsored News Article* (p. 13).



Banderole

Your advertising message wraps around the DP issue in the form of a paper banner.

| | | |
|------------------|---|---------|
| Version 1 | Width 210 mm front + 210 mm back + 20 – 30 mm overlap for gluing + 2x Spine width. Height 70 - 80 mm | 280 € * |
| Version 2 | Width 210 mm front + 210 mm back + 2x 50 mm (Place at your ad or article on your product) + 1x spine width. Height 70 - 80 mm | 650 € * |

Paper: 170 – 200 g/qm image print

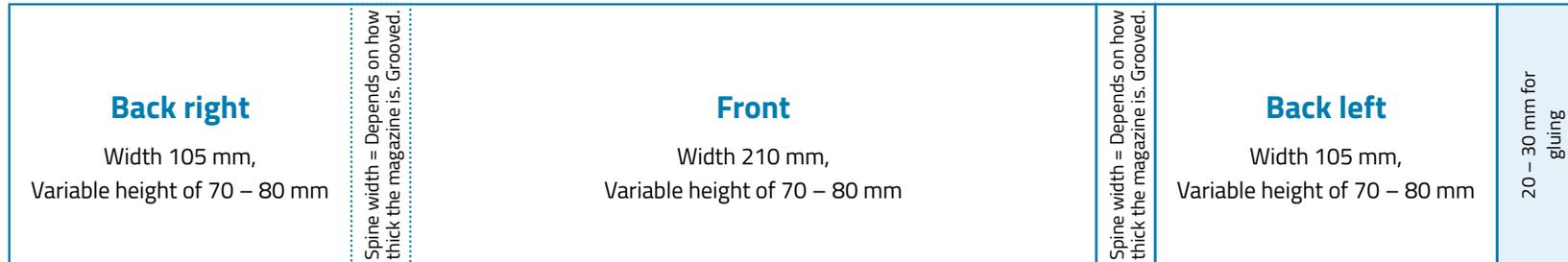
Note: A groove on the reverse side makes it possible for the banderole to fit perfectly.

*Price: Per 1,000 copies including postal service fees – no discount possible.

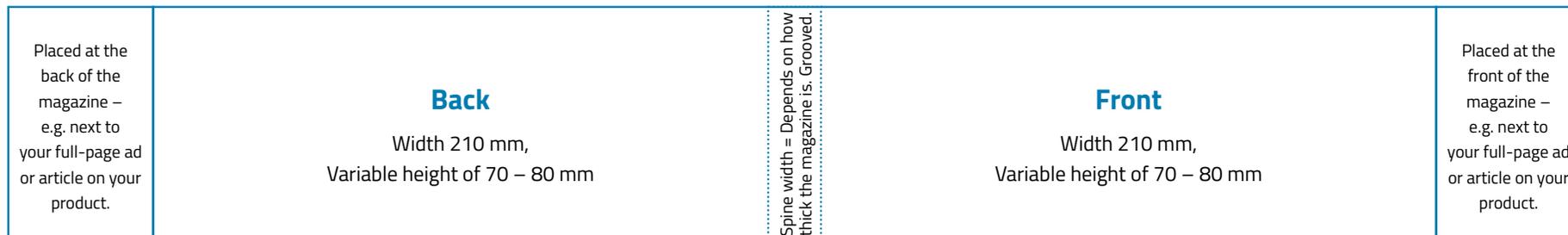


The banderole is ideal for the subscribers' edition seeing as readers receive their magazines individually sealed in plastic.

Version 1



Version 2





Glued-in inserts

Purchase a full-page basic advertisement to which ad materials, such as an envelope, postcard or CDs/BluRay, etc. are affixed.

Format examples: Rectangular like a business card, DIN A6 or DIN A5 | square format e.g. 100 x 100 mm or 120 x 120 mm.

Price up to 65 g: 160 € per 1,000 copies including postal service fees – no discount possible.

Loss factor: Please take into account 2 % extra for the delivery of your fixed insert.



Contact us in the case of larger weights, thicknesses and formats.



Loose inserts

Your loose-insert print advertising material, such as brochures, postcards or individual flyers. The number of inserts per DP issue is limited to three.

Formats: Minimum size: 105 x 148 mm
Maximum size: 195 x 277 mm

Price up to 65 g: 260 € per 1,000 copies including postal service fees. Partial coverage is also possible.

Loss factor: Please take into account 2 % extra for the delivery of your fixed insert.



Contact us in the case of larger weights, thicknesses and formats.

Delivery information

Delivery deadlines

| | |
|-------------------------------|----------------------------|
| ■ 01/2017 | 12/02/2016 (before 8 a.m.) |
| ■ 02/2017 | 02/03/2017 (before 8 a.m.) |
| ■ 03/2017 | 04/07/2017 (before 8 a.m.) |
| ■ 04/2017 | 06/09/2017 (before 8 a.m.) |
| ■ 05/2017 and animago Special | 08/18/2017 (before 8 a.m.) |
| ■ 06/2017 | 10/06/2017 (before 8 a.m.) |
| ■ 01/2018 | 12/01/2017 (before 8 a.m.) |

Delivery notes

The delivery note should be attached to the outside of a pallet or carton (please do not place it inside a carton). It must include the following information:

- Customer / ordering party
- Magazine title and issue number
- Delivery amount (total weight, number of packages in pallets or cartons)
- Size and type (unfolded, folded)
- Address and telephone number of deliverer

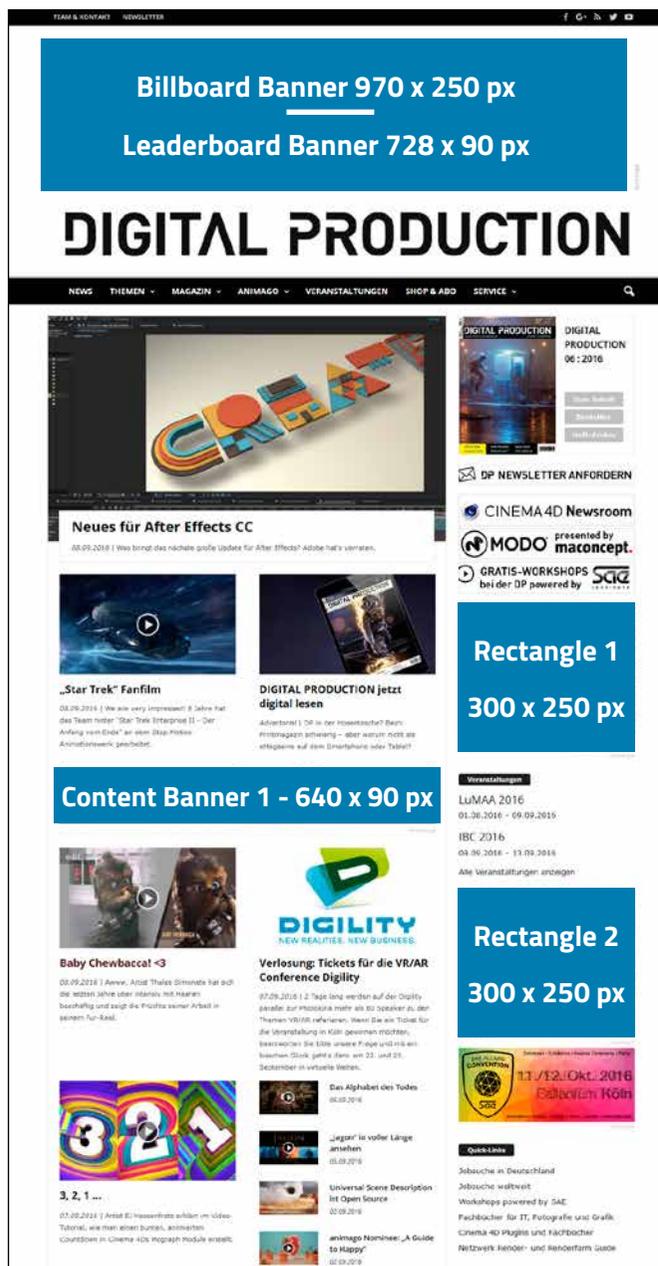
Delivery address / delivery hours / contact

W. Kohlhammer Druckerei GmbH & Co.KG
Mr. Jörg Ackermann
Augsburger Straße 722
70329 Stuttgart, Germany

Monday to Friday, 8 a.m. to 4 p.m.

T: +49 (0)711 / 32 72-131

E: joerg.ackermann@kohlhammerdruck.de



The DP website www.digitalproduction.com complements the DP magazine by means of daily content, additional offers, such as downloads, and a wide spectrum of additional topics. With both its static and responsive mobile design, the DP website offers significant advertising potential, covering the entire digital media production industry.

Coverage (average value October – December 2016)

- approx. 37,000 Page Impressions
- approx. 14,300 Unique Visitors

Available formats and price rates

| Format | Size | Price/Month |
|--|--------------|-------------|
| Billboard Banner | 970 x 250 px | 3,550 € |
| Leaderboard Banner | 728 x 90 px | 2,950 € |
| Content Banner 1 (also visible inside news posts) | 640 x 90 px | 2,450 € |
| Content Banner 2 (also available as video ad campaign)* | 640 x 90 px | 2,150 € |
| Rectangle 1 (also available as video ad campaign)* | 300 x 250 px | 1,650 € |
| Rectangle 2 (also available as video ad campaign)* | 300 x 250 px | 1,450 € |

* See next page for information on video ad campaigns.

Specification and technical data for banners

Visual as JPG, GIF, PNG or Flash file (max. 100 kB) plus target URL. HTML5 banner on request.

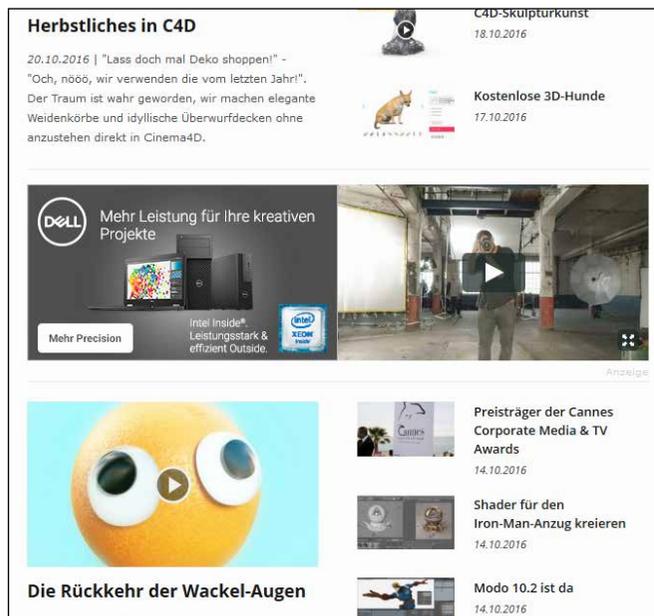


Implement your Video Ad Campaign with DP and profit from these advantages:

- Reach your customers with moving images and sound
- Static and responsive advertising placements are available
- We organize the hosting of your video material – a download link is enough
- The Full-HD 16:9 video will be visible on your ordered placement
- Analytic data is available for your placement spot as well as for your video count
- Video ads can be watched in full screen mode

Choose between two different advertising placements:

| Setup | Placement | Size | Price/Month |
|--|---|--------------|-------------|
| <p>Video Area 300 x 170 px</p> <p>Design Area 300 x 80 px</p> | <p>Rectangle</p> <p>Always visible, placed in the right navigation.</p> | 300 x 250 px | 1,800 € |
| <p>Design Area 320 x 180 px</p> <p>Video Area 320 x 180 px</p> | <p>Content Banner 2</p> <p>On the homepage placed between news blocks 3 and 4.</p> | 640 x 180 px | 2,300 € |



Technical data for video ads

Video area

Download link (e.g. FTP Access, Dropbox, WeTransfer)
 Video length maximum of 5 minutes, up to FullHD 16:9
 Formats: MP4, MOV or H264

Individual design area

Target URL and visual via email
 Size: 300 x 80 px or 320 x 180 px
 Formats: JPG, PNG or GIF (non-animated)

schste große Update für After Effects? Adobe hat's verraten.

Befeuern aus allen Projektoren

Advertorial | Lightshows, Messestände, Installationen und Kunstprojekte – als Bildschirmarbeiter steht man oft verwundert vor den Showmännern aus dem Projektionsbereich. Aber wie geht das?

Tinman aus und Charakter- und Stop-Motion

KE GAMES. AUTODESK

ETZT STARTEN

Veranstaltung

IBC 2016

08.09.2016

Cartoon

Befeuern aus allen Projektoren

Lightshows, Messestände, Installationen und Kunstprojekte – als Bildschirmarbeiter steht man oft verwundert vor den Showmännern aus dem Projektionsbereich. Aber wie geht das?

Advertorial

Architektur – ideal für Video-Mapping

Wir haben bei Loop Light aus Marburg nachgefragt, wie man Projektionen aufbaut und wo in der Pipeline der 3D-Artist sich austoben kann.

DP: Herr Finke, wenn Sie sich auf eine Projektion vorbereiten, wie sieht die Planung aus?

Online Advertorial

The DP website offers you the possibility to deeply integrate your marketing campaign into our news area. Right below the top news on the homepage, we will teaser your marked advertorial post, including a link to your own trackable landing page. The post will be placed during your requested period and will be included in the website search function. It will also be saved in our news archives.

Price per monthly display: 2,600 €



Combine your **Online Advertorial** with an advertorial in DP magazine to create your own cross-media campaign (page 8).

animago-Galerie: Autos & mehr

13.09.2016 | Sponsored News | Beim animago AWARD werden jedes Jahr die besten CG-Stills ausgezeichnet. Darüber hinaus erreichen uns aber natürlich noch wesentlich mehr Beiträge aus der

animago-Galerie: Autos & mehr

Beim animago AWARD werden jedes Jahr die besten CG-Stills ausgezeichnet. Darüber hinaus erreichen uns aber natürlich noch wesentlich mehr Beiträge aus der ganzen Welt, die ebenfalls verdient haben präsentiert zu werden. Hier die besten Fortbewegungsmittel in der CG-Visualisierung.

13.09.2016 | Sponsored News

"Old Citroen"/Mohammad Yazdi Rad/3ds Max, V-Ray/Tran

Im letzten Jahr wurden mehr als 1.000 Beiträge aus rund 60 verschiedenen Ländern beim animago-AWARD-Wettbewerb eingereicht. Da leider nur wenige nominiert werden können und nur ein Still die animago Trophäe erhält (2015 war es „On the Tramp“ von Manuel



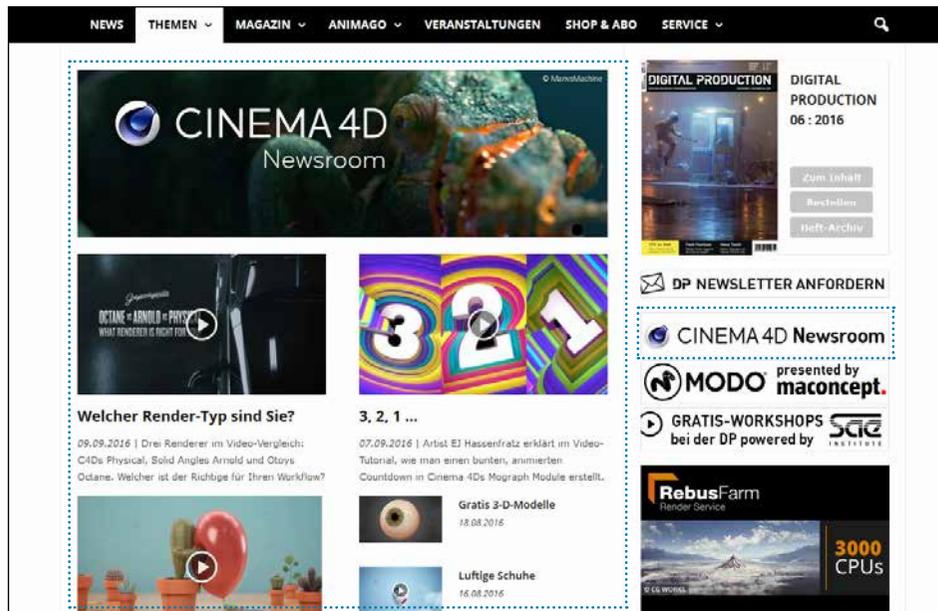
Sponsored News Article

Are you interested in getting your message across to a savvy and professional audience working in the entire digital media production industry, even though your content does not relate directly to our magazine's technical focus on 3D animation, VFX and visualization? Simply send us your text and image material and we will integrate your report in the form of a *Sponsored News* item on our website.

Price per sponsored news article: 420 €



How about a sponsored text ad in our editorial newsletter (p. 15) for your **Sponsored News Article**.



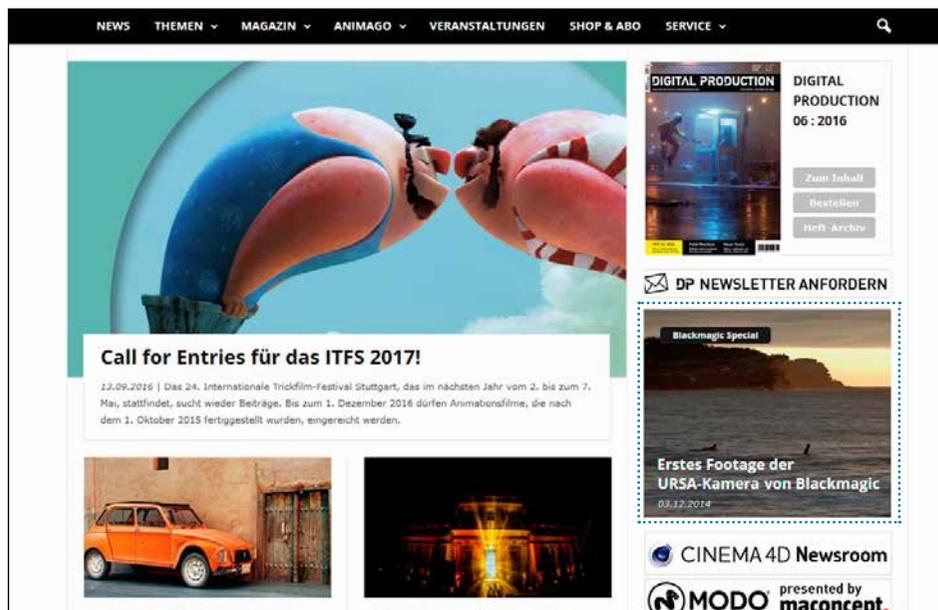
Landing Page

Are you looking for an online platform that will help you spread your expert knowledge in the industry while also supporting you editorially? Use the DP website for your own *Landing Page* to offer workshops or to bundle specific content. Of course, your *Landing Page* will be free of third-party ads and will offer you exclusive branding opportunities.

Monthly online fee: 650 €



We are always interested in discussing long-term cooperative agreements, including print ads in DP magazine.



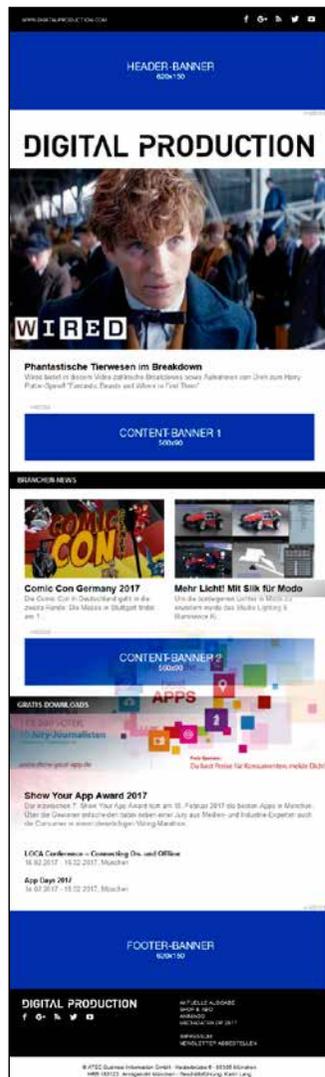
News Slider

As a complement to the permanent landing page, our magazine's temporary News Slider offers you the perfect opportunity to publish your content for a limited time period on the DP website. The News Slider is prominently positioned directly under the current DP magazine in the right sidebar. It showcases an alternating selection of individual news contributions; readers can also access an overview of all articles with one click. The *News Slider* can be booked exclusively in keeping with the rule of *first come, first served*: it comes with a minimum and maximum duration of one month and twelve months respectively.

Monthly online fee: 840 €



In addition, you can also bundle your individual news articles in a print advertorial (p. 8) so as to equally target all DP magazine readers.



NEW Newsletter Sponsoring: Twice the Amount of Attention from Top to Bottom

Your ad message opens the Newsletter in the form of a *sponsored-by* featuring a header banner above the DP logo: your ad message also concludes the Newsletter with your second placement in the form of a banner or text ad above the footer.

- Header banner in size 620 x 150 px (JPG, GIF, PNG, max. 100 kB, non-animated)
- Footer placement as banner in size 620 x 150 px or as text ad with logo/visual, headline and max. 300 characters

Price per placement: 1.020 €

NEW Newsletter Header Banner: Prominent & Top Placement

Above the DP logo as visual in size 620 x 150 px (JPG, GIF, PNG, max. 100 kB, non-animated).

Price per placement: 785 €

NEW Newsletter Footer Placement: Undivided Attention at the End

As a visual or text ad directly above the footer across the entire width of the Newsletter.

- Visual in size 620 x 150 px (JPG, GIF, PNG, max. 100 kB, non-animated) or
- Text ad with logo/visual, headline and max. 300 characters

Price per placement: 415 €

Newsletter Content Placement: A Great Spot Right in the Heart of Things

| Placement | Price (Placement) |
|------------------------------|-------------------|
| Content advertising 1 | 520 € |
| Content advertising 2 | 490 € |
| Content advertising 3 | 460 € |
| Content advertising 4 | 430 € |
| Content advertising 5 | 400 € |

Five content placements are available, whether in the form of a banner or a text ad integrated into the Newsletter between editorial contributions.

- Visual in size 560 x 90 px (JPG, GIF, PNG, max. 100 kB, non-animated) or
- Text ad with logo/visual, headline and max. 300 characters

Sent every two weeks to roughly 9,000 German-speaking subscribers (as of 09/2016)

| CW | Schedule |
|----|----------------|
| 2 | Tue 01/10/2017 |
| 4 | Tue 01/24/2017 |
| 6 | Tue 02/07/2017 |
| 8 | Tue 02/21/2017 |
| 10 | Tue 03/07/2017 |
| 12 | Tue 03/21/2017 |
| 14 | Tue 04/04/2017 |
| 16 | Tue 04/18/2017 |
| 18 | Tue 05/02/2017 |
| 20 | Tue 05/16/2017 |
| 22 | Tue 05/30/2017 |
| 24 | Tue 06/13/2017 |
| 26 | Tue 06/27/2017 |
| 28 | Tue 07/11/2017 |
| 30 | Tue 07/25/2017 |
| 32 | Tue 08/08/2017 |
| 34 | Tue 08/22/2017 |
| 36 | Tue 09/05/2017 |
| 38 | Tue 09/19/2017 |
| 40 | Wed 10/04/2017 |
| 42 | Tue 10/17/2017 |
| 44 | Tue 10/31/2017 |
| 46 | Tue 11/14/2017 |
| 48 | Tue 11/28/2017 |
| 50 | Tue 12/12/2017 |
| 52 | Fri 12/22/2017 |

Upon request, we will provide you with the appropriate German-language mailing list associated with our editorial newsletter (roughly 9,000 subscribers) exclusively for your advertising message. The sending of a client mail is limited to **a maximum of two items each month**.

For your **Standalone Mailing** we offer you two different options:

ADVERTORIAL

Darstellungsfehler? Zur Online-Version

ComLine

Ihr IT-Distributor

Telefonisch bestellen Zentral: 0461/77 303-300 Karlsruhe: 0721/35 44-80 10. März 2016

iPad Pro Tour

PRODUKTIVITÄT & KREATIVITÄT

EINLADUNG ZUR
IPAD PRO TOUR

» PRODUKTIVES UND KREATIVES ARBEITEN MIT DEM IPAD PRO «

Erleben Sie das iPad Pro Live!

Es ist viel größer. Es ist viel schneller. Es ist viel leistungsfähiger. Es ist eine völlig neue Dimension. Tobias Böhlinger, Senior Systems Engineer - Media Specialist bei Apple GmbH, Andreas Kleinke, Apple Consultant und Arne Schröder, Adobe Solutions Consultant geben Ihnen in zwei Vorträgen ihr Wissen zum neuen Apple iPad Pro und den verknüpften Adobe Applikationen weiter. Wir werden für Sie 5 brandneue iPad Pro Demonstrationen bereitstellen, an denen Sie dieses faszinierende im Zusammenspiel mit dem neuen Smart Keyboard, dem revolutionären Pencil und den mobilen Adobe Apps selbst testen können.

Melden Sie sich jetzt an »

Version 1

ADVERTORIAL

DIGITAL PRODUCTION

Updates für After Effects und Premiere Pro:
Mehr Kreativität und Performance.

Adobe hat den Video-Tools mit dem großen Creative Cloud-Update im Juni viele Neuheiten spendiert. Premiere Pro und After Effects bringen nach dem Update mehr Geschwindigkeit und lassen mehr Raum für Kreativität.

Adobe hat seinen Video-Werkzeugen mit dem Juni-Update neue Funktionen spendiert. Wer sich bis zum 29. Juli entscheidet auf Creative Cloud umzusteigen, profitiert doppelt: Sie zahlen im ersten Jahr monatlich nur 35,69 Euro inkl. MwSt. Wir zeigen Ihnen die Highlights des Updates in Premiere Pro und After Effects.

Jetzt günstig upgraden und bis zu 40% sparen

Schnellerer Videoschnitt mit Proxies

Den Videoschnitt in Premiere Pro beschleunigen optional einsetzbare, schlanke Proxy-Dateien – auf jedem Gerät. Mehr Geschwindigkeit bringt auch die Möglichkeit schon mit Footage zu arbeiten, während Medien im Hintergrund laden.

Kreative Arbeit mit Farbe

Verbesserte Lumetri-Werkzeuge erleichtern die kreative Arbeit mit Farbe: Sie können Farbanpassungen intuitiv anpassen. Neue, vordefinierte Speedlooks können Sie mit einem Klick

Version 2

Version 1

You send us an already designed and coded HTML newsletter using your own corporate identity and we handle the dispatch itself. The only adjustment we make to the design is that we add the DP logo as well as the *Advertorial* label. We will not make any changes to the text you have designated for the "Subject" bar.

Version 2

We get together with you to design an exclusive newsletter and dispatch it as an *Advertorial* in a DP "look & feel". Upon request, DP can also formulate a short introduction in the form of a business recommendation. We will not make any changes to the text you have designated for the "Subject" bar.

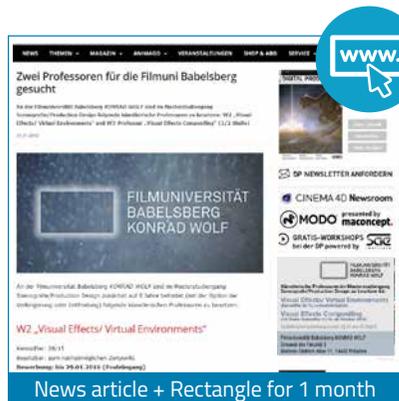


Please contact us for an individual offer.

Job postings, job offers, study programs & more

DIGITAL PRODUCTION is your direct line to users, creatives and young professionals with regard to your marketing and recruiting goals relating to the areas of education & work.

Advertising package



- News article on the DP website, for example, regarding job offers and study programmes, plus an automatic Facebook post on the DP fan page.
- One-month banner placement in a rectangle format 300 x 250 px with a link to the news article.
- Two inclusions in the editorial newsletter in the form of a banner or text ad including a link to the news article.

Total package: 1,315 €

Package Online + Print

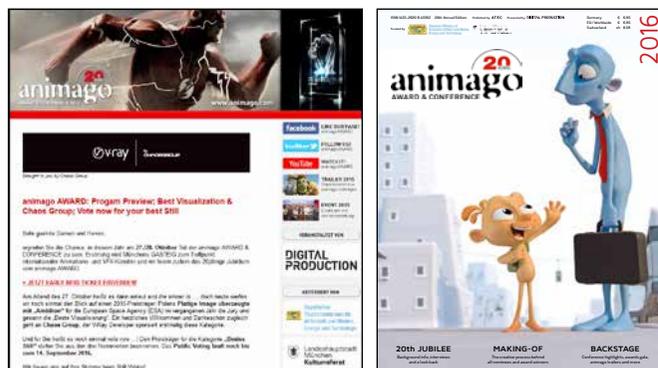


Increase your online advertising campaign with a print ad in our DP magazine and come even better in contact with your target group.

- 1/2 ad format: additionally **1,475 €**
- 1/3 ad format: additionally **1,325 €**
- 1/4 ad format: additionally **975 €**



Do you need any assistance in graphic design of your advertising material?
Contact us and we will help you for a small handling fee of 95 €.



animago

AWARD & CONFERENCE

animago 2017

3D ANIMATION & STILL | VISUAL EFFECTS | VISUALIZATION | DESIGN

Dates 2017

- May 31, 2017: Entry deadline for the animago AWARD
- September 07/08, 2017: animago AWARD & CONFERENCE in Munich, Germany

Be a part of it as:

- Monetary or in-kind sponsoring partner
- Exhibitor at the animago EXHIBITION
- Media or event partner
- Speaker at the conference program
- Visitor of animago AWARD & CONFERENCE



Please request our latest animago Media Kit 2017.

Last Year's Facts & Figures

- Exactly 1,076 entries sent in by digital artists from 58 different countries at the animago competition
- About 1,500 international visitors and experts at the animago conference
- About 60 exhibiting companies and partners
- All in all 35 sessions, panels and keynotes in the conference program

Facts & Figures for animago Print & Online

- animago magazine in English with 5,000 planned printed copies
- animago newsletter with about 12,000 international subscribers (effective September 2016)
- animago website reaching 11,000 Page Impressions and 3,800 Unique Visitors (annual average 11/2015 – 10/2016)

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Terms of Payment

- 30 days after invoice date net
- 2 % discount for payments within 14 days
- Prices do not include VAT

Bank Data

Deutsche Bank München

Bank Code: 700 700 10

Account Number: 170 33 88 00

VAT ID Number: DE 27 0819423

IBAN: DE 86 7007 0010 0170 3388 00

SWIFT / BIC: DEUTDEMM

DETAIL | Business
Information

DETAIL Business Information GmbH

CEO: Karin Lang

Hackerbrücke 6

80335 Munich, Germany

www.detail-business-information.com

kontakt@detail.de

General Terms and Conditions for Advertisements Print and Online

An "advertisement order" within the meaning of the following General Terms and Conditions of Business is a contract with respect to the publication of one or more advertisements of an advertiser or space buyer in a publication for advertising purposes.

1. If there is any doubt, advertisements are to be called up for publication within one year of the conclusion of the contract. If, within the framework of the contract, the right has been granted to call up individual advertisements, the order is to be wound up within a year of the publication of the first advertisement provided the first advertisement was called up and published within the period of time mentioned in sentence 1.
2. When a contract is concluded the advertiser is entitled to call up further advertisements within the period of time agreed on or within the period of time mentioned in item 2 over and above the number of advertisements mentioned in the order.
3. If an order is not fulfilled due to circumstances beyond the control of the publishing house, the advertiser has, regardless of any other legal obligations which might arise, to reimburse the publishing house for the difference between the discount that was granted and the discount that would correspond to the amount actually purchased.
4. Text part-advertisements. Inapplicable.
5. Orders for ads and preprint inserts that are expressly only to be published in specific issues or positions in the magazine have to arrive at the publisher in sufficient time for the advertiser to be informed prior to the closing date for advertisements should it not be possible to execute the order in the requested manner. Classified ads are printed in the appropriate section and require no particular agreement.
6. Advertisements that because of their editorial design are not recognisable as such will be made more clearly distinguishable by the publishing house adding the word "advertisement".
7. The publishing house reserves the right to reject advertisement orders – also individual release orders within the scope of a contract – and insert orders, on account of their content, origin or technical form in accordance with uniform, objectively justified principles of the publishing house if their contents violate laws or official regulations or it cannot reasonably be expected that the publishing house print them. This also applies to orders placed with branch offices, advertisement offices or representatives. Insert orders only become binding for the publishing house once a sample of the insert has been submitted and approved. Inserts which give the reader the impression that they are part of the newspaper/magazine on account of their format or layout, or include advertisements from third parties, will not be accepted. The advertiser will be informed immediately that his advertising order has been rejected.
8. The advertiser is responsible for ensuring that the advertisement text and faultless artwork or the insert is delivered to the publishing house in good time. The publishing house will be prompt to demand a replacement for any artwork that is visibly unsuitable or damaged. The publishing house guarantees the usual printing quality of the booked title within the scope of the means arising from the artwork submitted.
9. If the printed version of the advertisement is partially illegible, not correct or incomplete, the advertiser is entitled to a reduction in payment or to a replacement advertisement that is free from defect, but only to the same extent as the purpose of the advertisement was impaired. In the event that the publishing house lets an appropriate deadline that he was set for this pass, or that the replacement advertisement is once again not free from defects, the advertiser has the right to a reduction in payment or to withdraw from the contract. Claims for damages or compensation occasioned by positive violation of a claim, negligence on conclusion of the contract and tortious acts are – even if the order was placed by telephone – excluded. Claims for damages or compensation occasioned by impossibility of performance and delay in performance are limited to compensation for the foreseeable damage and to the remuneration to be paid for the advertisement or insert in question. This does not apply to damage caused intentionally or by gross negligence by the publishing house, its legal representative or its vicarious agents. The liability of the publishing house for damages due to the lack of characteristics or features that were promised remain unaffected. In addition, in the course of business the publishing house is also not liable for the gross negligence of its vicarious agents; in the remaining cases liability towards businessmen and women for gross negligence is, in terms of scope, limited to the foreseeable damage up to the amount of remuneration to be paid for the

- advertisement in question. Complaints – except in the case of non-obvious defects – must be put forward within four weeks of receipt of the invoice and voucher copy.
10. Trial copies are only supplied if expressly requested. The advertiser is responsible for the correctness of the returned trial copy. The publishing house takes into account all corrections that are communicated to him within the deadline set when the trial copies were originally sent to the advertiser.
11. Re: invoicing based on print size. Inapplicable.
12. In the event that the advertiser does not make an advance payment, the invoice will, as far as possible, be sent fourteen days after publication of the advertisement. The invoice is to be paid within the time period mentioned in the price list as from the date on which the invoice was received, provided that no other terms of payment or advance payment has been agreed on in individual cases. Possible discounts for early payment will be granted in accordance with the price list.
13. In the event that the advertiser defaults or requests an extension, interest and collection fees are charged. If the advertiser defaults the publishing house can defer the implementation of the remaining current order until payment has been made and demand that advance payment be made for the remaining advertisements. If there is reasonable or legitimate doubt about the advertiser's ability to pay, the publishing house is entitled, even while the advertising contract is running, to make the appearance of further advertisements dependent on the advance payment of the sum and on the settlement of unpaid invoices irrespective of the terms of payment originally agreed on.
14. If requested to do so the publishing house will supply an advertiser's copy with the invoice. Depending on the type and scope of the advertising contract, tear sheets and the complete advertiser's copies will also be supplied. If an advertiser's copy can no longer be procured, a legally binding certification from the publishing house confirming the publication and distribution of the advertisement will take its place.
15. The advertiser is to bear the cost of producing the necessary artwork and of any substantial modifications requested by the advertiser, or for which he is responsible, to the design originally agreed on.
16. Does not apply to titles whose edition-specific circulation has to be notified to the IWW (German Information Association for the Ascertainment of Distribution of Advertising Media) – see 21. For contracts involving a series of adverts, a price reduction can be claimed if the individual circulation of each edition is on average less than the guaranteed paid circulation. A reduction in circulation shall only become a shortfall justifying a price reduction if and when it exceeds the following ratios: circulation up to 50,000 copies – 20 out of a hundred, circulation up to 100,000 copies – 15 out of a hundred, circulation up to 500,000 copies – 10 out of a hundred, circulation above 500,000 copies – 5 out of a hundred. In addition, claims for price reductions are excluded for agreements if the Publisher has notified the Customer of the reduction of the edition circulation in sufficient time for the Customer to withdraw from the contract prior to the publication of the advertisement. Any further claims are excluded.
17. In the case of box number advertisements the publishing house exercises the diligence and care of a prudent businessman when it comes to safekeeping and passing on the offers in good time. Recorded deliveries and express letters in response to box number advertisements will be sent on by normal post. Replies to box number advertisements will be kept for four weeks. Replies that have not been collected within the time will be destroyed. The publishing house will return valuable documents without being obliged to do so. The publishing house can, by individual contract, be granted the right, as an agent, to open the incoming offers instead of and in the explicit interest of the advertiser. The publishing house is not obliged to pass on offers of people trying to sell their wares and offers of mediation.
18. Artwork will only be returned to the advertiser if this has been specifically requested in writing. The publishing house is only obliged to keep such artwork for a period of three months from the time that the advertisement appeared in print and in

- the case of contracts from the time that the last advertisement appeared in print.
 19. Place of jurisdiction and place of performance is the office of the publishing house. Additional General Terms and Conditions of the Publisher
 - a) The General and Additional Terms and Conditions of the Publisher apply by analogy to orders for supplements, appendages and technical special designs. b) Each order shall only become legally valid after written confirmation by the Publisher.
 - c) Advertising agencies and advertising brokers are obliged to adhere to the Publisher's price list with regard to their offers, contracts or invoicing with clients. Remuneration for mediation paid by the Publisher to advertising agencies may not be passed on to the Customer in whole or in part.
 - d) If the advertisement price list is altered, the new conditions will immediately enter into force and apply even to current advertisement orders.
 - e) If a joint discount is claimed for associated companies, written proof of associated status will be required from advertisers. Associated companies are defined for the purposes of this provision as companies linked by a financial shareholding of at least 50 percent. Confirmation of the associated status of capital companies shall be provided by an accountant or through presentation of the last annual report. Partnerships shall prove associated status by presenting their certificate of registration. The report/certificate must be presented by the end of the insertion year. Presentation after this deadline will not result in retrospective recognition. Group discounts must always be expressly approved in writing by the Publisher. Group discounts are only granted for the duration of associated status. In the event of termination of associated status, the Publisher must be informed immediately. Termination of associated status will also result in the termination of group discounts.
 - f) Inserts are loose, printed items supplied by the Customer for inclusion with the journal. Inserts that combine advertisements from several Customers with a common theme (joint advertising) are possible subject to special agreement.
 - g) Appendages are printed items supplied by a Customer that are securely attached inside the journal. Inserts that combine advertisements from several Customers with a common theme (joint advertising) are possible subject to special agreement.
 - h) Appendages that due to their design are not recognisable as advertisements must include the word »Advertisement«. The precise details can be worked out once a sample has been presented.
 - i) The Customer is solely responsible for the content and legality of the text and images supplied for insertion. The Customer is responsible for releasing the Publisher from any third-party claims that arise against the Publisher following execution of the order, even if it is cancelled. The Publisher is not obliged to check orders and advertisements for infringement of third-party rights. If cancelled advertisements are published, Customer claims shall only result from within the framework of point 10 (above) of the General Terms and Conditions of Business.
 - j) In the event of business disruptions or interventions by force majeure (e.g. industrial disputes, confiscation, etc.), the Publisher shall be entitled to full payment for the published advertisements if the orders are fulfilled with 80% of the guaranteed paid circulation underlying the price of the advertisements. Lower fulfillment shall be invoiced on the basis of the thousand-page price as per the guaranteed paid circulation in the price list.
 - k) The duty to store print materials shall end three months after publication of the respective advertisement insofar as no other agreement has been explicitly made.
 - l) Providing more than two colour templates, late delivery of the print matter, and requests for print alterations to the template may affect placement and print quality. Any resulting claims can only be asserted within the framework of point 10 (above) of the General Terms and Conditions of Business. The Publisher reserves the right to invoice the Customer for any additional costs incurred.
- As at December 2014