



# **GAMESMARKT**

Mediakit as of 25.01.2026

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.

**GAMESMARKT**  
Making and Selling Games in GSA

#463  
June 2024  
B 54291

Back to the Roots Chimera Entertainment  
Diversity Agency Content Affairs founded  
Challenge for BKA Online Hate Crime Prevention

**GAMESMARKT**

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- Another Multi-Platinum Award for EA, More Sales Awards for...
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- WotC and Instinct3's Magic Uni Club Roadshow On Tour

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## PRICES

# Placements + Bookings – Print

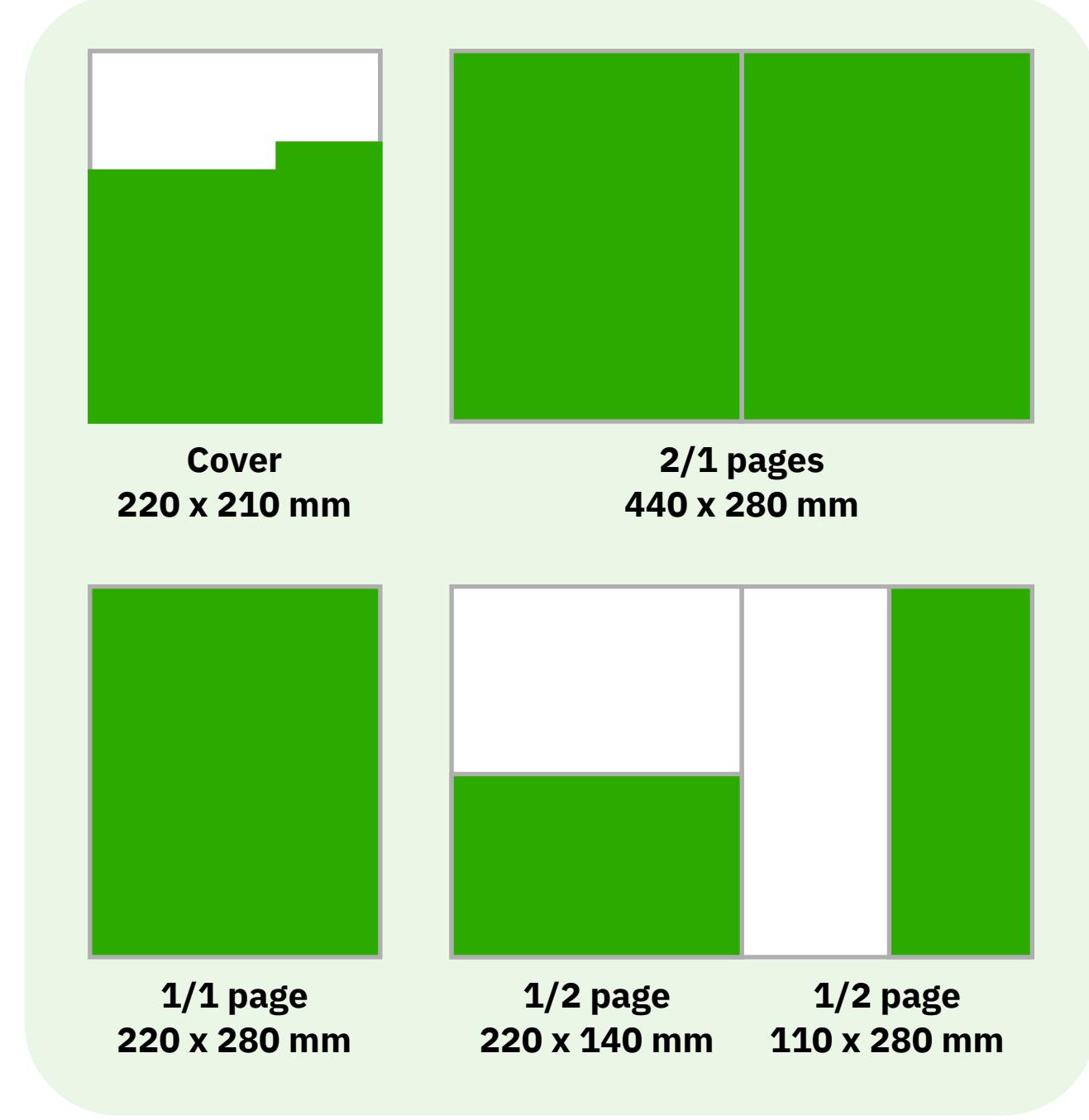
Format	Size width x height in mm	Placeme nt	Price per issue in €
<b>U1 (Outside Front Cover)</b>	220 x 210		<b>9.000,-</b>
<b>U2 (Inside Front Cover)</b>	220 x 280		<b>5.000,-</b>
<b>U3 (Inside Back Cover)</b>	220 x 280		<b>5.000,-</b>
<b>U4 (Outside Back Cover)</b>	220 x 280		<b>5.000,-</b>
<b>2/1 (Double-side)</b>	440 x 280		<b>5.000,-</b>
<b>1/1 (Single-side)</b>	220 x 280	right side	<b>3.000,-</b>
<b>1/2 (Half-side)</b>	110 x 280 or 220 x 140	right side	<b>2.000,-</b>
<b>Advertorial</b>	First 2 pages additional pages		<b>6.000.-</b> <b>3.000.-</b>
<b>Picture Promotion</b>	2 pages		<b>6.000.-</b>
<b>Special formats</b>			<b>Just ask</b>

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

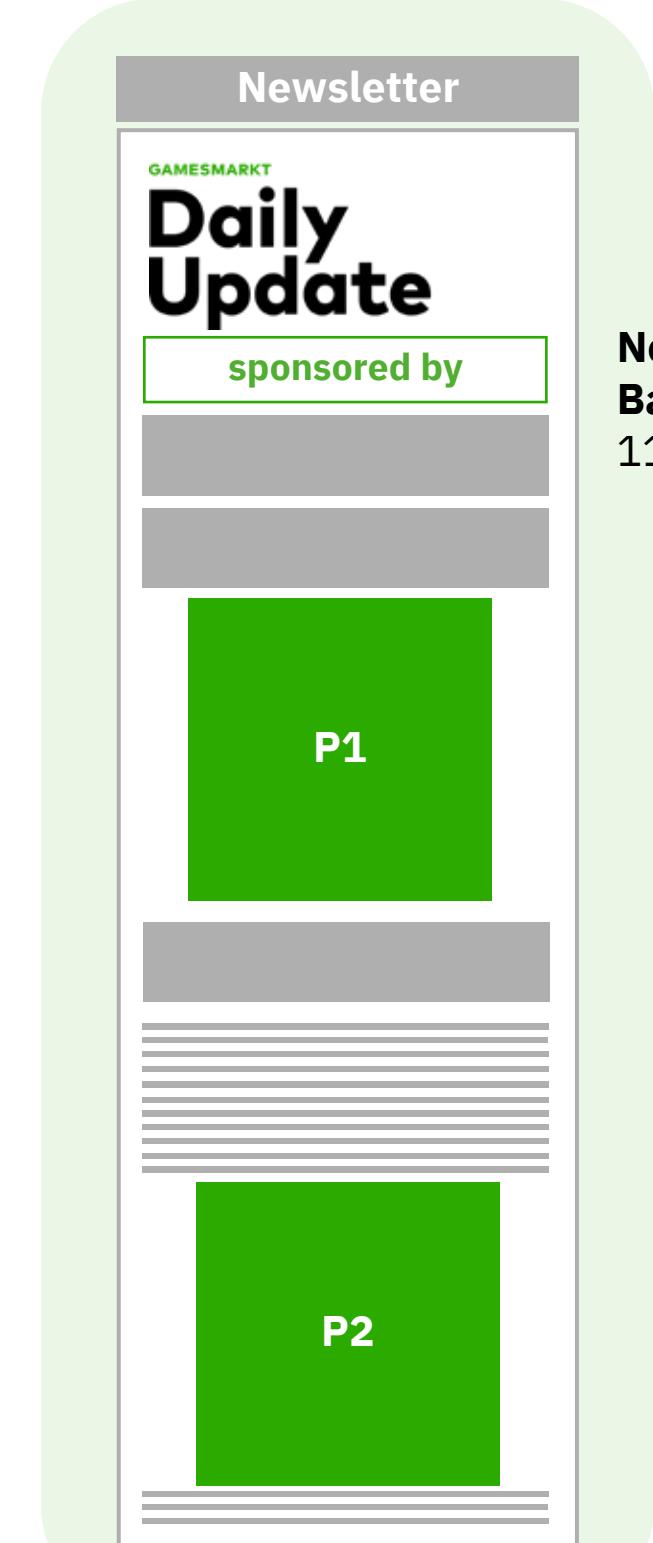
**Color profile:** ISOcoated\_V2\_300\_eci.icc



## PRICES

# Placements + Bookings – Digital

Placement	Format	Per...	Price in Euro
<b>Advertorial Long Copy Website</b>	No hard limit, but we recommend up to 2,000 words and 5 images	one.shot on site +24h Featured + Newsletter	<b>3,000.-</b>
<b>Advertorial Short Copy Website</b>	Up to 200 words; 1 picture	one-shot on site + Newsletter	<b>500.-</b>
<b>Job Posting</b>	Single post within job section	one-shot on site + Newsletter	<b>300.-</b>
<b>Sponsorship Newsletter</b>	Sponsorship includes logo placement directly under header position	... week ... month (4 weeks)	<b>1,000.- 3,000.-</b>
<b>P1 Newsletter</b>	Placement between 2nd and 3rd news 1:1 and any landscape format possible	... week	<b>1,500.-</b>
<b>P2 Newsletter</b>	Placement between 'More News' and 'Events' 1:1 and any landscape format possible	... week	<b>750.-</b>
<b>Text/Picture Ad Newsletter</b>	Up to two lines of headline, five lines of body text, Landscape pictures in 16:9 or 16:10 format	one-shot	<b>500,-</b>
<b>Commercial Newsletter</b>	Up to 10 content pieces teaser or one full length article	one-shot	<b>5,000.-</b>



**Newsletter  
Banner**  
1168 x 656 px

## PRICES

# Special Deals & Packages

Format	Info	Price in €
Company Business Partnership	<p>or 12 months you get...</p> <ul style="list-style-type: none"> <li>- Two copies of every print issue to your company address (within Europe)</li> <li>- Unlimited digital subscriptions for users using your company mail address</li> <li>- Up to 20 job postings per month for your company and subsidiaries</li> <li>- 30% discount on every booking at GamesMarkt</li> </ul>	<b>5,000.-</b>
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.	<b>10,000.-</b>
Corporate Publishing – GamesMarkt Special Issue	Promotional print publication in the GamesMarkt layout with client's CI colors. Customer determines all content. Issue is marked as advertising.	<b>individual pricing</b> (deps on different factors incl. 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 all GamesMarkt subscribers	<b>individual pricing</b> (deps on different factors incl. number of pages)
Online Advertorial Special	A series of advertorials that are additionally bundled via a themed article. The themed article is embedded on homepage and newsletter for up to four weeks	<b>individual pricing</b> (deps on different factors incl. number of texts)
<b>Further customized packages and services are available on request.</b>		

## PRICES

# gamescom Daily

Ad formats	Additional Information	Single booking for <b>Daily #1</b> (26. August) or <b>Daily #2</b> (27. August)	Single booking for <b>Daily #3</b> (28. August)	Multiple booking in <b>Daily#1+#2+#3</b> or <b>Daily#1+#2+GamesMarkt 475</b>
<b>Front cover package</b>	includes 1. front cover ad and 2* 1/1 page ads in the other issues	<b>12,000.-</b>	<b>8,000.-</b>	not possible
<b>Inside front cover or Inside back cover or Outside back cover</b>		<b>5,000.-</b>	<b>2,500.-</b>	<b>10,000.-</b>
<b>2/1 page*</b>		<b>5,000.-</b>	<b>2,500.-</b>	<b>10,000.-</b>
<b>1/1 page*</b>		<b>3,000.-</b>	<b>1,500.-</b>	<b>6,000.-</b>
<b>1/2 page*</b>	Can be used vertically or horizontally	<b>2,000.-</b>	<b>1,000.-</b>	<b>4,000.-</b>
<b>Advertorials</b>	Any format can be replaced by an advertorial. Texts and images are provided by the advertiser. Different content must be supplied for several advertorials.			
<b>Individual packages</b>	On request, we can create customised offers that include not only traditional print advertising but also digital content on our website and			

\*Page sizes identical to those of GamesMarkt

## SCHEDULE

# Planned Print Publications 2026

Issue	Publication date	Deadline for ads and printing documents
473	Mid-Q1 2026	9 days ahead of release
474	Mid-Q2 2026	9 days ahead of release
475	26.08.2026	17.08.2026
476	Mid-Q4 2026	9 days ahead of release
gamescom Daily #1	26.08.2026	19.08.2026
gamescom Daily #2	27.08.2026	19.08.2026
gamescom Daily #3	28.08.2026	19.08.2026
GamesMarkt Calendar 2027	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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**All prices within this media kit are in EUR and exklude V.A.T.**

Terms and Conditions of Steininger, Wagner, Kleffmann apply.