

c't IT-magazine voor de liefhebber



General information

Frequency magazine:	10 issues per year
Frequency newsletter:	10 issues per year
Number of pages:	148
Price:	€ 6,99
Publisher:	F&L Media B.V.
Website:	www.ct.nl
App:	c't magazine NL

c't

In the Netherlands and Belgium, c't has been the leading authority in the field of IT for over 20 years. The target audience consists of experienced computer users, who are consulting c't for business as well as private use. Including the latest computer news, information on new technologies, extensive tests and workshops, c't offers a large group of affluent and highly educated consumers accurate information on how to get the most out of their equipment and software.



Target audience indication

- Mainly men
- IT professionals, CIOs, as well as prosumers
- Age readers: between 18 and 65
- Readers wish to expand their knowledge on all aspects of IT, the web and new media

Why advertise in c't magazine

c't magazine readers are both professionals and advanced amateurs, altogether a loyal group of subscribers and newsstand customers. They read the newsletter critically and with interest, immerse themselves happily in various IT issues and are regarded as experts in this field by their peers. Readers are regularly asked by friends, acquaintances and colleagues for advice concerning hardware and software. Therefore their influence on friends and colleagues is substantial. IT readers like to be kept informed about the latest developments regarding gadgets and novelties. They preferably want to be the first to own them, and their budgets are higher than average.



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Top 5 interest areas

Software Consumer electronics

Computers & accessories

Telecom Traveling & accommodations



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c't closely cooperates with advertisers and their media agencies in order to create strong campaigns and achieve creative solutions. There are many ways to draw our reader's attention to your brand, product or service. Obviously, we are always open to your suggestions and ideas.



For specific desires, delivery specifications or formalizing ads and banners, contact us by phone: **+31 (0)24-2404555** or e-mail us at sales@fnl.nl

WWW.FNLMEDIA.NL

DELIVERY SPECIFICATIONS FOR ADVERTISEMENTS

PRINT: Advertisements must be delivered as certified PDF with 5 mm margins on all sides, in CMYK colours and with 300 dpi resolution.

ONLINE: As gif, jpeg, png or html5. The maximum file size is 300 kb.

More information and our PDF Profile is available on: www.fnl.nl/specificaties or send an e-mail to ads@fnl.nl.

IMPORTANT DATES

Edition	Ad deadline	Issue on sale
c't magazine 3	21-01-19	12-02-19
c't magazine 4	25-02-19	19-03-19
c't magazine 5	01-04-19	23-04-19
c't magazine 6	06-05-19	28-05-19
c't magazine 7/8	11-06-19	02-07-19
c't magazine 9	15-07-19	06-08-19
c't magazine 10	19-08-19	10-09-19
c't magazine 11	23-09-19	15-10-19
c't magazine 12	28-10-19	19-11-19
c't magazine 1/2-2020	02-12-19	24-12-19

- The deadline for the delivery of Shopping is similar to the deadline of advertisements.
- Subscribers receive the magazine 4 days before the date of issue
- Date of reservation is 2 days before the advertisement deadline

PROMOTION POSSIBILITIES

Other possibilities are:

- Advertenties
- Banner advertising
- Advertorials
- Inserts
- Competitions
- Recruitment fees
- Readers campaigns
- Mail and win campaigns
- Shopping
- Vacancies
- Newsletters
- Product placement

More information can be found on www.fnl.nl/mogelijkheden

RATES PRINT

Size	Price
1/1 page (210 x 297 mm)	€ 2.950,-
Shopping	€ 980,-
Spectacular shopping: + 40% extra space	€ 1.380,-
Advertorial	from € 3.700,-
2/1 page (420 x 297 mm)	€ 5.000,-
1/2 page (210 x 148 mm or 105 x 297 mm)	€ 1.800,-
1/4 page (105 x 148 mm or 53 x 297 mm)	€ 960,-
1/8 page (105 x 74 mm)	€ 520,-
1/16 page (52 x 74 mm)	€ 370,-
30% positioning tariff on cover	

RATES ONLINE

Size	Prices	Run of Network
Sponsored article	€ 850,-	
Newsletter item (limited number of possibilities)	€ 550,-	
Social media post	€ 100,-	
Leaderboard (728 x 90 px)	€ 15,-	€ 13,-
Medium Rectangle (300 x 250 px)	€ 20,-	€ 17,-
Billboard (970 x 250 px)	€ 40,-	€ 34,-
Halfpage ad / Floor ad (300 x 600 px)	€ 29,-	€ 25,-
Mobile banner (320 x 50 px)	€ 18,-	€ 14,-
Roadblock (Leaderboard + Halfpage)	€ 45,-	€ 38,-
Homepage Take-over	On request	
Premium banners (creative sizes / targeted placements)	On request	