

CORPORATE VIEWS



Heiko Hubertz

Founder & CEO Bigpoint GmbH

»Making Games with its profound articles is an exciting guidebook for staff and developers at Bigpoint. Making an effort for trainees and holding seminars, Making Games also delivers a valuable contribution to the German developer scene for which we and our teams in Hamburg and Berlin are deeply grateful.«

Managing Director, Related Designs (ANNO 2070)

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. Dr. 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

- The leading and best-selling German business magazine for game and business development
- Approximately 10.000 readers, including more than 20% in senior positions with budget responsibility
- Unique white paper concept: all major articles are written by acknowledged experts from the games industry
- A broad and practical range of topics with a finger on the pulse of the German developer scene: recent case studies, reviewing the latest tools, post mortem analysis of successful and failed games, programming and graphics workshops, legal advice, marketing and PR tips, business issues, research studies and much more
- Detailed exclusive interviews with decision makers in the industry
- The essential work of reference for every game developer thanks to current market research analysis and the most comprehensive register of companies in the German games industry
- Consistent link between printed edition and online: the white paper in the magazine – in-depth information, analysis and comments on makinggames.de

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

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Manfred Aumaier • Telephone: + 49 (0) 89 / 360 86-602 • E-Mail: maumaier@idg.de

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CONTACTS



Sales Manager Making Games (Freelancer)

Nicole Klinge

Telephone: +49 (0)89 / 360 86 - 680

Mobile: +49 (0)173 / 787 20 13

E-Mail: nklinge@idg-consultant.de



Director Sales

Ralf Sattelberger

Telephone: +49 (0)89 / 360 86 - 730

E-Mail: rsattelberger@idg.de



Editor-in-chief Making Games

Heiko Klinge

Telephone: +49 (0)89 / 360 86 - 665

Mobile: +49 (0)172 / 200 57 75

E-Mail: hklinge@idg.de

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