

ONLINEXP

MEDIA KIT 2011

DATE: 2011/08/01

As an interactive online platform for online, client and browser games OnlineXP provides innovative reading pleasure for casual and core gamers.

Mag. Peter Konhäusner
CEO
pk@mediexp.de

Mag.^a Katharina Pernkopf-Konhäusner
Publishing Director
kp@mediexp.de

Wolfgang Pernkopf
Sales & Marketing Director
wp@mediexp.de

MediaXP
Markgraf-Rüdiger-Straße 25/26
A-1150 Wien, Österreich

E-Mail: office@mediexp.de
Web: www.mediexp.de

Fon: +43 (0)1 956 64 74
Fax: +43 (0)1 956 64 74 -12

OnlineXP - the online and browser game magazine sets new standards for the reporting on online and browser games. Being on the fringes of gaming for years these entertaining, permanently accessible and cheap gaming alternatives register rapid growth figures from both casual and core gamers. Providing bimonthly reviews, previews, first looks, reports, news and many more OnlineXP addresses more than 400.000 readers per edition - serving as orientation aid especially for new gamers introducing them to the topic of online and browser games.

In order to minimize the media disruption from print to online and to address new target groups the magazine is published as online format in interactive pdf style: trailer, sounds, videos, mini games etc. shall make viewing as exciting as possible and animating to click on the professionally edited topics.

In addition to comprehensive promotion in print and online magazines of the publisher OnlineXP receives supportive promotion in cooperation with popular portals and by online ads. Furthermore we started in January 2011 to provide our registered users with a newsletter subsequent to each edition.

Distribution

Edition: digital, interactive PDF

Coverage: 400.000 readers

Pages: 32

Distribution:

- GamingXP
- MobileXP
- MMO-affine online communities
- systematic promotion
- cooperation
- social networks
- broad interest communities

Target Group

Age: 12 - 35 years

Gender:

35 % female

65 % male

Household Income:

3.000 Euro/ month

working population

casual and core gamers

Technical Data

PDF - on request

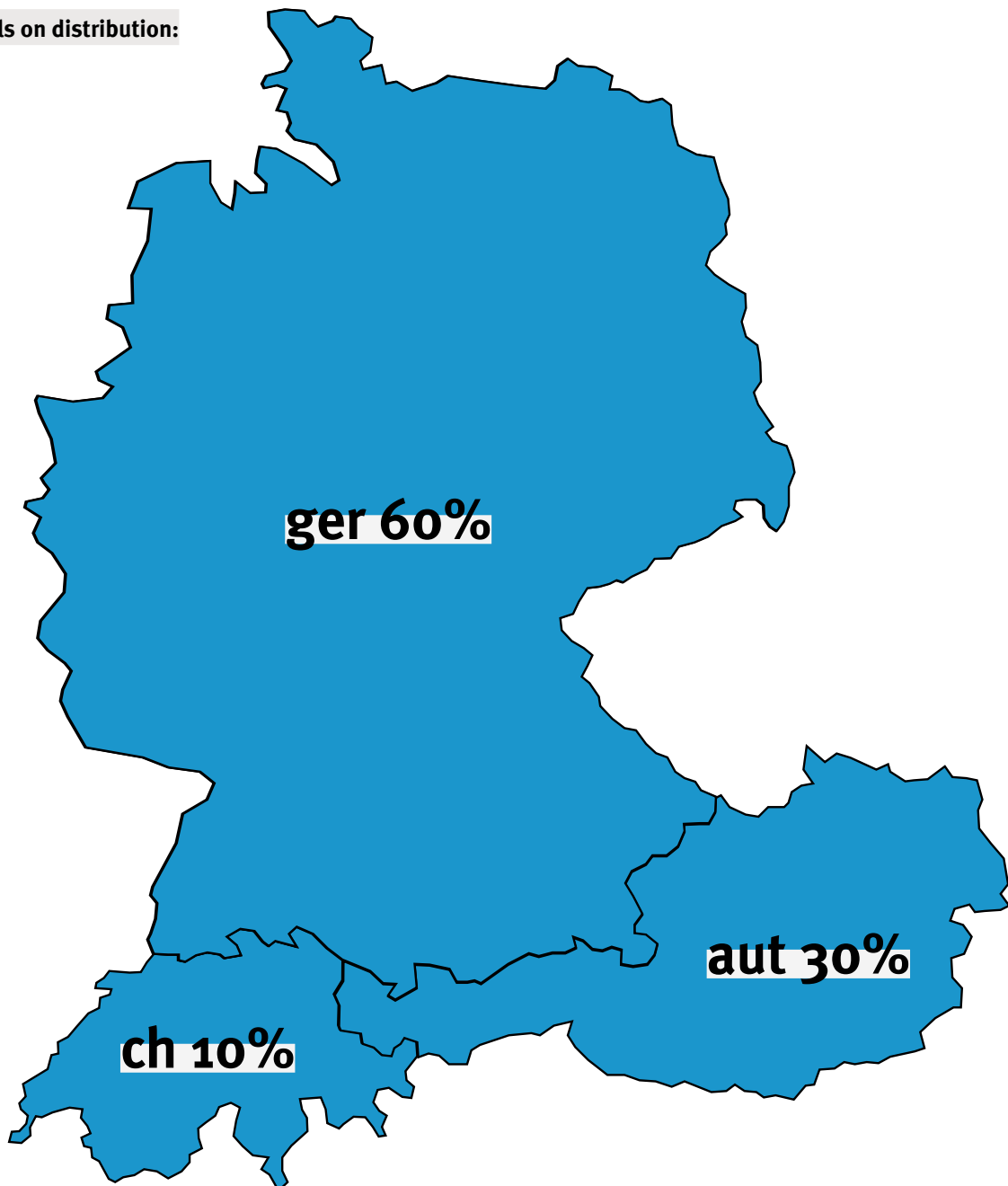
embedding of interactive elements

MORE THAN
400.000
READERS

Dates 2011

#	Issue	Publication	
OXP 07	Februar	02-02-2011	
OXP 08	März	29-03-2011	
OXP 09	Mai	31-05-2011	
OXP 10	August	02-08-2011	
OXP 11	September	27-09-2011	
OXP 12	November	29-11-2011	

Details on distribution:



DIE 4TE OFFENBARUNG

10 Jahre Spielspaßgarantie





VZ-RAVENWOOD KIRMES



DARKSPORE



TRAVIAN 4

NEUER STERN AM MMO-HIMMEL

Das neue MMO-Spiel... **APRIL 2012**



Preisvergleich:
 Amazon: €19,99
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 Saturn: €19,99
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EINE PERFEKTE WELT?

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ES GIBT PRÜGEL

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IA MUSS LEBEN

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C'est Ankama!

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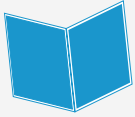
Der Krieg der Zukunft

Das neue Spiel... **APRIL 2012**

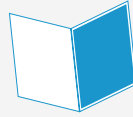


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Ads (prices net/net; please contact us on specials!)



2/1 page:
9.000 Euro



1/1 page:
6.000 Euro



1/2 page:
3.500 Euro



1/3 page:
2.000 Euro

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