



# SPECIALS 2021

# TOPIC OVERVIEW 2021

Topics	On sale	Space close	Material due	Circulation*
c't DSGVO	26 Jan, 2021	05 Jan, 2021	07 Jan, 2021	50,000
c't Home & Office	23 Feb, 2021	28 Jan, 2021	01 Feb, 2021	50,000
c't Linux	23 Mar, 2021	01 Mar, 2021	03 Mar, 2021	50,000
c't Hardware for the home office	27 Apr, 2021	06 Apr, 2021	08 Apr, 2021	50,000
c't Projekte 2021	25 May, 2021	29 Apr, 2021	03 May, 2021	50,000
c't Windows	22 June, 2021	27 May, 2021	31 May, 2021	50,000
c't Fritzbox	27 July, 2021	01 July, 2021	05 July, 2021	50,000
c't Daten schützen	24 Aug, 2021	29 July, 2021	02 Aug, 2021	50,000
c't Desinfec't	21 Sept, 2021	26 Aug, 2021	30 Aug, 2021	50,000
c't Cloud	19 Oct, 2021	23 Sept, 2021	27 Sept, 2021	50,000
c't Security	23 Nov, 2021	28 Oct, 2021	01 Nov, 2021	50,000
c't PC Selbstbau	21 Dec, 2021	25 Nov, 2021	29 Nov, 2021	50,000

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

Topics are subject to change.

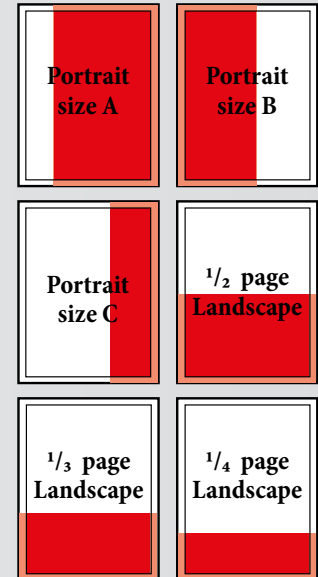
## **Distribution:**

On sale at the newsstands, in magazin and book stores

# SIZEN AND RATES

## 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.  
Standard terms and conditions for advertisements of Heise Medien & Co. KG.

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

# TECHNICAL SPECIFICATIONS

## PRINTING PROCESS

**Insides:** Web Offset (CMYK)  
**Cover:** Sheetfed Offset (CMYK)  
**Size:** Trimmed size: 210 x 240 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\_MFC\_Paper\_41L\_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-Rolle  
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-Rolle".

We cannot accept any complaints if incorrect data is supplied.

## Queries on file supply:

**Phone:** +49 90 92/999-227

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

# CONTACT

## Advertising sales office

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## Publishing house

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