

**// c't specials 2011**

# **Titles and deadlines**

**Compact know-how for exciting subjects**



# Schedule

Issue	On sale	Print run
Networks	07.03.2011	95,000 copies
Digital Photography 02/11	28.03.2011	80,000 copies
Programming	26.04.2011	80,000 copies
Android	09.05.2011	100,000 copies
Digital Photography 03/11	06.06.2011	80,000 copies
Web design	18.07.2011	80,000 copies
Security	15.08.2011	85,000 copies
Digital Photography 04/11	12.09.2011	80,000 copies
Hardware	10.10.2011	60,000 copies
Linux	07.11.2011	90,000 copies
Digital Photography 01/12	05.12.2011	80,000 copies

On sale at the newsstands, in magazines and book stores

Copyprice: 8,90 €

# Networks

## CONTENT

Surfing, mailing, chatting, twittering or playing in common on the internet; exchanging data or feeding the stereo via WLAN from the music collection; sharing a printer or remote-maintaining the computer – all modern PC applications are based on networks. To make them a solid basis, the c't extra issue on networks explains how to set up and to use networks systematically: starting from the selection of the appropriate hardware via its configuration and optimization up to the setting up of the required server. Current subjects such as WLAN, IPv6 and VPN are in the focus.

<b>On sale:</b>	07.03.2011
<b>Space close:</b>	07.02.2011
<b>Materials:</b>	10.02.2011
<b>Print run:</b>	95,000 examples

# Digital Photography

## CONTENT

The c't special issues on digital photography focus on a mixture of workshops and product tests, they track down trends in the field of digital photography, present outstanding photo artists and show in practical articles how the post-processing and the development of digital images will be successful. Above that, the online presentation and the presentation in fine print media as well as the archiving are among the numerous subjects the magazine dedicates itself to.

	<b>Issue 2/11</b>	<b>Issue 3/11</b>	<b>Issue 4/11</b>	<b>Issue 1/12</b>
<b>On sale:</b>	28.03.2011	06.06.2011	12.09.2011	05.12.2011
<b>Space close:</b>	28.02.2011	09.05.2011	15.08.2011	07.11.2011
<b>Materials:</b>	03.03.2011	12.05.2011	18.08.2011	10.11.2011
<b>Print run:</b>	80,000 examples every issue			

# Programming

## CONTENT

Whether you want to create a business report, a puzzle or your own app – if you are skilled at programming, you can solve many tasks faster, more elegantly and more effectively. The c't extra issue on programming offers playful and classical entry paths into software development, all required tools inclusive.

<b>On sale:</b>	26.04.2011
<b>Space close:</b>	28.03.2011
<b>Materials:</b>	31.03.2011
<b>Print run:</b>	80,000 examples



# Android

## CONTENT

Android booms – by now, more devices featuring the Google operating system than iPhones have been sold worldwide. The c't praxis issue on Android provides its readers with comprehensive tests to support them in choosing the adequate smartphone. In a survey they find tips for their software selection, from basic tools via navigation software up to games. Instructions reveal solutions for practical problems, for example how to save energy or print. If you want to get more from your device, you will learn how to enhance it using root rights.

<b>On sale:</b>	09.05.2011
<b>Space close:</b>	11.04.2011
<b>Materials:</b>	14.04.2011
<b>Print run:</b>	100,000 examples



# Webdesign

## CONTENT

Your private hobby, your club or your business – you will easily find a subject for your own homepage. However, next to the contents a good technical implementation is required in order to prevent your web presence from drowning unnoticed in the richness of web homepages. The c't extra issue on web design presents to each their own solutions from the fast path via a simple CMS up to programming using JavaScript and PHP. In this, current technologies such as HTML5 or SVG will not miss out. Moreover, the readers will get to know how to publish their pages inexpensively and successfully without stepping into a legal trap.

<b>On sale:</b>	18.07.2011
<b>Space close:</b>	20.06.2011
<b>Materials:</b>	22.06.2011
<b>Print run:</b>	80.000 examples



# Security

## CONTENT

If you are interested in computer and network security, you will find accumulated information on this subject in the c't special on security. It answers questions such as: Where are the risks, which tricks do the crackers use and how can you protect yourself efficiently?

<b>On sale:</b>	15.08.2011
<b>Space close:</b>	18.07.2011
<b>Materials:</b>	21.07.2011
<b>Print run:</b>	85,000 examples



# Hardware

## CONTENT

"Only if you are familiar with PC technology, you can assemble, upgrade and even overclock your own PC." The c't special issue on hardware does away with this preconception and shows how to update your computer yourself. Here, neither trend topics such as USB 3.0 and solid-state disks nor the pleasure of crafting miss out. The included DVD takes away the fear of the next PC disaster. A compendium including background knowledge rounds the package off.

<b>On sale:</b>	10.10.2011
<b>Space close:</b>	12.09.2011
<b>Materials:</b>	15.09.2011
<b>Print run:</b>	60,000 examples



# Linux

## CONTENT

The c't compact issue on Linux offers those who are interested in Linux an excellent opportunity to find out more about the Windows competitor and to discover its benefits – an up-to-date Linux distribution will be included on DVD. For experienced Linux users, the magazine provides a variety of practical guides and know-how to solve problems and to get more out of the Linux system.

<b>On sale:</b>	07.11.2011
<b>Space close:</b>	10.10.2011
<b>Materials:</b>	13.10.2011
<b>Print run:</b>	90,000 examples

# Size and prices

## Standard rate

Ad size	Type area (B x H)	Trim size* (B x H)	b/w	2c	3c	4c
2/1 pages	390 x 260	420 x 297	5,030 €	5,740 €	6,440 €	7,150 €
1/1 page	185 x 260	210 x 297	2,580 €	2,930 €	3,280 €	3,630 €
3/4 page	185 x 193 137 x 260	210 x 216 146 x 297	1,990 €	2,360 €	2,520 €	2,780 €
2/3 page	185 x 171 122 x 260	210 x 195 130 x 297	1,760 €	1,980 €	2,230 €	2,470 €
1/2 page	185 x 128 90 x 260	210 x 152 103 x 297	1,350 €	1,520 €	1,690 €	1,880 €
1/3 page	185 x 84 58 x 260	210 x 107 71 x 297	940 €	1,040 €	1,140 €	1,240 €
1/4 page	185 x 62 43 x 260 90 x 128	210 x 80 53 x 297 103 x 152	700 €	790 €	880 €	970 €
Coverpage 2 and 4						4,500 €
Coverpage 3						4,000 €

\* Trim allowance: foot 3 mm, head 3mm, face 3 mm min, gutter 4 mm

**Insert price up to 25 g: 78 € per 1,000 copies, higher weight on demand.**

Standard terms and conditions for advertisements of Heise Zeitschriften Verlag & Co. KG.

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Subject to change

# Cross-media

A subject-affine environment at [www.heise.de](http://www.heise.de) offers media spanning marketing opportunities.

Each special c't issue will be announced by two notifications on the [heise.de](http://www.heise.de) news ticker. These notifications will include the contents of the magazine and the included DVD as well as all deadlines for the publication and the online sales start.

- + Placement of the advertisement in the direct environment of the news and a pre-defined AdImpression guarantee

This placement is offered only in combination with an advertisement in the respective special issue.

Please ask our sales team for further details.



The screenshot shows the heise.de website interface. At the top, there is a navigation bar with links for 'heise online', 'Download', 'Stellenangebote', 'Preisvergleich', 'Tarifrechner', 'ITMarkt', 'heise-marktplatz', 'Veranstaltungen', 'Whitepapers', 'AbosHeft', and 'Archiv'. Below this is a large red 'Superbanner' with the text '728 x 90'. The main content area features a news article titled 'IPTV: Deutsche Telekom baut HDTV-Angebot aus' dated 25.11.2010 13:49. To the right of the article is a sidebar with several news snippets: 'heise Netze | Monitor - Internet-Störungen', 'heise open | Red Hat Enterprise Linux 6', 'IX 12/2010: Excel im HPC-Cluster', and 'Telepolis | Fliegen soll schöner werden'. A large red vertical banner on the right side of the page contains the text 'Sky 160 x 800'. At the bottom of the page, there is a 'Contend Ad' with dimensions '336 x 280'. The footer contains various links and information, including 'Die Deutsche Telekom bietet bereits seit einiger Zeit als einziger Provider über... Definition an. Ansonsten ist das HDTV-Angebot seit dem Einbruch mit dem Pay-TV... Sender Sky (seinerzeit noch "Premiere") vergleichsweise mager. So können... Top-Software kann man nur mit Top-Tools entwickeln!', 'Technologien für Private Clouds', 'Video-Interviews vom CERN openlab zu Cloud Computing', and 'IBM Power7 - Sicher, skalierbar und effizient'.

# Technical specifications

In principle in Portable Document Format (PDF), unseparated, no DCS images, incl. a bleed of 3 mm in case of bleed formats

## Data transmission via ISDN

1. Please notify Mr. Schlewitz or Ms. Schüssler about the transmission of your data: Phone: +49 [0]561/60 280-255
2. Your file name should always begin with "ctspecial".
3. Please send your exposure order and a binding printout (incl. a colour sample) to:  
Dierichs Druck + Media GmbH  
Abteilung Druckvorstufe  
Frau Schüssler/Herr Schlewitz  
Frankfurter Straße 168, 34121 Kassel
4. Beforehand, fax us the printout belonging to the remote data transmission, please, as well as a delivery note including the correct folder name::  
Fax: +49 [0]561/60 280-279
5. ISDN terminal for Leonardo  
+49 [0]561 920 43 24 = 30-channel technology

## Data transmission via Internet (e-mail\* or FTP\*)

You will receive our PDF settings via internet: [www.dierichs.de](http://www.dierichs.de) or on demand via ISDN, e mail or CD-ROM.

E-mail address: [prepress@ddm.de](mailto:prepress@ddm.de)

Log onto our FTP server:

Host name: <ftp.ddm.de>

User ID: heise

Password: anz05xz

\*Please transfer maximally 8 MB per e-mail. In case of larger files it is recommended to use a data medium or ISDN/FTP.

## Data transmission via data medium

1. Please send your exposure order and a binding printout (e.g. a proof) to:  
Dierichs Druck + Media GmbH (see „Data transmission via ISDN“)
2. Please deliver your advertisement on one of the following data media:  
CD-ROM, DVD  
Print technology  
Web offset, printed according to Euroskala  
Special colours  
Please note that colour deviations can occur when Pantone or HKS colours are converted.

## Service

Please call the following number in case of other file formats or problems arising during the creation of a PDF file: +49 [0]561/60 280-255.

For further information please refer to: [www.dierichs.de](http://www.dierichs.de)

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