

CORPORATE VIEWS



Klaas Kersting

Director of Gameforge AG

»As one of the biggest game developers and publishers in Europe, we are always interested in the innovations in the games industry. Making Games helps us to stay at the forefront of the latest developments. Moreover, the magazine is one of the trailblazers when it comes to establishing the image of the games industry as a business segment which is to be taken seriously.«

Managing Director, Related Designs (Anno 1404)

Thomas Pottkämper



»I always enjoy reading Making Games Magazine due to all its highly diverse and thought-provoking topics, Making Games Magazine has introduced our line of business to a wider readership.«



Prof. Linda Breitlauch

Academic Programme Director
Mediadesign Hochschule

»Making Games is one of the most significant magazines for game developers. The good mixture of specialist articles, workshops, making-ofs, interviews and Best Practice examples makes Making Games required reading for all students.«

POSITIONING

Making Games is the leading and best-selling trade magazine in Germany for game development and business development in the field of »Interactive Entertainment« – whether for PCs, consoles, mobile or the web. Renowned German and international developers, designers and scientists are highly committed to this professional journal, which is issued every two months. In each edition, and in collaboration with the editors of **GameStar** and **GamePro**, they write high-quality articles on technical solutions, graphics and 3D design, business issues, marketing, research, training and the situation of the industry. This broad range of topics is supplemented by interviews with the decision-makers and visionaries in the business. Each issue includes up-to-the-minute customer analyses as well as a trainee market and a comprehensive register of companies.

For highly topical news and comments, we also offer makinggames.de as an optimum source of information for the games industry with specially edited articles from our magazine.

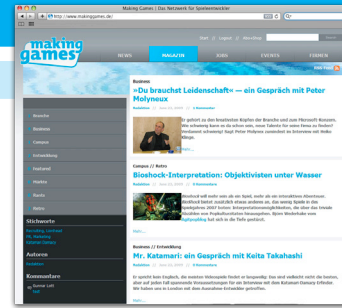
Making Games is designed as a platform and organ for the German games industry and is the media partner at all major business events, including the German Developer Award, fmx, German Games Days, Browser Games Forum and the Game Developers Conference.

TARGET GROUP

The core target group of **Making Games** are all those mainly engaged in the production of games: In particular, game developers (graphic artists, programmers, designers) and publishing staff (business developers, PR managers, product managers), and moreover, scientists who are concerned with games as a phenomenon for society as a whole, and owing to regular articles focused on training, the up-and-coming young talent: students, interested professionals from different educational backgrounds, committed hobbyists.

PRICE LIST

Online prices	Base price
Full size banner 468x60 15 KB	20 € 0/00
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U2, U3, U4		2.390,00 €					

PRINT DATES

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03/10	16.04.2010	16.03.2010	31.03.2010
04/10	18.06.2010	18.05.2010	04.06.2010
05/10	20.08.2010	22.07.2010	06.08.2010
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