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UID: ATU12884306

# 2012 advertising rates

Formats	w/h (in mm)	black & white (=basic price)
 1/8	H: 54 x 91 Q: 91 x 54	360 €
 1/4 bleed format +3mm	H: 43 x 244 Q: 187 x 57 P: 91 x 119 H: 55 x 282 Q: 210 x 79	499 €
 1/3 bleed format +3mm	H: 58 x 244 Q: 187 x 77 H: 70 x 282 Q: 210 x 99	680 €
 1/2 bleed format +3mm	H: 91 x 244 Q: 187 x 119 H: 103 x 282 Q: 210 x 141	820 €
 2/3 bleed format +3mm	H: 120 x 244 Q: 187 x 154 H: 132 x 282 Q: 210 x 176	1.050 €
 1/1 bleed format +3mm	187 x 244 (full page) 210 x 282 (magazine format)	1.450 €
 2/1		2.740 €
Cover (4c)		3.520 €
Supplements Up to 20 g/piece		420 € per 1000 pieces

## formats & prices

For answering-cards, special colours or any other special supplements, please contact us by phone or e-mail. Ad-placement on homepage: from EURO 90,-/p.3m.

Price List valid from 1. January 2012

## discounts & additional charges

### Additional charges for colours:

(Cyan, Magenta, Yellow):  
1/8 page: basic rate + € 290  
> 1/8 page: basic rate + €720

### 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.

<i>Full pages:</i>	<i>Smaller than 1/1:</i>
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 colour and 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 MEDIA BIZ Guide 2012

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: January 20th 2011**

**Data delivery: January 27th 2012**

**Date of publication: February 27th 2012**

## 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	trade shows/ scheduled topics	TOPICS
<b>MEDIA BIZ Guide 2012</b>	15.12.	27.1.	27.2.	The annual guide to the Austrian media scene	<b>AUGMENTED REALITY</b> for advertising, tourism, games, music videos and more. <b>DIGITAL SIGNAGE:</b> TV-channels in public space - Hard- and software. <b>EVENT INDUSTRY:</b> new technologies and tools for more security. <b>3D</b> for cinema, TV and advertising: Current trends. <b>Innovative (INTERACTIVE) MEDIA TECHNOLOGIES</b> - media control systems, LEDs, plasmas, 3D, audio systems, projection, beamer for different applications. <b>GAMING</b> and film industry: Convergences and latest trends. <b>IP based communication:</b> multimedia kiosks, special interest TV, InShop TV. <b>LOUDSPEAKER technology:</b> latest developments for indoor and outdoor applications. <b>STORAGE and archiving technologies.</b> Convergence of <b>LIGHT, SOUND AND VIDEO:</b> Latest tools for the perfect show. <b>DIGITAL CINEMA:</b> current developments. Stop motion and computer generated <b>ANIMATION:</b> tools for tricks and effects. <b>POSTPRODUCTION:</b> hard- and software for 2D and 3D. <b>LIGHTING</b> technologies for film and stage. <b>CAMERA TECHNOLOGY AND SUPPORT:</b> From broadcast to DSRL. <b>DISPLAYS AND DISPLAY SYSTEMS:</b> LED, LCD, CRT, OLED, plasma, 3D, or touch screen for different indoor and outdoor applications. <b>MIKING:</b> New and approved solutions for different applications. <b>INTERACTIVE MEDIA SYSTEMS:</b> Information systems for tourism, PDA-navigation, web-based information systems (E-learning, virtual exhibitions). <b>MULTISENSORIC COMMUNICATION</b> - Touch and gesture control. <b>MULTIPLATFORM DELIVERY</b> - PC, mobile, TV and gaming devices. <b>INTERACTIVE COMMUNICATION AND PRESENTATION</b> solutions for commercial applications, such as cinema, theatre, event, digital signage, gaming, broadcast. <b>INNOVATIVE DISTRIBUTION CHANNELS</b> for music and moving pictures beyond iTunes or CD. <b>WEBCASTING:</b> Workflow and content. <b>ELECTRO ACOUSTICS</b> for hotels, shopping malls, sport-, recreational- and cultural facilities. <b>MOBILE BROADCASTING.</b> <b>DIGITAL LIVE AUDIO CONCEPTS:</b> Technology and applications.
MB March	13.2.	17.2.	02.3.	ISE Integrated Systems Europe, review Prolight + Sound Frankfurt, preview NAB Las Vegas, preview (1) Education for media professionals	
MB April	16.3.	21.3.	06.4.	ISE Integrated Systems Europe, review (2) NAB Las Vegas, preview (2) Prolight + Sound Frankfurt review	
MB May/June	27.4.	04.5.	18.5.	Prolight + Sound Frankfurt review (2) NAB Las Vegas, review Education for media professionals	
MB Summer	01.6.	06.6.	22.6.	NAB Las Vegas, review (2)	
MB September	10.8.	14.8.	31.8.	IBC Amsterdam, preview Plasa London, preview Photokina Köln, preview Education for media professionals	
MB October	14.9.	19.9.	05.10.	Plasa London, review (1) IBC Amsterdam, review (1)	
MB November	12.10.	17.10.	02.11.	IBC Amsterdam, review (2) Plasa London, review (2) Tonmeistertagung, preview	
MB December	16.11.	21.11.	07.12.	Tonmeistertagung, review Integrated Systems Europe, preview light & sound Luzern, review	<b>OWNER &amp; PUBLISHER:</b> bergmayer & partner PRODUCER OG <b>CIRCULATION:</b> Min. 6000 issues, direct mailing <b>SUBSCRIPTION:</b> incl. yearly guide € 46; Students € 31 <b>TARGET AUDIENCE:</b> 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, ...