



GAMESMARKT

Media kit as of 01.08.2025

GAMESMARKT

The Experts for Games and Esports

GamesMarkt isn't just the expert medium for the computer and video game industry in Germany, Switzerland and Austria (GSA) and beyond but also an indispensable tool for everyone dealing professionally with the topic of games.

With a strong view of the entire value chain, we provide comprehensive background articles, well-funded opinion pieces as well as important overviews and charts from and about the market.



Stephan Steininger

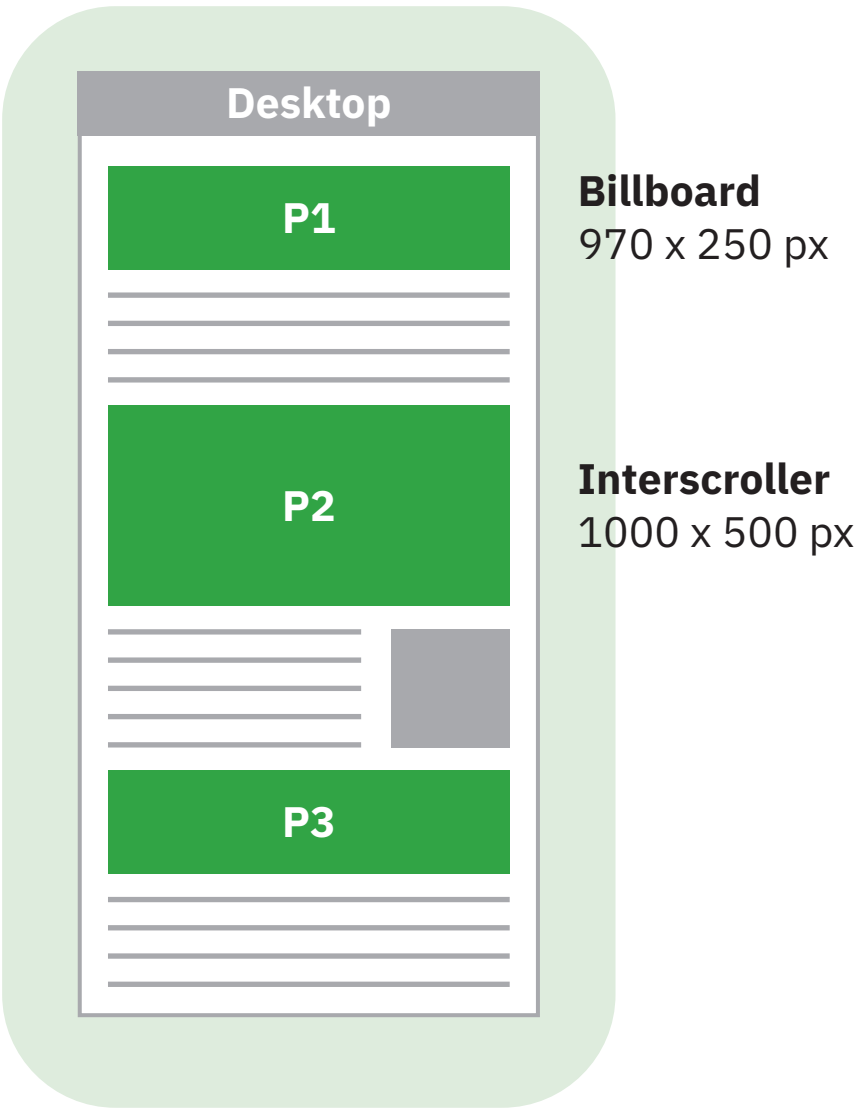
Editor-in-chief



PRICES

Placements + Bookings – Website (Desktop & Mobile)

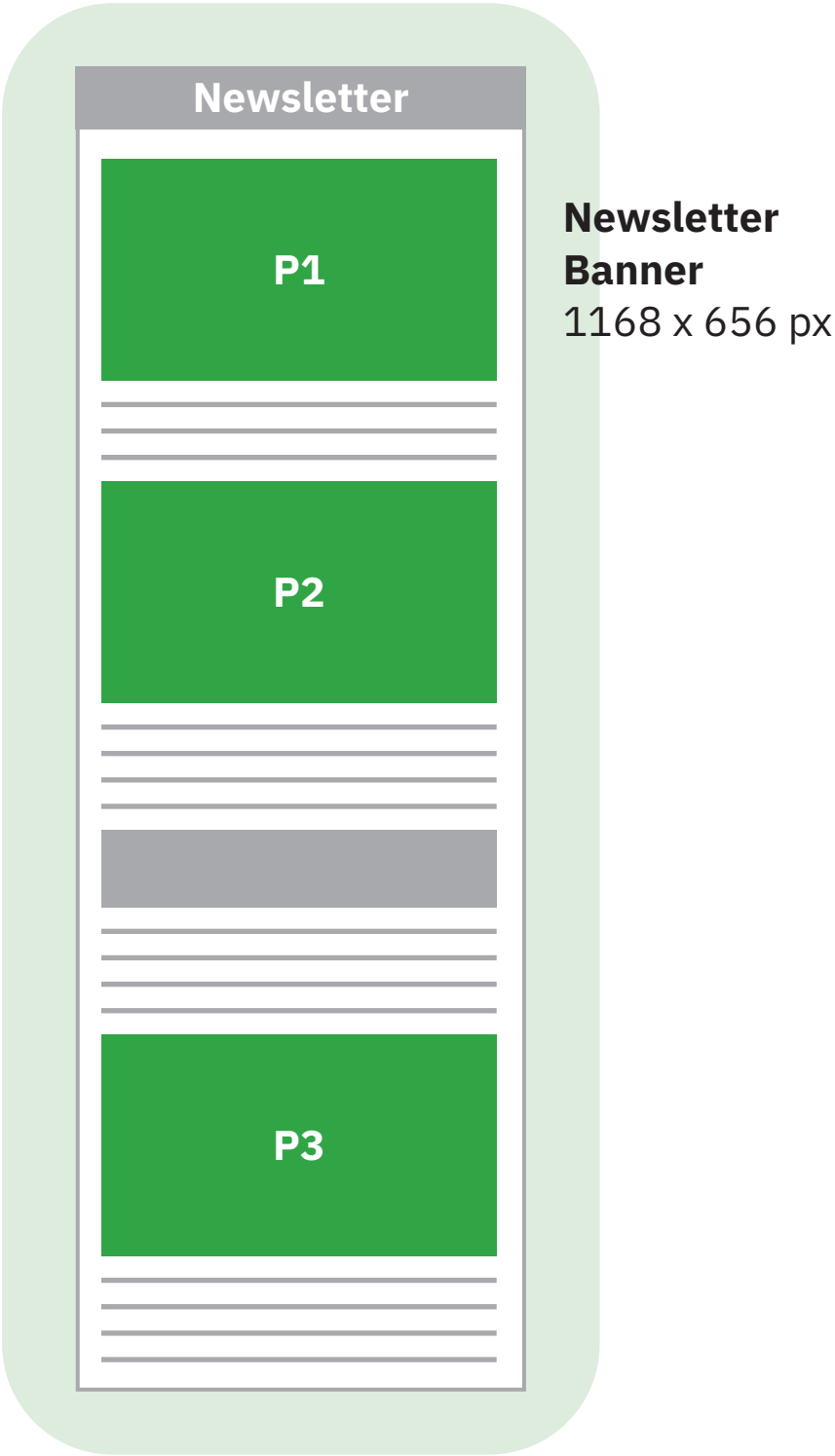
Placement	Formats	Info	Price per week in €
P1	Billboard / MR (for mobile) Superbanner/Leaderboard	50% off joint newsletter bookings	3,000.–
P2	Billboard / MR (for mobile) Superbanner/Leaderboard Interscroller	50% off joint newsletter bookings	2,000.– + 500.–
P3	Billboard / MR (for mobile) Superbanner/Leaderboard	50% off joint newsletter bookings	1,500.–
Advertorial	Short Copy (<200 words; 1 picture)	Text/Picture Ad in Newsletter included	500.–
	Long Copy (We recommend max. 2000 words, 5 images)	Text/Picture Ad in Newsletter included	2,000.–
Game of the Day Pic of the Day or Release of the Day	special placement on web- site; content like short copy advertorial	Text/Picture Ad in Newsletter included	500.–



PRICES

Placements + Bookings – Newsletter

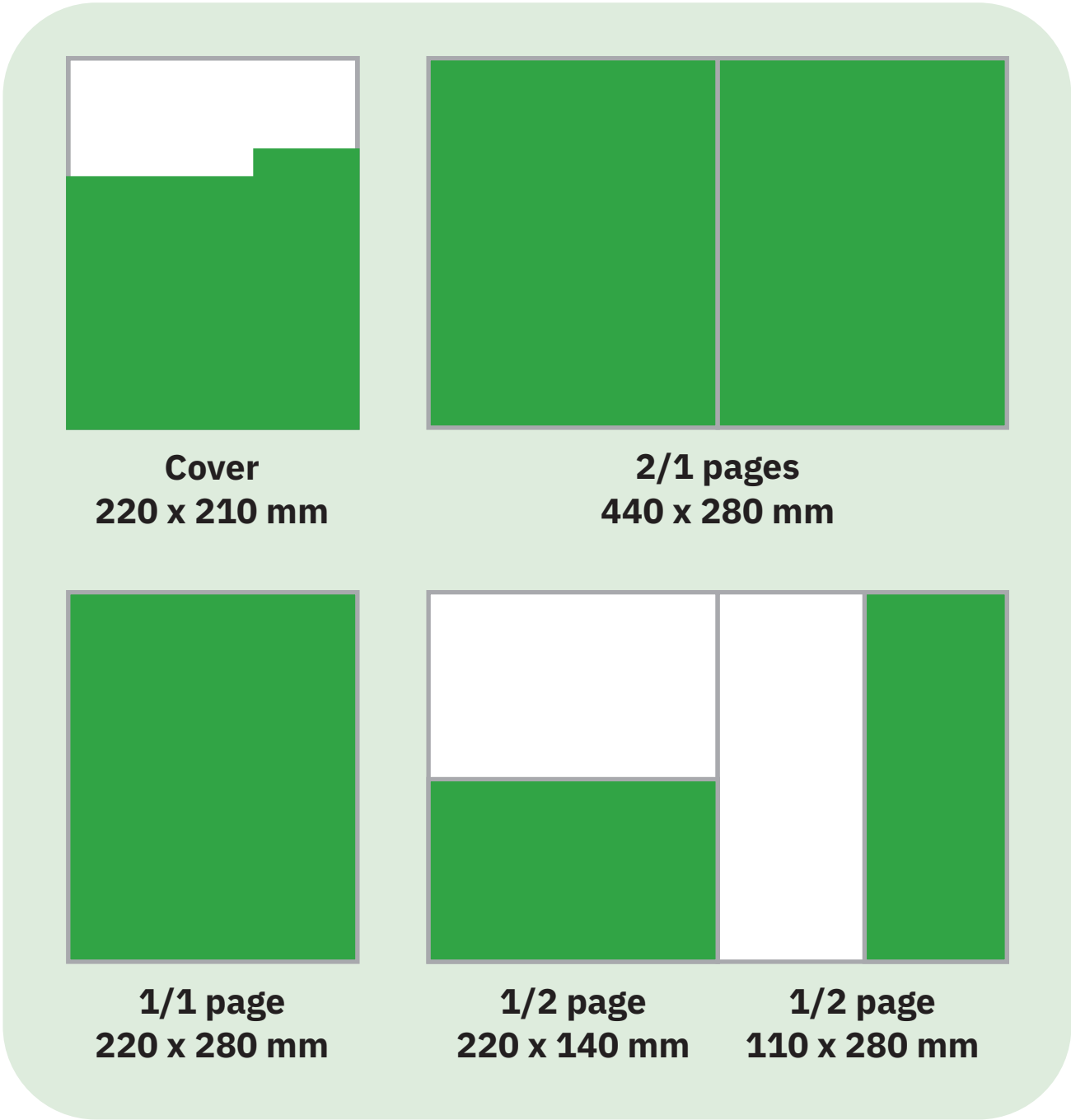
Placement	Format	Per...	Price in €
P1	1168 x 656 pixel	... day ... week	500.– 2,000.–
P2	1168 x 656 pixel	... day ... week	300.– 1,200.–
P3	1168 x 656 pixel	... day ... week	150.– 600.–
Text/Picture Ad	max. 2 lines headline, 5 lines text + picture 16:9	one-shot	250.–
Commercial Newsletter	max. 10 Content Pieces or 1 full length article	one-shot	5,000.–
Sponsorship – Newsletter	Logo placement within the GamesMarkt logo at the header	... week	1,500.–



PRICES

Placements + Bookings – Print

Format	Size width x Height in mm	Placement	Price per issue in €
U1 (Outside front cover)	220 x 210		9,000.–
U2 (Inside front cover)	220 x 280		5,000.–
U3 (Inside back cover)	220 x 280		5,000.–
U4 (Outside back cover)	220 x 280		5,000.–
2/1	440 x 280		5,000.–
1/1	220 x 280	right side	3,000.–
1/2	220 x 140 or 110 x 280	right side	2,000.–
Advertorial	First 2 pages additional 2 pages		6,000.–
			3,000.–
Picture Promotion	2 pages		6,000.–
Special formats			Just ask



PRICES

Special Deals & Packages

Format	Info	Price in €
Sponsorship — Special Issue	The client pays for the cover and a four-page advertorial. The remaining (suitable) content is the sole responsibility of the editorial team.	10,000.–
Corporate Publishing — Special Issue	Promotional print publication in the GamesMarkt layout with client’s CI colors. Customer determines all content. Issue is marked as advertising.	individual pricing (depending on the number of pages)
Corporate Publishing — Print Publication	Contract work for a print publication with text, layout and production according to your specifications. Optionally, it can be sent as a supplement to GamesMarkt to all subscribers.	individual pricing (depending on expense and number of pages)
Online Advertorial Special	A series of advertorials that are additionally bundled via a themed article. The themed article is embedded on the website and in the newsletter for up to four weeks.	individual pricing (depending on the number of advertorials)
P1+P2+P3 website	Special package pricing	4,500.– per week
4-week package P1 or P2 or P3 (website or newsetter)	Various motifs and advertised games or services possible	Pay 3 get 4
Customized packages and services are available on request.		

SCHEDULE

Planned Print Publications 2025/2026

Issue	Publication date	Deadline for ads and printing documents
471	24.10.2025	13.10.2025
472	06.02.2026	11.02.2025
473	07.05.2026	04.05.2026
474	26.08.2026	17.08.2026
gamescom Dailys	to be confirmed	to be confirmed
GamesMarkt calendar		November 2025
Further special publications on editorial topics or as corporate publishing magazines can be planned at short notice if required.		

The publication dates may change due to current events or internal planning. Cancellation period for advertisements: 4 weeks, for special placements 6 weeks prior to publication of the respective issue. Advertisements for titles possibly subject to index listing cannot be considered.

Technical Specifications Online + Print

ONLINE			
Digital Advertising Materials ¹⁾	Desktop (WxH in pixel)	Mobile (WxH in pixel)	Max. File Size
Newsletter Banner	1168 x 656	–	200 KB
Billboard	970 x 250	–	300 KB
Medium Rectangle	–	300 x 250	200 KB
Interscroller	1000 x 500 ²⁾	640 x 1200 ³⁾	300 KB
Fireplace Billboard Skyscraper (2x, left and right)	1064 x 250 200 x 600 each	–	300 KB 300 KB each
Data Delivery	min. 5 work days prior to publication		
Data Transmission & Info	sales@gamesmarkt.de		
File Type Website/Newsletter	PNG, GIF, JPG or HTML54); 72 dpi		

So as to take into account the presentation on 4K/retina displays, ad materials may also be delivered upon consultation in higher resolutions in the same format proportions. For HTML5 files, we recommend delivery in double the resolution. Important note on animated ad materials in newsletters: 1) The presentation may not be guaranteed in all apps and browsers; thus, all relevant information should be included in the first frame. 2) Recommended, generally format 2:1; 3) max. file dimension, ad material excerpt 640 x max 920 px (dependent on screen height); 4) optimized for Google Ad Manager; please provide image data in double the resolution.

PRINT		
Format	With* (in mm)	Height* (in mm)
Cover page	220	210
U2	220	280
U4	220	280
U2 + p.3	440	280
1/1	220	280
1/2 page portrait	110	280
1/2 page landscape	220	140
Printing and Binding Process	Sheet offset (Euro Scale), stapled	
File Format	At least PDF/X-3:2002	
Color Profile	ISOcoated_V2_300_eci.icc	
Data Transfer & Info	sales@gamesmarkt.de	
Editing of Print Documents	Costs depending on effort	

* In addition to the above measurements, please add a bleed of 3 mm on all outer edges. If we need to edit your ad in-house, we will charge you based on the amount of work involved. These costs are not subject to any discounts or agency commissions.

CONTACT

We're happy to help you!



Stephan Steininger
Editor-in-chief
+49 1512 6769630 (m)
stephan.steininger@gamesmarkt.de

Editorial Staff & Publisher	Steininger, Wagner, Kleffmann GbR Hohenlindener Str. 4 81677 Munich/Germany www.gamesmarkt.de
Payment Conditions	payable on receipt and without deductions
Bank Connection	Commerzbank München IBAN: DE78 7004 0045 0890 2322 00 BIC: COBADEFFXXX

Marketing and Editorial Staff | Steininger, Wagner, Kleffmannn GbR | Isartalstr. 49 | 80469 Munich

All prices in euros plus V.A.T. [Terms and Conditions](#) of Steininger, Wagner, Kleffmann apply.