








Editors and advertising office:
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Fax: +43/1/403 35 83 - 30
e-mail: anzeigen@mediabiz.at
web: www.mediabiz.at

2010 advertising rates

| Formats | w/h (in mm) | black & white (=basic price) |
|---|--|---------------------------------|
|  | 1/8 H: 54 x 91 Q: 91 x 54 | 360 € |
|  | 1/4 H: 43 x 244 Q: 187 x 57 P: 91 x 119 bleed H: 55 x 282 format +3mm Q: 210 x 79 | 495 € |
|  | 1/3 H: 58 x 244 Q: 187 x 77 bleed H: 70 x 282 format +3mm Q: 210 x 99 | 670 € |
|  | 1/2 H: 91 x 244 Q: 187 x 119 bleed H: 103 x 282 format +3mm Q: 210 x 141 | 810 € |
|  | 2/3 H: 120 x 244 Q: 187 x 154 bleed H: 132 x 282 format +3mm Q: 210 x 176 | 1.040 € |
|  | 1/1 187 x 244 (full page) bleed 210 x 282 format +3mm (magazine format) | 1.440 € |
|  | 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 2009

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.
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 x 282 mm
Additional production costs (layout, scanning...) will be charged extra.

Delivery:

E-mail: produktion@mediabiz.at (max. 7 MB)
FTP-Server (Login and password on request)
Data medium (CD, DVD, ZIP, ...)
to the postal address of MEDIA BIZ.
Contact: produktion@mediabiz.at, +43 1 403 35 83 15

THE MEDIA BIZ Guide 2010

The 15th edition of the best established MEDIA BIZ Austrian Media GUIDE will be published next February. This annual guide will contain fully detailed information on about 2000 professionals (film-, TV-, video-, multimedia- and postproduction, sound studios, wholesaler, retailers, organizations, training institutions, broadcast companies, radio stations...), thus making it a perfect research tool for media professionals in Austria and abroad. The MEDIABIZ GUIDE will guarantee your nationwide presence and assure best contacts.

Place your ads before: 14th December 2009

Date of publication: 26th February 2010

deadlines & topics

MEDIA BIZ is the only Austrian special interest magazine focussing on the professional AV industry. Eight times a year MEDIA BIZ covers all aspects of the audio-visual industry with interviews, experts' advice and reports on applications and installations as well as on latest industry trends, technologies and products concerning film & video, professional audio, presentations, (live) events, IT and digital media.

| MB | Editorial Deadline | Advertisement Deadline | Delivery | Trade Shows/ scheduled topics | TOPICS |
|----------------------|--------------------|------------------------|----------|--|---|
| MEDIA BIZ Guide 2010 | 14.12. 2009 | 22.1. | 26.2. | The annul guide to the Austrian media scene | Brave new broadcast-world: web-TV, IPTV, web cast, live mobile streaming, handy-TV, etc. – technologies, content, suppliers, business models. Wanted: long-term storage solutions – media, formats, standards and long-term usable devices for reproduction. |
| MB March | 9.2. | 12.2. | 26.2. | ISE Integrated Systems Europe, Review Prolight + Sound Frankfurt, Preview NAB Las Vegas, Preview (1) Professional training for media jobs | Mobile (animation)/online content/cross media: technology, formats, genres, cross media trends concerning production and commercial use, convergence of cinema, TV, PC, gaming consoles or mobile devices. Web 2.0 up to 3.D: boom without business concept or network for social changes? Musicians in a cross-media jungle: more options, less perspectives? I am a broadcaster: hard- and software necessary to go on air with your own web-radio or web-TV. Videomixer by comparison: broadcast, stage and event. |
| MB April | 5.3. | 10.3. | 1.4. | SIB Rimini, Preview NAB Las Vegas, Preview (2) | DJing as event, VJing as art: technology, trendy devices, trends, networks, market potential. Digital Signage: display-, touch-technologies, 3D, players, signal distribution. Corporate TV: a tool to boost up your company's image. |
| MB Mai | 23.4. | 28.4. | 14.5. | Prolight + Sound Frankfurt Review NAB Las Vegas, Review (1) Professional training for media jobs SIB Rimini, Review | Visualisation/projection for every occasion: how to choose the best combination tailored to your needs out of a bunch of beamers, projectors, LED-walls, plasmas and media control units. Postproduction – editing/composition/effects/animation overview: software, hardware and storage media. 3D and S3D quo vadis: film, TV, event and research: technologies, content, market potential. Digital cinema: cameras, projectors, accessories, content and marketing chain. |
| MB June | 17.5. | 21.5. | 4.6. | NAB Las Vegas, Review (2) Prolight + Sound Frankfurt Review (2) | Studio-cameras and camcorder: survey of models, formats, compression methods, recording and broadcast standards. Light- and projection design: overview, installations and projects. |
| MB September | 9.8. | 16.8. | 27.8. | IBC Amsterdam, Preview Plasa London, Preview Cinec Munich, Preview Photokina Cologne, Preview Professional training for media jobs | Gaming: the stuff that games are made of: technology, software, designer and developer. HDTV – from showcase to regular operating: Are manufacturers, producers, filmmakers and stations effectively fit for the HDTV mass-market breakthrough? Digital audio trends: wireless microphones, mixing systems for live applications, location recording, digitally controlled sound systems, digital audio network. |
| MB October | 20.9. | 23.9. | 8.10. | Plasa London, Review (1) IBC Amsterdam, Review (1) | Audio and video over IP: from data reduction to the use of IP multicast. In-ear headphones for monitoring and other applications. Room acoustics: interface between speaker and listener. |
| MB November | 11.10. | 18.10. | 30.10. | IBC Amsterdam, Review (2) Plasa London, Review (2) Cinec Munich, Review Tonmeistertagung, Preview | OWNER & PUBLISHER: bergmayer & partner PRODUCER OG CIRCULATION: Min. 5000 issues, direct mailing SUBSCRIPTION: incl. Branchenführer € 46; Students € 30 TARGET GRUOP: Professionals, semi-professionals and all persons interested in the media, cultural and entertainment industries, e.g. film & TV professionals, producers, sound designers, directors, cameramen, cutter etc; advertising and event agencies, opinion leaders (trade and commerce, tourism, architecture, IT), planning agencies, event organizer, related institutions and organizations, universities, training centers, ... |
| MB December | 19.11. | 24.11. | 10.12. | Tonmeistertagung, Review Integrated Systems Europe, Preview | |