









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# 2018 advertising rates

## THE MEDIA BIZ Guide 2018

| Formats   | width/height<br>(in mm)  | basic price<br>(b & w)   | 4C<br>(colour) |
|---|--|--------------------------|----------------|
|                            | 1/16<br>H: 45 x 54<br>Q: 54 x 45   | 190 €                    | 370 €          |
|                            | 1/8<br>H: 54 x 91<br>Q: 91 x 54  | 360 €                    | 650 €          |
| <br>bleed<br>format +3mm    | 1/4<br>H: 43 x 244<br>Q: 187 x 57<br>P: 91 x 119<br>H: 55 x 282<br>Q: 210 x 79 | 499 €                    | 1.215 €        |
| <br>bleed<br>format +3mm   | 1/3<br>H: 58 x 244<br>Q: 187 x 77<br>H: 70 x 282<br>Q: 210 x 99                | 685 €                    | 1.405 €        |
| <br>bleed<br>format +3mm   | 1/2<br>H: 91 x 244<br>Q: 187 x 119<br>H: 103 x 282<br>Q: 210 x 141             | 825 €                    | 1.545 €        |
| <br>bleed<br>format +3mm  | 2/3<br>H: 120 x 244<br>Q: 187 x 154<br>H: 132 x 282<br>Q: 210 x 176            | 1.050 €                  | 1.770 €        |
| <br>bleed<br>format +3mm | 1/1<br>187 x 244<br>(full page)<br>210 x 282<br>(magazine format)              | 1.455 €                  | 2.175 €        |
|                          | 2/1  | 2.740 €                  | 3.690 €        |
| Cover (4c)  |  | 3.520 €                  |                |
| Supplements<br>Up to 20 g/piece   |  | 420 €<br>per 1000 pieces |                |

### discounts & additional charges

#### Additional charges for special placement:

Back Cover:

+ 50% of the basic price

Page 2 (front and back):

+ 15% of the basic price

other charges for special placement:

+ 10% of the basic price

#### Discounts:

always refer to the basic prices, and understood as booked for issues within one business year.

Full pages:                      Smaller than 1/1:

3-4 x 1/1: 5%                      3-4 x: 3%

5-9 x 1/1: 8%                      5-9 x: 5%

10 x 1/1: 12%                      10 x: 10%

11 x 1/1: 15%                      11 x: 12%

**We do not grant discounts on additional charges for placement.**

**All prices in Euro.**

**5% special fee on ads is not included.**

### production data formats

#### Requirements and Delivery:

HighRes PDF-Files in **CMYK**.

Open files created either in QuarkXpress, Adobe Illustrator, Photoshop, Macromedia FreeHand or In-Design (Unacceptable software among others: Corel Draw, Microsoft Publisher, PowerPoint and Word.)

#### Basic format of print:

Adobe InDesign (Platform: MacOSX)

All four-color files, including logos, pictures, graphics, ... must be in CMYK (RGB and indexed colours are not accepted). Please do not forget embedding or adding all pictures and printer fonts necessary.

As a reference, please send us a printout of your advertisement or add a colour proof (4c print). Otherwise we cannot guarantee the correct processing of your data.

#### Pictures, graphics:

JPG (max. resolution), TIF, EPS, (300dpi)

**Printing:** offset printing

**Magazine Format:** 210 mm width x 282 mm height

Additional production costs (layout, scanning...)

will be charged extra.

#### Delivery:

E-mail: [produktion@mediabiz.at](mailto:produktion@mediabiz.at) (max. 10 MB)

FTP-Server (Login and password on request)

Data medium (CD, DVD, ...)

to the postal address of MEDIA BIZ.

Contact: [produktion@mediabiz.at](mailto:produktion@mediabiz.at), +43 1 403 35 83 15

The annual guide to the Austrian showbiz and media scene with more than 2000 entries (film-, TV-, video-, multimedia-, postproduction-, sound studios, wholesalers and retailers, rental studios, rental equipment, location services, organizations, broadcast companies, ...; camera operators, cutter, producer, sound engineers, etc.) is the perfect research tool for media professionals.

Complete with company contact information and useful additional data, arranged in easy-to-find categories and alpha order, the MEDIA BIZ Guide has proved to be a helpful and essential tool for anyone working and interested in the media, cultural, entertainment and advertising industries. MEDIA BIZ offers a range of effective advertising options, which will keep working for you for a whole year throughout the German-speaking media world. This year-round presence makes even small budgets work for you, bringing your services and products into the limelight.

**Place your ads before: December 15, 2017**

**Data delivery: January 20, 2018**

**Date of publication: February 28, 2018**

### formats & prices

For special or small formats, special colours, job advertisements or advertorials please do not hesitate to contact us: [anzeigen@mediabiz.at](mailto:anzeigen@mediabiz.at) or +43 1 403 35 83 15.

## deadlines & topics

**MEDIA BIZ**, the Austrian special interest magazine focussing on the professional AV industry, covers all aspects of the audio-visual industry with tips and reports on applications and installations, interviews, the latest industry trends, technologies and products concerning film & video, broadcast, IT, professional audio, music, (live) events, digital media, gaming, videoconferencing, digital signage, presentations, etc.

| Issue                       | editorial deadline | print data delivery | dispatch date | scheduled topics / trade shows   | TOPICS   |
|-----------------------------|--------------------|---------------------|---------------|--|--|
| <b>MEDIA BIZ Guide 2018</b> | 15.12.             | 20.1.               | 28.2.         | The annual guide to the Austrian media scene   |  |
| MB March                    | 14.2.              | 16.2.               | 2.3.          | ISE Integrated Systems Europe, review I<br>Best of Events, review<br>Prolight + Sound Frankfurt, preview I<br>Diagonale Graz and Tricky Women, previews    | <b>MOTION CAPTURE:</b> Mocap tools and software for different applications - game design, VFX, VR, robotics, life science and stage<br><b>(LIVE-) PRODUCTION &amp; STREAMING:</b> Hard- & software, recording, device management and distribution processes<br><b>DIGITAL SIGNAGE:</b> Hard- & software for in- & outdoors applications, content creation<br><b>360 CAPTURE, VIRTUAL &amp; AUGMENTED REALITY, AI:</b> Technology, tools, production and applications<br><b>AUDIO MIXING CONSOLES &amp; DESKS</b><br><b>SHOW NETWORKS &amp; CONTROL SYSTEMS</b> for events, theatres and retailers<br><b>LENSES</b> for film and video shooting<br><b>INTERCOM &amp; TALKBACK</b> for broadcast, conferences and events<br><b>STORAGE, ARCHIVING &amp; RESTORATION</b><br><b>STUDIO &amp; AUDIO MONITORS</b><br><b>CAMERA TECHNOLOGY &amp; SUPPORT</b><br><b>WIRELESS SYSTEMS</b><br><b>VIDEO- &amp; PROJECTION SYSTEMS</b> for presentations, control rooms and events<br><b>LINE-ARRAYS</b><br><b>ACTION CAMS</b><br><b>MUSEUM TECHNOLOGY:</b> User-centric services - audio guides, visualization, interactive systems and networked objects<br><b>MIKING:</b> Solutions for various applications<br><b>CINEMATIC LIGHTING</b><br><b>PROTECTIVE BAGS &amp; CASES</b><br><b>RECORDING &amp; MASTERING:</b> Techniques, workflow, technology |
| MB April                    | 14.3.              | 16.3.               | 30.3.         | ISE Integrated Systems Europe, review II<br>Prolight + Sound Frankfurt, preview II<br>NAB Las Vegas, preview<br>CROSSING Europe Filmfestival Linz, preview | <b>CHARGERS, BATTERIES &amp; MOBILE POWER</b><br><b>DISPLAYS, MONITORS &amp; VIDEO WALLS</b> for in- or outdoor applications, content management, accessories, rigging<br><b>LIVE VISUALS:</b> Content, soft- & hardware for creating (interactive) multimedia performances<br><b>ROOM ACOUSTICS &amp; AUDIO MEASUREMENT</b><br><b>CAMERA CONTROL &amp; STABILIZING SYSTEMS</b><br><b>NETWORKED AUDIO &amp; VIDEO SYSTEMS</b><br><b>LIGHT, LASER, SOUND &amp; VIDEO:</b> Tools for perfect shows<br><b>ELECTRO ACOUSTICS</b> for hotels, shopping malls, sports, recreational and cultural facilities<br><b>IMMERSIVE</b> technologies for arts, entertainment, education, games and interactive storytelling<br><b>PA-SYSTEMS</b> for small venues, theatres, live-events and mobile applications<br><b>AUTOMATION SYSTEMS</b> for TV and radio broadcasters and for stage<br><b>TOUCHSCREEN</b> solutions and applications<br><b>DIGITAL ASSET MANAGEMENT (DAM)</b> and workflow orchestration<br><b>IMMERSIVE AUDIO</b><br><b>ANIMATION:</b> Tools for tricks and effects<br><b>(DYNAMIC) PROJECTION MAPPING</b><br><b>EDITING &amp; GRAPHICS</b><br><b>CABLES, ADAPTERS, CONVERTERS &amp; CONNECTORS</b><br><b>VFX-DESIGN</b><br><b>GAME AUDIO &amp; VIDEO</b>   |
| MB May                      | 20.4.              | 23.4.               | 4.5.          | Prolight + Sound Frankfurt, review I<br>NAB Las Vegas, review I<br>Education for media professionals   |  |
| MB June/ Summer             | 14.5.              | 18.5.               | 1.6.          | Prolight + Sound Frankfurt, review II<br>NAB Las Vegas, review II<br>IFA Berlin, preview   |  |
| MB September                | 13.8.              | 17.8.               | 31.8.         | IBC Amsterdam, preview<br>Plasa London, preview<br>cinec Munich, preview   |  |
| MB October                  | 21.9.              | 24.9.               | 5.10.         | IBC Amsterdam, review I<br>Plasa London, review<br>IFA Berlin, review  |  |
| MB November                 | 19.10.             | 25.10.              | 9.11.         | IBC Amsterdam, review II<br>Photo+Adventure+Video Vienna, preview<br>cinec Munich, review<br>Tonmeistertagung TMT, preview                                 |  |
| MB December                 | 21.11.             | 23.11.              | 7.12.         | Photo+Adventure+Video Vienna, review<br>Tonmeistertagung TMT, review<br>Education for media professionals  |  |

**OWNER & PUBLISHER:** bergmayer & partner PRODUCER OG

**CIRCULATION:** Min. 6000 direct mailing, additional distribution at festivals & shows, plus digital publication

**SUBSCRIPTION:** incl. guide € 47; Students € 31

**TARGET AUDIENCE:** Professionals, semi-professionals and everybody interested in the media, cultural and entertainment industries, e.g. film & TV professionals, musicians, producers, game designers, sound and lighting designers, directors, camera operators, cutter etc; hire and installation companies, resellers, advertising and event agencies, opinion leaders (trade and commerce, tourism, architecture, IT), planning agencies, event organizer, related institutions and organizations, universities, training institutions, ...