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## CHIP

For over 40 years CHIP reports about the digital revolution, which has not ended with the Smartphone, LTE and Windows 10. On the contrary, it has just started: The digitalization has expanded into all spheres of our lives and having a lasting impact on them.

Self-driving cars, connected body implants and computer interactions driven by natural language are already in development today.

### **CHIP covers the digital revolution from every angle**

CHIP tracks the innovations in the R&D labs and presents the technological visions of each major industry and branch. At the same time, the CHIP Test Center examines how well these visions are translated into concrete products that are available on the market. Hands-on projects illustrate the optimal use of these products, as well as solutions on emerging issues which arise from a user's perspective.

CHIP is the guide to the digital world.

## PUBLISHER DATA

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### Terms of Payment

Net payment due within 30 days of invoice date. A cash discount of 2 % will be granted, if full payment is received in advance of the first day of sale and provided no previous invoices are outstanding.

Late payment interest penalty as per paragraph 11 of the General Terms and Conditions will be charged according to the German Overdraft Credit Law.

All prices are net and listed in Euros (€). The legal rate of VAT will be added where applicable. Direct bank debiting is possible.

### General Terms and Conditions

For a copy of the general terms and conditions applying to order processing please contact the publisher or visit [bcn.burda.de/service/download-center/](http://bcn.burda.de/service/download-center/)

### Frequency of Publication

Monthly (12 issues/year)

### First Day of Sale

First Friday in month (subject to change)

### Place of Publication

Munich, Germany

### PZN

508072

### Latest Updates

[www.pz-online.de](http://www.pz-online.de)

### Ad Copy Material



### Technical Specifications and Delivery:

For current technical specifications and

delivery information, please visit:

[www.duon-portal.de](http://www.duon-portal.de).

PDF format is available for download.

### Delivery of ad copy material:

All ad copy materials must be delivered electronically via the DUON-Portal.

For support please contact:

Phone: +49 40. 37 41. 17 50

Email: [support@duonportal.de](mailto:support@duonportal.de)

### General legal notice:

The warranty claims specified in the publisher's general terms and conditions apply only when the certified technical requirements and standards published on the DUON portal have been fulfilled. This also holds when data is provided without a proof.



Advertisements can also be booked via OBS (Online Booking System): [www.obs-portal.de](http://www.obs-portal.de)



The first market & media analysis that enables the planning of media convergence. ONE FOR ALL. [www.b4p.de](http://www.b4p.de)



All dates, deadlines and technical specifications for ad specials are available at [www.adspecial-portal.de](http://www.adspecial-portal.de)



# STANDARD RATES AND DISCOUNTS



<b>Standard Ad Rate</b>		
color or b/w	1/1 page	<b>18,500.-€</b>
<b>Discounts</b>		
<b>Frequency Scale</b>		<b>Volume Scale</b>
from 3 ads	3 %	from 3 pages 5 %
from 6 ads	5 %	from 6 pages 10 %
from 9 ads	10 %	from 9 pages 15 %
from 12 ads	15 %	from 12 pages 20 %
from 15 ads	20 %	from 15 pages 25 %
from 18 ads	25 %	from 18 pages 30 %
from 24 ads	35 %	from 24 pages 40 %

## ADVERTORIAL PRINT AND ONLINE

For formats and prices of editorially structured advertorials (print and online) from the Publisher or from CREATIVE WORKS, please see the Promotion Costs brochure. This brochure can be found [here](#).

## FORMATS AND PRICES

Prices in Euros			Editorial Section	Tech Section <sup>2</sup>
Size	Advertising Formats <sup>1</sup>			
in fractions of page	Type Area	Trim Size <sup>1</sup>	color or b/w	color or b/w
1/1	190 x 250	215 x 280	18,500.-	7,400.-
2/3 upright	126 x 250	143 x 280	12,960.-	5,180.-
across	190 x 176	215 x 186		
Junior Page	126 x 176	142 x 185	10,640.-	-
1/2 upright	95 x 250	107,5 x 280	9,710.-	3,890.-
across	190 x 125	215 x 140		
1/3 upright	60 x 250	71 x 280	6,780.-	2,710.-
across	190 x 84	215 x 93		
1/4 upright	42 x 250	53 x 280	5,320.-	2,130.-
2 columns	95 x 125	107,5 x 140		
across	190 x 62	215 x 70		
Advertisements with or without print across gutter				
2/1	414* x 250	430 x 280	37,000.-	14,800.-
Special Placements				
Cover Pages	Inside Front Cover		21,275.-	
	Inside Back Cover		20,350.-	
	Back Cover		22,200.-	
1/1 page, 1st right/left hand page in magazine			20,350.-	
Opening Spread	Inside Front Cover + Page 3		41,625.-	
Placement Surcharge - Inner Section (e.g. environment)			+ 10 %	

### Additional ad formats and sizes available upon request.

<sup>1</sup> Repro sizes +4 mm bleed allowance on all sides. For full technical specifications, please visit [www.duon-portal.de](http://www.duon-portal.de)

<sup>2</sup> The Tech Section is the economical advertising-only section featuring editorial-free space at the best rates.

\* The widths stated apply to advertisements printed across the gutter.

## SCHEDULE 2019



Issue Number	Calendar Week	First Day of Sale	Booking & Cancellation Deadline	Ad Copy Material Deadline	Insert Delivery Deadline	Special Topics*
02/2019	1	04.01.2019	04.12.2018	07.12.2018	17.12.2018	CES, Las Vegas (08. - 12.01.2019)
03/2019	5	01.02.2019	07.01.2019	11.01.2019	18.01.2019	MWC, Barcelona (25. - 28.02.2019)
04/2019	9	01.03.2019	04.02.2019	08.02.2019	15.02.2019	<b>Special: Smartphones/Mobile Technology</b>
05/2019	14	05.04.2019	11.03.2019	15.03.2019	22.03.2019	
06/2019	18	03.05.2019	03.04.2019	08.04.2019	16.04.2019	
07/2019	23	07.06.2019	10.05.2019	15.05.2019	23.05.2019	<b>Special: Automotive/Mobility</b>
08/2019	27	05.07.2019	07.06.2019	12.06.2019	21.06.2019	
09/2019	31	02.08.2019	08.07.2019	12.07.2019	19.07.2019	
10/2019	36	06.09.2019	09.08.2019	16.08.2019	23.08.2019	IFA, Berlin (06. - 11.09.2019)  <b>Special: Consumer Electronics</b>
11/2019	40	04.10.2019	06.09.2019	11.09.2019	19.09.2019	
12/2019	44	31.10.2019	04.10.2019	09.10.2019	17.10.2019	<b>Special: Smart Home</b>
01/2020	48	29.11.2019	31.10.2019	06.11.2019	14.11.2019	CHIP Xmas-Promotion

\* Subject to change.

	Circulation excluding Subscriptions*	Subscription Circulation		
<b>Bound Inserts</b>				
up to 4 pages	€ 105 ‰	€ 140 ‰	Trim size 215 x 280 mm (width x height).	
up to 6 pages	€ 125 ‰	€ 160 ‰	Other formats upon inquiry.	
up to 8 pages	€ 145 ‰	€ 190 ‰	Delivery folded and untrimmed (Bleed allowance:	
up to 12 pages	€ 175 ‰	€ 240 ‰	gutter 4 mm; header/footer + outside edge each 3 mm)	
up to 16 pages	€ 200 ‰	€ 275 ‰	Prices per thousand copies or part thereof on paper	
more than 16 pages	Prices upon request		up to 170 g/m². Prices for bound inserts with heavier	
			paper upon request.	
<b>Tip-ins</b>				
Postcard up to 10 g	€ 60 ‰	€ 90 ‰	Tip-in only possible in conjunction with a 1/1 carrier ad.	
Other Tip-ins up to 20 g	€ 75 ‰	€ 105 ‰	Additional postage charged for product samples and	
Tip-ins over 20 g	Prices upon request		objects 2.5 mm or thicker (prices upon request).	
<b>Loose Inserts</b>				
up to 20 g	€ 105 ‰	€ 140 ‰	Minimum size: 105 x 148 mm (DIN A6)	
up to 30 g	€ 115 ‰	€ 160 ‰	Maximum size: 205 x 270 mm	
up to 40 g	€ 125 ‰	€ 180 ‰		
up to 50 g	€ 135 ‰	€ 200 ‰		
over 50 g	Prices upon request			

Prices apply for the booking of at least the entire domestic circulation.

– Smaller split runs (e.g. Nielsen areas, federal states, other) are possible for a 20 % per ‰ surcharge.

– Minimum split runs for all ad specials: 20,000 copies.

– The publisher reserves the right to shift split run bookings.

\* "Circulation excluding subscriptions" consists of the combined print runs for newstand retail sales, in-flight copies and others. Technical surcharges and production costs do not qualify for discounts or commissions.

## Calculation:

Calculation based on the print run listed in the IVW Quarterly Report current at order confirmation.

## Delivery Terms:

Delivery is based on the print run listed in the IVW Quarterly Report current at order confirmation plus 2% surplus.

# READERSHIP PROFILE



**CHIP** is the magazine for men, who are exceptionally interested in technology and the digital world.

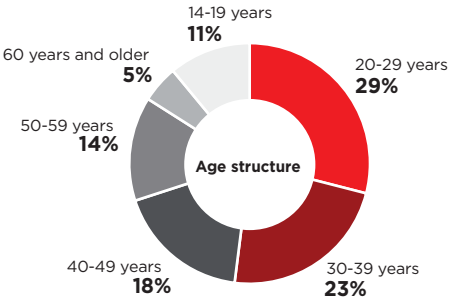
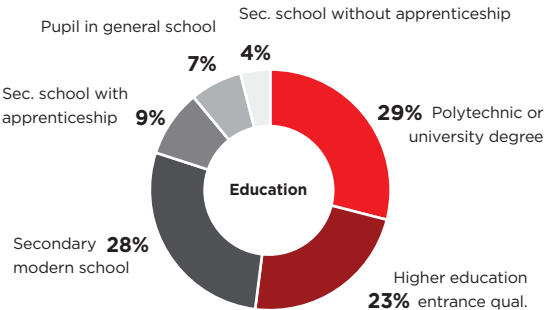
## Readership

- Audience:** 1.614 Million readers per issue
- Men:** 89%
- Average age:** 36 years young
- Education:** 52% have qualifications higher education or polytechnic/university degree
- Ave. net household:** 3,488 Euro (General population average is 2,993 Euro)
- Multipliers:** I often get requests for advice on the topic of digital technology. INDEX: **350**
- First Mover:** I have a yearning to experience something new. INDEX: **167**

## Purchasing Plans

- Network Provider:** Consider changing my Mobile/Telco Provider or Internet Service Provider during the next 12 months. INDEX: **147**
- Smart Living:** Plans to purchase home technology within the next 2 years. INDEX: **254**
- Finance:** Plans to change the Bank account within the next 12 months. INDEX: **163**
- Automotive:** Plans to purchase a new car for the household within the next 2 years. INDEX: **169**

Source: ma 2018 II, b4p 2018 I





CHIP DIGITAL-IMAGING COMBINATION



Prices in Euros	CHIP Digital-Imaging Combi CHIP + CHIP FOTO-VIDEO
Combination Discount	5 %
Net Contacts	1.79 million
Size	
in fractions of page	
colour or b/w	
1/1	28,025.-
1/2	14,716.-
1/3	10,270.-
1/4	8,056.-

With the CHIP Digital-Imaging Combination, you benefit from an:

- Extensive Reach:  
over 1.79 million contacts with a male reader share of 88%.
- Envious Readership:  
with an ave. age of 37 years and an ave. net household income of 3,494 €.
- Outstanding Cost Efficiency:  
with a CPT of 15.91 €, CHIP Digital-Imaging Combination is among the most economically efficient men's magazine-combinations in Germany.

Combination prices are only valid on parallel bookings. Additional formats on request. All prices include the combination discounts, qualify for other discounts, as well as agency commission and are subject to VAT, where applicable.

## CHIP Xmas-Promotion 2019

CHIP places your product as an exclusive product placement in the December issues of CHIP and CHIP FOTO-VIDEO. Book the attractive Christmas-Special and benefit from individualized advertising solutions.

### 3 good reasons

... to advertise in the CHIP Xmas-Special

#### PRICE ADVANTAGE

**20% Xmas-Discount** on the CHIP Digital-Imaging Combination

#### EXTENSIVE REACH

**Over 1,79 Million readers per issue:** multipliers, influencers - in the digitale world

#### PRESENCE

With an **eye-catching promotion** in the two main CHIP titles, we place your products into the focus of our readers.

**Issues:** CHIP 01/2020  
CHIP FOTO-VIDEO 01/2020

**EVT:** 29.11.2019  
**EVT:** 04.12.2019

Detailed Information on request.



source: ma 2018 II

## CHIP SPECIALS



CHIP Specials bring in-depth coverage of the latest technological trends and developments. These special issues range from topics such as IT security and Wi-Fi specials, to publications on software and operating systems (e.g. Windows, Android, iOS, Linux, etc.), to focus issues covering Gaming, Webdesign or Raspberry Pi. If a technology or topic is hot, then CHIP will have a special issue covering it. CHIP Specials target readers seeking depth of content and information combined with the highest journalistic standards. They provide a perfect platform for advertisers looking to reach vertical target groups within specialized editorial environments.

Please contact us for the current topics and publication schedule.



### Advertising Formats and Prices in Euro

1/1 page	5,000.-
1/2 page	2,630.-
1/3 page	1,830.-
1/4 page	1,440.-
Inside front cover	5,750.-
Inside back cover	5,500.-
Back cover	6,000.-

### Key Facts

Print Run: 35,000 copies

Scope: 148 pages

Copy Price: from € 9.95

Other formats on request. All specials apply to specials with a print run of up to 35,000 copies and are subject to added value tax. All data is subject to change.

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