

# c't specials

## Titles and dates 2010

Compact know-how on fascinating subjects



# Schedule

Issue	On sale	Print run
Digital Photography 1	29. 03. 2010	95.000 copies
Linux 1	21. 05. 2010	90.000 copies
Digital Photography 2	21. 06. 2010	95.000 copies
Webdesign	12. 07. 2010	80.000 copies
Mac	09. 08. 2010	95.000 copies
Digital Photography 3	13. 09. 2010	95.000 copies
Windows	04. 10. 2010	85.000 copies
Home Entertainment	02. 11. 2010	50.000 copies
Linux 2	22. 11. 2010	90.000 copies
Digital Photography 4	13. 12. 2010	95.000 copies

On sale at the newsstands, in magazines and book stores  
Copyprice: 8,90 €

# Digital Photography

## Content

Four “c’t special” issues on digital photography will be published in 2010 which can be subscribed to as a periodical. The magazine provides you with fascinating workshops on handling interesting software as well as hardware tests of current camera generations and useful accessories. Ambitious digital photographers and hobby photographers will find practically relevant tips and tricks and a plethora of helpful software on the included DVDs.

	<b>Issue 1</b>	<b>Issue 2</b>	<b>Issue 3</b>	<b>Issue 4</b>
<b>On sale:</b>	29. 03. 2010	21. 06. 2010	13. 09. 2010	13. 12. 2010
<b>Space close:</b>	01. 03. 2010	25. 05. 2010	16. 08. 2010	15. 11. 2010
<b>Materials:</b>	04. 03. 2010	27. 05. 2010	19. 08. 2010	18. 11. 2010
<b>Print run:</b>	95.000 examples every issue			



# Linux

## Content

The “c’t kompakt” issue on Linux opens Linux beginners the opportunity to get to know the free operating system. Advanced users will find many tips, tricks and information on Linux. The c’t editorial staff’s know-how helps to solve problems and to get more out of the Linux system. The included DVD contains a current Linux distribution.

	Issue 1	Issue 2
<b>On sale:</b>	21. 05. 2010	22. 11. 2010
<b>Space close:</b>	23. 04. 2010	25. 10. 2010
<b>Materials:</b>	28. 04. 2010	28. 10. 2010
<b>Print run:</b>	90.000 examples every issue	



# Webdesign

## Content

From a self-knitted HTML via instant websites for impatient users up to complex content management systems: There is more than one way to your own web presence. Numerous programs, services, and technologies support you in this. The “c’t extra” issue on web design brings light into the jungle and provides tips on which product is suited best for whom. The special issue explains the basics of HTML, CSS, and JavaScript, it tests blog, wiki, forum, shop, and content management systems and it presents PHP tricks and Ajax frameworks to advanced users.

<b>On sale:</b>	12. 07. 2010
<b>Space close:</b>	14. 06. 2010
<b>Materials:</b>	17. 06. 2010
<b>Print run:</b>	80.000 examples



# Mac

## Content

The special issue provides a broad range of useful information on Macintosh hardware and software. Both beginners and troupers will get practical help and numerous tricks on using the Mac OS X operating system. Tests of current hardware will support you in choosing your next Apple computer and the included DVD will provide you with a basic equipment of indispensable freeware programs.

<b>On sale:</b>	09. 08. 2010
<b>Space close:</b>	12. 07. 2010
<b>Materials:</b>	15. 07. 2010
<b>Print run:</b>	95.000 examples



# Windows

## Content

The practice-oriented use of the youngest sprout of the Windows family is in the focus of this c't guide. The improvements promised by Windows 7 reach from an increased data security via a faster processing up to a more user-friendly operation. By means of definite examples from practical use the magazine explains who will benefit from switching to Windows 7 and which aspects suggest sticking to an older Windows version.

<b>On sale:</b>	04. 10. 2010
<b>Space close:</b>	06. 09. 2010
<b>Materials:</b>	09. 09. 2010
<b>Print run:</b>	85.000 examples

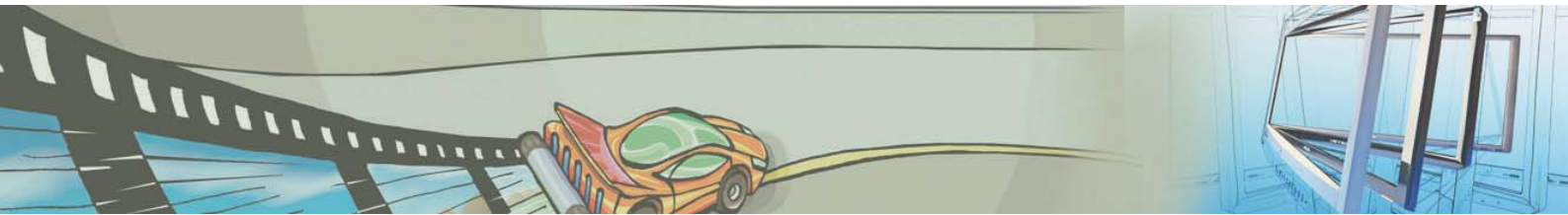


# Home Entertainment

## Content

Numerous hardware tests provide the readers of the “c’t medien” issue on home entertainment with detailed support for pending purchase decisions. Moreover, the magazine throws light on current technologies in the television, video, and audio domains and it deciphers the interoperability of these components in terms of communication and networking.

<b>On sale:</b>	02. 11. 2010
<b>Space close:</b>	05. 10. 2010
<b>Materials:</b>	08. 10. 2010
<b>Print run:</b>	85.000 examples



# Size and prices

## Standard rate

Ad size	Type area (B x H)	Trim size* (B x H)	b/w	2c	3c	4c
2/1 pages	390 x 260	420 x 297	4.840 €	5.520 €	6.190 €	6.870 €
1/1 page	185 x 260	210 x 297	2.480 €	2.820 €	3.150 €	3.490 €
3/4 page	185 x 193 137 x 260	210 x 216 146 x 297	1.910 €	2.270 €	2.420 €	2.670 €
2/3 page	185 x 171 122 x 260	210 x 195 130 x 297	1.690 €	1.910 €	2.140 €	2.370 €
1/2 page	185 x 128 90 x 260	210 x 152 103 x 297	1.300 €	1.460 €	1.630 €	1.800 €
1/3 page	185 x 84 58 x 260	210 x 107 71 x 297	900 €	1.000 €	1.100 €	1.200 €
1/4 page	185 x 62 43 x 260 90 x 128	210 x 80 53 x 297 103 x 152	675 €	760 €	850 €	930 €
Coverage 2 and 4		4.300 €				
Coverage 3		3.900 €				

\* Trm allowance: foot 3 mm, head 3mm, face 3 mm min, gutter 4 mm

**Insert price up to 25 g: 78 € per 1,000 copies, higher weight on demand.**

Standard terms and conditions for advertisements of Heise Zeitschriften Verlag & Co. KG.

# Schedule

Issue	On sale	Space close	Materials
Digital Photography 1	29. 03. 2010	01. 03. 2010	04. 03. 2010
Linux 1	21. 05. 2010	23. 04. 2010	28. 04. 2010
Digital Photography 2	21. 06. 2010	25. 05. 2010	27. 05. 2010
Webdesign	12. 07. 2010	14. 06. 2010	17. 06. 2010
Mac	09. 08. 2010	12. 07. 2010	15. 07. 2010
Digital Photography 3	13. 09. 2010	16. 08. 2010	19. 08. 2010
Windows	04. 10. 2010	06. 09. 2010	09. 09. 2010
Home Entertainment	02. 11. 2010	05. 10. 2010	08. 10. 2010
Linux 2	22. 11. 2010	25. 10. 2010	28. 10. 2010
Digital Photography 4	13. 12. 2010	15. 11. 2010	18. 11. 2010

Subject to change.

# Crossmedia

A subject-oriented environment at [www.heise.de](http://www.heise.de) offers cross-media marketability.

Each special issue will be announced twice by heise.de news ticker messages. Users will be notified about the contents of the magazine and the inserted DVD as well as all the date of publication and the first day of online sale.

- + Placing the form of advertising in the direct environment of the news and pre-defined AdImpression guarantee.

We offer this placement only in combination with an advertisement in the corresponding special issue. Please contact our sales team for further details.



# Technical specifications

In principle in Portable Document Format (PDF), unseparated, no DCS images, incl. a bleed of 3 mm in case of bleed formats

## Data transmission via ISDN

1. Please notify Ms. Reeg or Ms. Schüssler about the transmission of your data: Phone: +49 [0]561/60 280-255
2. Your file name should always begin with "ctspecial".
3. Please send your exposure order and a binding printout (incl. a colour sample) to:  
Dierichs Druck + Media GmbH  
Abteilung Druckvorstufe  
Frau Reeg/Frau Schüssler  
Frankfurter Straße 168, D-34121 Kassel
4. Beforehand, fax us the printout belonging to the remote data transmission, please, as well as a delivery note including the correct folder name:  
Fax: +49 [0]561/60 280-279
5. ISDN terminal for Leonardo  
+49 [0]561 920 43 24 = 30-channel technology

## Data transmission via Internet (e-mail\* or FTP\*)

You will receive our PDF settings via internet: [www.dierichs.de](http://www.dierichs.de) or on demand via ISDN, e mail or CD-ROM.

E-mail address: [prepress@ddm.de](mailto:prepress@ddm.de)

Log onto our FTP server:

Host name: <ftp.ddm.de>

User ID: heise

Password: anz05xz

\* Please transfer maximally 8 MB per e-mail. In case of larger files it is recommended to use a data medium or ISDN/FTP.

## Data transmission via data medium

1. Please send your exposure order and a binding printout (e.g. a proof) to:  
Dierichs Druck + Media GmbH (see „Data transmission via ISDN“)
2. Please deliver your advertisement on one of the following data media:  
CD-ROM, DVD  
Print technology  
Web offset, printed according to Euroskala  
Special colours  
  
Please note that colour deviations can occur when Pantone or HKS colours are converted.

## Service

Please call the following number in case of other file formats or problems arising during the creation of a PDF file: +49 [0]561/60 280-255.

For further information please refer to: [www.dierichs.de](http://www.dierichs.de)

# contacts

## Advertising Sales Office



### Verlagsbüro ID GmbH & Co. KG

Borsigstr. 6  
30916 Isernhagen

Phone: +49 (0)511/61 65 95-0  
Fax.: +49 (0)511/61 65 95-55

E-Mail: [service@verlagsbuero-id.de](mailto:service@verlagsbuero-id.de)  
Internet: [www.verlagsbuero-id.de](http://www.verlagsbuero-id.de)

Irmgard Ditgens (Ltg.) -0,  
[ditgens@verlagsbuero-id.de](mailto:ditgens@verlagsbuero-id.de)

Alexandra Simon -35,  
[simon@verlagsbuero-id.de](mailto:simon@verlagsbuero-id.de)

Petra Rahn -40  
[rahn@verlagsbuero-id.de](mailto:rahn@verlagsbuero-id.de)

## Publishing House



### Heise Zeitschriften Verlag GmbH & Co. KG

Coordination  
Simon Tiebel  
Phone: +49 (0)511/53 52-890  
E-Mail: [simon.tiebel@heise.de](mailto:simon.tiebel@heise.de)

Disposition  
Maik Fricke  
Phone: +49 (0)511/53 52-165  
E-Mail: [maik.fricke@heise.de](mailto:maik.fricke@heise.de)