



# SPECIALS 2020

**c't PC-Selbstbau**  
Planen • Kaufen • Bauen • Tunen

**Der optimale PC**

AMD schlägt Intel  
SSDs richtig günstig  
Grafikkarten  
Jeden Rechner ausreizen



**c't Windows**  
PROBLEMLÖSER

**c't Notfall-Windows**

**Security**

Handel und Bitcoin  
Lernen



Identitätsklau verhindern



**Android**  
Der Smartphone-Praxis-Guide

**Smartphones**



**c't Smart Home**  
Haus & Wohnung clever nachrüsten

Die besten Helfer für ...

**Projekte**  
Basteln mit Rasp. & Co.

**Smart Home**



**Raspberry Pi 4**

**Projekte**

**Smart Home**



# TOPIC OVERVIEW 2020

Topics	On sale	Space close	Material due	Circulation*
c't wissen DSGVO	28 Jan, 2020	07 Jan, 2020	09 Jan, 2020	50,000
c't ANDROID	18 Feb, 2020	23 Jan, 2020	27 Jan, 2020	50,000
c't wissen Docker	17 Mar, 2020	20 Feb, 2020	24 Feb, 2020	50,000
c't innovate	14 Apr, 2020	19 Mar, 2020	23 Mar, 2020	50,000
c't wissen Python	19 May, 2020	23 Apr, 2020	27 Apr, 2020	50,000
c't wissen Raspi	23 Jun, 2020	28 May, 2020	03 Jun, 2020	50,000
c't Daten schützen	21 Jul, 2020	25 Jun, 2020	29 Jun, 2020	50,000
c't wissen Admin	25 Aug, 2020	30 Jul, 2020	03 Aug, 2020	50,000
c't wissen Windows	15 Sep, 2020	20 Aug, 2020	24 Aug, 2020	50,000
c't wissen Desinfec't	13 Oct, 2020	17 Sep, 2020	21 Sep, 2020	50,000
c't wissen Security	24 Nov, 2020	29 Oct, 2020	02 Nov, 2020	50,000
c't wissen Selbstbau	22 Dec, 2020	26 Nov, 2020	30 Nov, 2020	50,000

\* for the current circulation please ask your media contact partner

Topics are subject to change.

## **Distribution:**

On sale at the newsstands, in magazin and book stores

# SIZES AND RATES • c't special

## Basic rates

Ad size	Type Area (w x h)	Trim size* (w x h)	b/w	4c
2/1 page	390 x 260	420 x 297	€ 6,850	€ 9,550
1/1 page	185 x 260	210 x 297	€ 3,425	€ 4,775
3/4 page	185 x 193 137 x 260	210 x 216 146 x 297	€ 2,640	€ 3,680
2/3 page	185 x 171 122 x 260	210 x 195 130 x 297	€ 2,360	€ 3,255
1/2 page	185 x 128 90 x 260	210 x 152 103 x 297	€ 1,800	€ 2,475
1/3 page	185 x 84 58 x 260	210 x 107 71 x 297	€ 1,240	€ 1,650
1/4 page	185 x 62 43 x 260 90 x 128	210 x 80 53 x 297 103 x 152	€ 950	€ 1,300
Cover page 2 and 4				€ 5,990
Cover page 3				€ 5,250

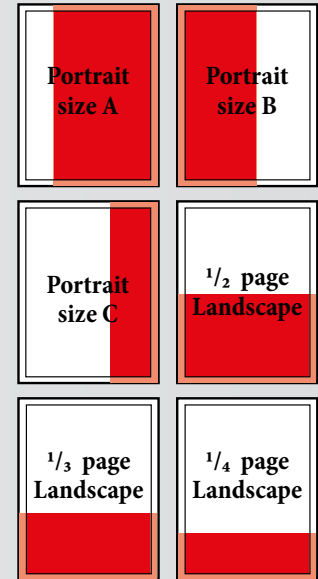
\* Trim allowance: foot 3 mm, head 3mm, face 3 mm min, gutter 4 mm  
Standard terms and conditions for advertisements of Heise Medien & Co. KG.

**Insert rate up to 25g: € 109 per 1,000 copies, higher weight on demand.**

# SIZEN AND RATES · **c't wissen** in compact format

## Basic rates

Ad size	Type Area (w x h)	Trim Size* (w x h)	4c
2/1 page	390 x 201	420 x 240	€ 9,550
1/1 page	185 x 201	210 x 240	€ 4,775
Portrait size A	145 x 201	156 x 240	€ 3,860
Portrait size B	105 x 201	116 x 240	€ 2,755
Portrait size C	60 x 201	71 x 240	€ 1,930
1/2 page Landscape	185 x 98	210 x 115	€ 2,475
1/3 page Landscape	185 x 64	210 x 81	€ 1,650
1/4 page Landscape	185 x 48	210 x 65	€ 1,300
Cover page 2 and 4			€ 5,990
Cover page 3			€ 5,250



\* Trim allowance: foot 3 mm, head 3mm, face 3 mm min, gutter 4 mm.  
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# TECHNICAL SPECIFICATIONS **c't special**

Please provide the data always as PDF files, version 1.4, in CMYK mode, non-separated, no colour profiles, plus 3 mm bleed in case of bleed formats. **Due to the glued binding**, 5mm of the motif will **not** be visible on inside front cover page (C2), the first and last content pages and on inside back cover page (C3). On all other pages its 3 mm.

1. When you intend to transfer data, please give advance notice to Ms. Schuessler or Mr. Schlewitz:  
Phone: +49 561 60280-255 or -256
2. Please, name the files according to this pattern: „ctspecial“
3. Please, submit your print documents together with a contract proof (cover ISO coated V2 39L/ contents LWC improved 45 L) to:  
Dierichs Druck + Media GmbH & Co. KG  
Abteilung Druckvorstufe – Ms. Schuessler/Mr. Schlewitz  
Frankfurter Str. 168, 34121 Kassel, Germany

## **DATA DISPATCH VIA INTERNET (E-MAIL OR FTP\*)**

Our PDF-settings are available via Internet: [www.ddm.de](http://www.ddm.de) or on request via E-mail or CD-ROM.

E-mail address: [prepress@ddm.de](mailto:prepress@ddm.de)

Log into our ftp server with:

Host name: [ddm.de](http://ddm.de)  
User-ID: [heise](#)  
Password: [anz05x2](#)

\* Please send a maximum of 20 MB via Internet or E-mail. Larger files should be supplied by data carrier or ISDN/FTP.

## **SPECIAL COLOURS**

Please note that offshades are possible, if a conversion from Pantone or HKS colours is required. Special colours must not include transparencies.

## SERVICE

In case of other file formats or problems concerning the PDF production, do not hesitate to call our service number: **+49 561 60280-255 (or -256)**. For further information visit us on the Internet: **[www.ddm.de](http://www.ddm.de)**

# TECHNICAL SPECIFICATIONS **c't wissen** in compact format

## PRINTING PROCESS

**Insides:** Web Offset (CMYK)  
**Cover:** Sheetfed Offset (CMYK)  
**Size:** Trimmed size: 210 x 297 mm  
Bleed: 3 mm head, 3 mm foot, 3 mm face, gutter 4 mm  
Cutting marks must be included.

## ARTWORK

**Types:** Printing documents (data) fonts: Please note that all fonts have to be supplied. If fonts are missing replacement fonts will have to be used, these could eventually change the appearance and the layout of the ad.

**Other details:** The minimum line width is 0.2 mm. Images with very thin structures and Copy-Dot-files could cause a moiré and have to be avoided.

**Recommended file formats:** Preferably non-separated PDFs (PDF/X-4 or higher). Distiller settings can be downloaded from support at [www.appl.de](http://www.appl.de). Types must be encapsulated and the CMYK colour mode has to be used. Please avoid to pass on so-called 'open' files. This may cause version and system-related errors for which no liability can be accepted. In case you do send such files the following programmes are supported:

**Mac programmes:** Photoshop, InDesign, Illustrator

**PC programmes:** Photoshop, InDesign, Illustrator

**File names:** A clear file name has to be chosen indicating "publication", "issue number", "advertiser's name", "ad size", "printing process" e.g. "ct1209Microsoft\_1x2\_offset".

**Data carriers:** CD or DVD

**Resolution:** Screen: min 300 dpi; Line: min 800 dpi

**Inside proof:** The inside proofs have to be made according to the 4 colour mode (CMYK) based on the standards "PSO\_LWC\_Standard\_eci.icc" for PT 3 Offset. The respective profiles can be downloaded from [www.eci.org](http://www.eci.org)

**Cover proof:** The cover proofs have to be made according to the 4 colour mode (CMYK) based on the standards „ISO coated\_v2 for PS1 Offset. The respective profiles can be downloaded from [www.eci.org](http://www.eci.org).

The proofs for the insides and the cover must be made from your supplied files. Only if the proofs are made according to the correct parameters, your advertisement can be printed within the usual tolerances of the process. In case of any queries on colour adjustments or ICC profiles, please do contact the Colour Management department. Phone: +49 90 92/999-231.

## TECHNICAL HANDLING

**Files/Proofs to be sent to:** appl druck GmbH  
Abteilung Elbo-Echter  
Senefelderstr. 3-11  
86650 Wemding, Germany

Please enclose for checking: Obligatory printouts or colour space adjusted proofs with reference to the contact person and phone number. On the delivery address for copy materials (files/proofs) it is very important to indicate clearly the department: "Abteilung Elbo-Echter". We cannot accept any complaints if incorrect data is supplied.

## Queries on file supply:

**Phone:** +49 90 92/999-247  
**FTP-Server:** address: [ftp.appl.de](ftp://ftp.appl.de)  
user: [user\\_54](#)  
password: [VLy4bR](#)

Please announce every FTP-Transfer per e-mail in advance

**E-mail:** [ct@appl.de](mailto:ct@appl.de)

# CONTACT

## Advertising sales office

### **Verlagsbüro ID GmbH & Co. KG**

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## Publishing house

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