

gamescom 2024

in c't 18/2024 AND as online advertorial at www.ct.de

Top Topic gamescom 2024

As the world's largest event for computer and video games, gamescom attracts hundreds of thousands of visitors every year and offers a unique insight into the games industry.

But the trade fair in Cologne is at the same time the industry's business meeting point. Companies present themselves as attractive employers and hold initial talks with potential candidates.

The c't topic special covers in print and digital exciting themes relating to gamescom 2024 and offers a unique and cross-media reach.



Your target group?
 316.000 c't readers describe computers, EDP, IT as their professional area of expertise.
 669.000 c't readers are gamers playing occasionally / regularly video games.
 Source: AWA 2023

VR AND AR: Which games worlds are becoming reality.

Dinosaurs? Anything but dead. AR technology also brings Pokémons, zombies and everything else that exists and doesn't exist to life, whether in the living room or in the middle of a city park. Meanwhile, virtual reality (VR) has become even more fluid, from classic Elder Scrolls to completely unique game forms à la Beat Saber to the shared worlds of VRChat.

COZY GAMES: What gamers switch on to switch off.

They are a bit like a walk in the woods, a bit like 'Germany's most beautiful railway lines' and a bit like counting sheep. Cozy games as decelerators and digital campfires are finding a target group that has left all opponents behind. Although the genre is still very nature-orientated - from the cats in the

café to the friendship islands in Animal Crossing – it has been expanded in a variety of ways and has long been more than just garden simulations.

GAMES JOBS: Who brings game characters to life.

Games are worlds of their own, in which there is always something new to discover. This is true for gamers, but it also applies to the development side, from the idea and story to design, sound, music, graphics, effects, textures and animation, VR and gameplay through to production, marketing and community management. The demand for skills and specialists is correspondingly wide-ranging – as is the demand for curious newcomers.

On Sale

09, August 2024

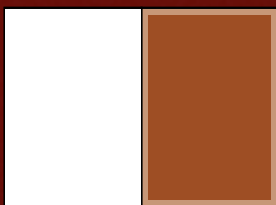
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18, Juli 2024

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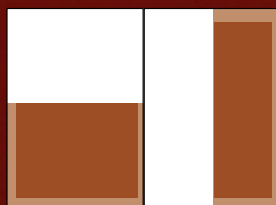
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1/2 page



a) 185 × 126 88 × 256
 b) 210 × 152* 103 × 297*

4c: € 16,900

4c: € 10,400

THE TOPIC SPECIAL IN THE MAGAZINE AND AS ONLINE ADVERTORIAL AT www.ct.de

COVERAGE	879,000 reader per issue
SOLD CIRCULATION	264,384 copies
PAID SUBSCRIPTION	156,887 subscribers
SUBSCRIPT. WITH DIGITAL ACCESS	around 100,000 subscribers

Source: IVW I/2024

The rates include an online advertorial worth € 3,900

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