



# IGN<sup>®</sup>

Germany Austria Switzerland

## MEDIA KIT 2012 ONLINE

DATE: 2012/01/01

Peter Konhäusner  
CEO  
pk@mediaxp.de

Katharina Pernkopf-Konhäusner  
Publishing Director  
kp@mediaxp.de

Wolfgang Pernkopf  
Sales & Marketing Director  
wp@mediaxp.de

MediaXP Deutschland GmbH  
Friedrichstraße 123 / 2.OG  
10117 Berlin, Germany

E-Mail: [office@mediaxp.de](mailto:office@mediaxp.de)  
Web: [www.mediaxp.de](http://www.mediaxp.de)

Fon: +49 176 59 74 85 10  
Fax: + 49 30 28 40 67 82

**IGN** is conquering the German, Austrian and Swiss gaming and entertainment market. This is a great deal not only for all German-speaking fans of the worlds largest gaming-website IGN.com, but also for everyone else interested in gaming. de.IGN.com provides first looks, previews and reviews of new and upcoming games for all established systems such as PC, PS3, Xbox 360, Wii, PSP, NintendoDS and Nintendo3DS as well as Apple.

Due to having the latest news on gaming and entertainment posted 24/7, all users are being kept in the loop and motivated to visit the website a couple of times a day to receive firsthand information on daily developments in the entertainment and gaming industry.

Helpful guides, FAQs and cheats for a large number of games complete the range of services of de.IGN.com. There is already a big and growing community of highly-interested gamers supporting IGN exchanging experiences and discussing hot news as well as games via different channels like the IGN facebook group or the forum on the IGN website.

IGN offers the German-speaking countries everything a gamer's heart desires!

**Traffic data:**

**Date:** 2012/01/01

**Monthly Unique Users:** appr. 710.000

**Monthly Visits:** appr. 4.600.000

**Monthly Pls:** appr. 13.600.000

**Audience Profile:**

**Age:** 13-46 years

**Gender:**

85% male

15% female

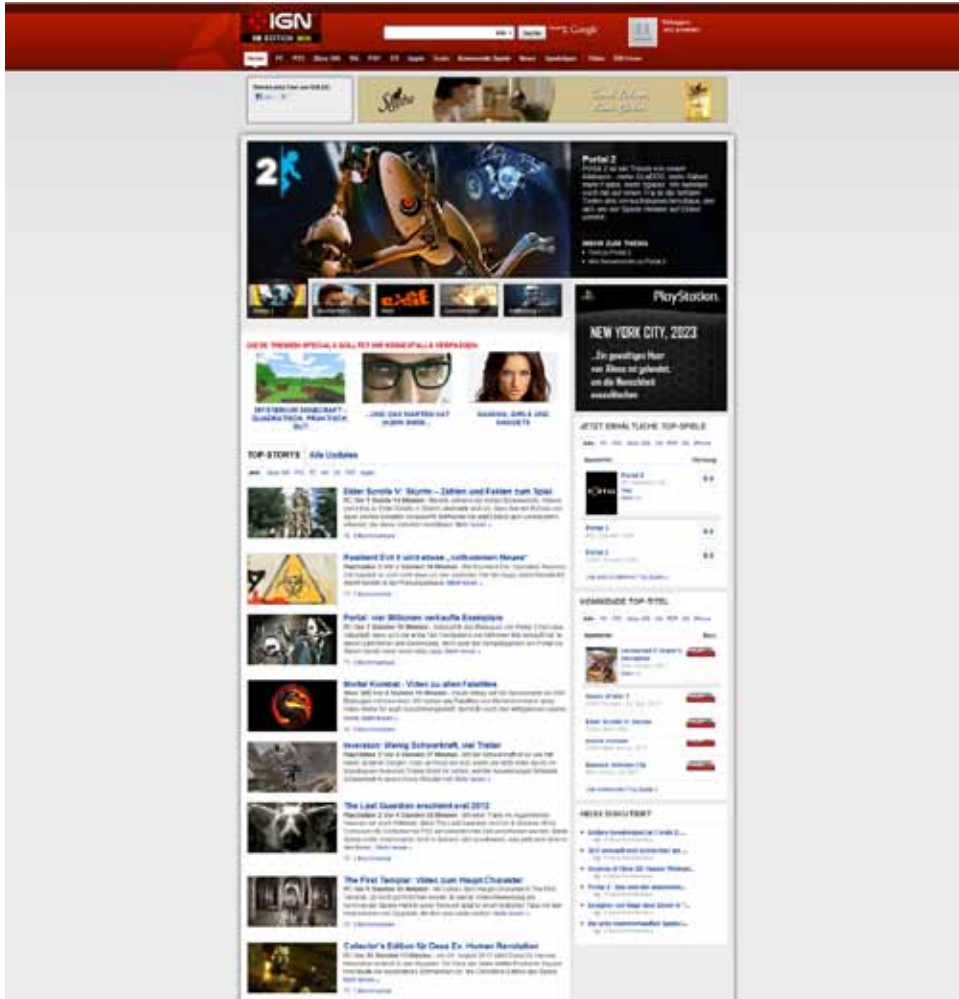
**Household income:** 2.000 Euro net / month

Working Population

## Ad specs:

Type	Dimensions (px)	CPM / price (€)	
		ROS	Channel & Homepage
Bigsized-Banner / Leaderboard	728 x 90	20	25
Skyscraper	120 or 160 x 600	20	25
Content Ad / Medium Rectangle	320 x 250	25	30
Hockeystick	728 x 90 plus 160 x 600 plus background color	45	50
Fullsite-Branding	individual	55	65
MediPrestitial / Interstitial	800 x 600	55	65
Layer Ad	max. 800 x 600	40	45
Tandem Ad	728 x 90 plus Layer (max. 800 x 600)	55	65
	160 x 600 plus Layer (max. 800 x 600)	55	65
	300 x 250 plus Layer (max. 800 x 600)	60	70
Tripple Ad	728 x 90 plus 160 x 600 plus Layer (max. 800 x 600)	65	80
	728 x 90 plus 160 x 600 plus 300 x 250	65	80
	728 x 90 plus 300 x 250 plus Layer (max. 800 x 600)	70	85
	300 x 250 plus 160 x 600 plus Layer (max. 800 x 600)	70	85
Half Page Ad	300 x 600	35	40
Fixed Panel	336 x 860	40	45
Capping	Surcharge on CPM depending on capping	2	-
Ads with sound on	Surcharge on basic CPM	5	-
Standalone Newsletter	510 x individual	50	-
Newsletter Button	individual	20	-
Advertorial / editorial integration	individual	2.500 EUR / week	

# Impressions of the website:



**IGN.COM | DE.IGN.COM**