



SPECIALS

2019



TOPIC OVERVIEW 2019

Topics	On sale	Space close	Material due	Circulation*
c't wissen DSGVO	30 Jan, 2019	07 Jan, 2019	09 Jan, 2019	50.000
c't ANDROID	18 Feb, 2019	23 Jan, 2019	28 Jan, 2019	50.000
c't wissen Docker	18 Mar, 2019	21 Feb, 2019	25 Feb, 2019	50.000
c't Security	15 Apr, 2019	21 Mar, 2019	25 Mar, 2019	50.000
c't Linux	20 May, 2019	24 Apr, 2019	29 Apr, 2019	50.000
c't Projekte 2019	15 Jul, 2019	20 Jun, 2019	24 Jun, 2019	50.000
c't Admin / Netze	19 Aug, 2019	25 Jul, 2019	29 Jul, 2019	50.000
c't wissen Desinfec't	16 Sep, 2019	21 Aug, 2019	26 Aug, 2019	50.000
c't Smart Home	14 Oct, 2019	18 Sep, 2019	23 Sep, 2019	50.000
c't Windows	18 Nov, 2019	23 Oct, 2019	28 Oct, 2019	50.000
c't Selbstbau	23 Dec, 2019	28 Nov, 2019	02 Dec, 2019	50.000

* for the current circulation please ask your media contact partner

Topics are subject to change.

Distribution:

On sale at the newsstands, in magazin and book stores

SIZES AND RATES • c't special

Basic rates

Ad size	Type Area (w x h)	Trim size* (w x h)	b/w	4c
2/1 page	390 x 260	420 x 297	€ 6,850	€ 9,550
1/1 page	185 x 260	210 x 297	€ 3,425	€ 4,775
3/4 page	185 x 193 137 x 260	210 x 216 146 x 297	€ 2,640	€ 3,680
2/3 page	185 x 171 122 x 260	210 x 195 130 x 297	€ 2,360	€ 3,255
1/2 page	185 x 128 90 x 260	210 x 152 103 x 297	€ 1,800	€ 2,475
1/3 page	185 x 84 58 x 260	210 x 107 71 x 297	€ 1,240	€ 1,650
1/4 page	185 x 62 43 x 260 90 x 128	210 x 80 53 x 297 103 x 152	€ 950	€ 1,300
Cover page 2 and 4				€ 5,990
Cover page 3				€ 5,250

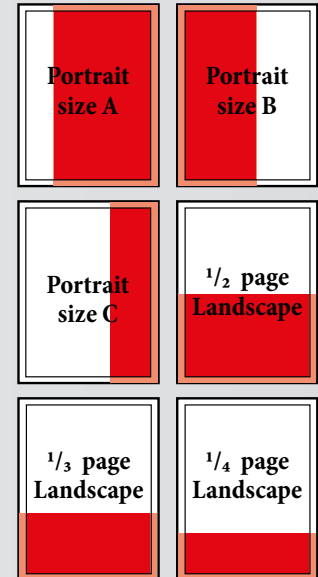
* Trim allowance: foot 3 mm, head 3mm, face 3 mm min, gutter 4 mm
Standard terms and conditions for advertisements of Heise Medien & Co. KG.

Insert rate up to 25g: € 109 per 1,000 copies, higher weight on demand.

SIZEN AND RATES · c't wissen in compact format

Basic rates

Ad size	Type Area (w x h)	Trim Size* (w x h)	4c
2/1 page	390 x 201	420 x 240	€ 9,550
1/1 page	185 x 201	210 x 240	€ 4,775
Portrait size A	145 x 201	156 x 240	€ 3,860
Portrait size B	105 x 201	116 x 240	€ 2,755
Portrait size C	70 x 201	81 x 240	€ 1,930
1/2 page Landscape	185 x 98	210 x 115	€ 2,475
1/3 page Landscape	185 x 64	210 x 81	€ 1,650
1/4 page Landscape	185 x 48	210 x 65	€ 1,300
Cover page 2 and 4			€ 5,990
Cover page 3			€ 5,250



* Trim allowance: foot 3 mm, head 3mm, face 3 mm min, gutter 4 mm.
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TECHNICAL SPECIFICATIONS **c't special**

Basically in Portable Document Format (PDF), unseparated, no DCS images, with 3 mm bleed for trimmed formats.

Data dispatch via ISDN

1. When you intend to transfer data, please give advance notice to Ms. Schüßler or Mr. Schlewitz:
Phone: +49 561 60280-255 or -256
2. Please name the files according to this pattern: „ctspecial“.
3. Please submit your print documents together with a contract proof (cover ISO coated V2 39L /contents LWC improved 45 L) to:

Dierichs Druck + Media GmbH & Co. KG
Abteilung Druckvorstufe
Ms. Schüßler/Mr. Schlewitz
Frankfurter Str. 168
34121 Kassel, Germany

Data dispatch via Internet (E-mail* or FTP*)

Our PDF-settings are available via Internet:
www.ddm.de or on request via E-mail.

E-mail address: prepress@ddm.de

Log into our ftp server:

Hostname: ddm.de

User-ID: heise

Password: anz05x2

* Please do not send large files via E-mail, but use our FTP-Server or other transfers as WeTransfer instead.

Sending data by data carrier

1. Send your exposure order together with a binding colour printout (e.g. proof):
Dierichs Druck + Media GmbH (see data transmission via ISDN)
2. Please send us your advertisement on one of the following data carriers:
CD-ROM, DVD
Printing process web offset, printing according to Euroscale

Special colours

Please note that offshades are possible, if a conversion from Pantone or HKS colours is required. Special colours must not include transparencies.

Service

In case of other file formats or problems concerning the PDF production, do not hesitate to call our service number: +49 561 60280-255.

For further information visit us on the Internet: www.ddm.de

TECHNICAL SPECIFICATIONS **c't wissen** in compact format

Printing process

Insides: Web Offset (CMYK)

Cover: Sheetfed Offset (CMYK)

Size: Trimmed size: 210 x 240 mm

Bleed: 3 mm head, 3 mm foot, 3 mm face, gutter 4 mm

Artwork

Types: Printing documents (data) fonts: Please note that all fonts have to be supplied. If fonts are missing replacement fonts will have to be used, these could eventually change the appearance and the layout of the ad.

Other details: The minimum line width is 0.2 mm. Images with very thin structures and Copy-Dot-files could cause a moiré and have to be avoided.

Recommended file formats: Preferably non-separated PDFs (PDF/X-4). Distiller settings can be downloaded from support at www.appl.de. Types must be encapsulated and the CMYK colour mode has to be used. Please avoid to pass on so-called 'open' files. This may cause version and system-related errors for which no liability can be accepted. In case you do send such files the following programmes are supported:

Mac programmes: QuarkXPress, Photoshop, InDesign, Illustrator

PC programmes: Photoshop, InDesign, Illustrator

File names: A clear file name has to be chosen indicating "publication", "issue number", "advertiser's name", "ad size", "printing process" e.g. "ct1209Microsoft_1x2_offset".

Data carriers: CD or DVD

Resolution: Halftone: min. 300 dpi, Strich: min. 800 dpi

Colour management inside proof: The inside proofs have to be made according to the 4 colour mode (CMYK) based on the standards "PSO_LWC_Standard_eci.icc" for PT 3 Offset.

The respective profiles can be downloaded from www.eci.org.

Colour management cover proof: The cover proofs have to be made according to the 4 colour mode (CMYK) based on the standards "ISOcoated_V2" for PS 1 Offset. The respective profiles can be downloaded from www.eci.org. The proofs for the insides and the cover must be made from your supplied files. Only if the proofs are made according to the correct parameters, your advertisement can be printed within the usual tolerances of the process. In case of any queries on colour adjustments or ICC profiles, please do contact the Colour Management department. Phone: +49 9092/999-247

Technical handling

Files/Proofs to be sent to

appl druck GmbH
Abteilung Elbo-Echter
Senefelderstraße 3-11
86650 Wemding, Germany

Obligatory printouts or colour space adjusted proofs with reference to the contact person and phone number. On the delivery address for copy materials (files/proofs) it is very important to indicate clearly the department: "Abteilung Elbo-Echter". We cannot accept any complaints if incorrect data is supplied.

Queries on file supply:

Phone: +49 9092/999-224

Fax: +49 9092/999-179

FTP-Server: address: [ftp.appl.de](ftp://ftp.appl.de)

user: [user_54](#)

password: [VLy4bR](#)

Please announce every FTP-Transfer per E-mail in advance.
E-mail: Sonderhefte@appl.de

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