



GAMESMARKT

Media kit as of 01.11.2025

GAMESMARKT

The Experts for Gaming

For 25 years, GamesMarkt isn't just the expert medium for the computer and video game industry in GSA, Europe and beyond, but also an indispensable tool for everyone dealing professionally with the topic of games.

With a overview of the entire value chain, we provide in-depth background articles and well-researched opinion pieces as well as important overviews, insights and charts.

We regularly highlight special topics such as gaming education and jobs, esports and xr, and we report regularly from and about international trade fairs and events. Since its debut in 2009, we have been the official media partner of gamescom.

We are the Games Industry B2B Magazine for Europe, from Germany.



PRICES

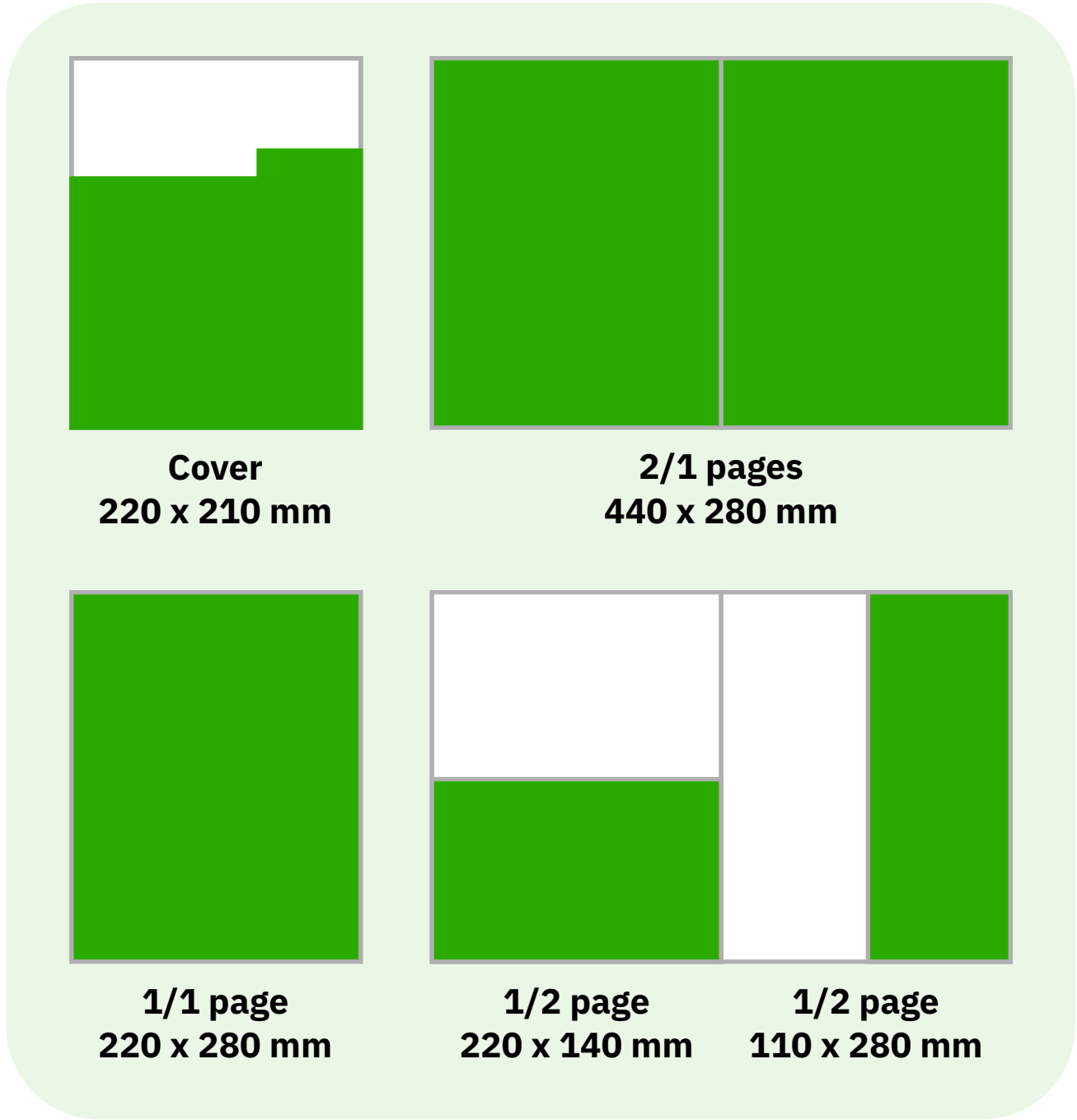
Placements + Bookings – Print

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

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.

File format: At least PDF/X-3:2002

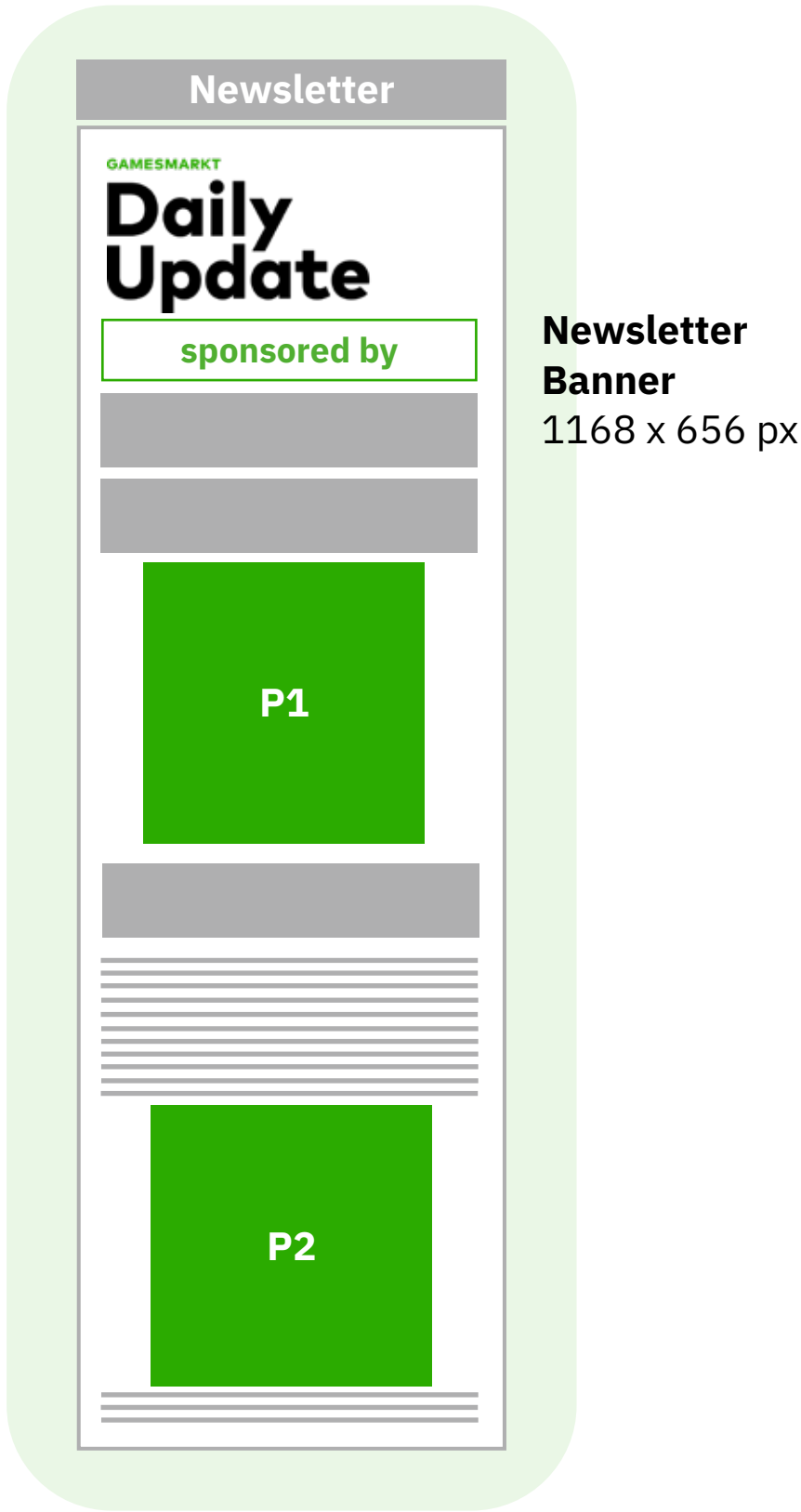
Color profile: ISOcoated_V2_300_eci.icc



PRICES

Placements + Bookings – Digital

Placement	Format	Per...	Price in €
Advertorial Long Copy Website	No hard limit, but we recommend up to 2000 words and 5 images	one-shot on site + 24h Featured + Newsletter	3,000.–
Advertorial Short Copy Website	Up to 200 words; 1 picture	one-shot on site + Newsletter	500.–
Job Posting	Single post within job section	one-shot on site + Newsletter	300.–
Sponsorship Newsletter	Sponsorship includes logo placement directly under header position	... week ... month	1,000.– 3,000.–
P1 Newsletter	Placement between 2nd and 3rd news 1:1 and any landscape format possible	... week	1,500.–
P2 Newsletter	Placement between ‘More News’ and ‘Events’ 1:1 and any landscape format possible	... week	750.–
Text/Picture Ad Newsletter	Up to two lines of headline, five lines of body text. Landscape picture in 16:9 or 16:10 format	one-shot	500.–
Commercial Newsletter	Up to 10 content pieces or one full length article	one-shot	5,000.–



PRICES

Special Deals & Packages

Format	Info	Price in €
Company Business Partnership	For 12 months you get... <ul style="list-style-type: none">- Two copies of every print issue to your company address (within Europe)- Unlimited digital subscriptions for users using your company mail address- Up to 20 job postings per month for your company and subsidiaries- 30% discount on every booking at GamesMarkt	5,000.–
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)
Further customized packages and services are available on request.		

SCHEDULE

Planned Print Publications 2025/2026

Issue	Publication date	Deadline for ads and printing documents
472	05.12.2025	27.11.2025
473	Mid-Q1 2026	9 days before release
474	Mid-Q2 2026	9 days before release
475	26.08.2026	17.08.2026
476	Mid-Q4 2026	9 days before release
gamescom Daily magazines	to be confirmed	to be confirmed
GamesMarkt Calendar 2026	as a supplement to GM 472	
GamesMarkt Calendar 2027	as a supplement to GM 476	
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.

CONTACT

We're happy to help you!



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