



GAMESMARKET

Mediakit and prices as of 01.07.2026

GAMESMARKT/GAMESMARKET

The Experts for Gaming

Since 2001 GamesMarkt/GamesMarket is not only been 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 regularly report 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

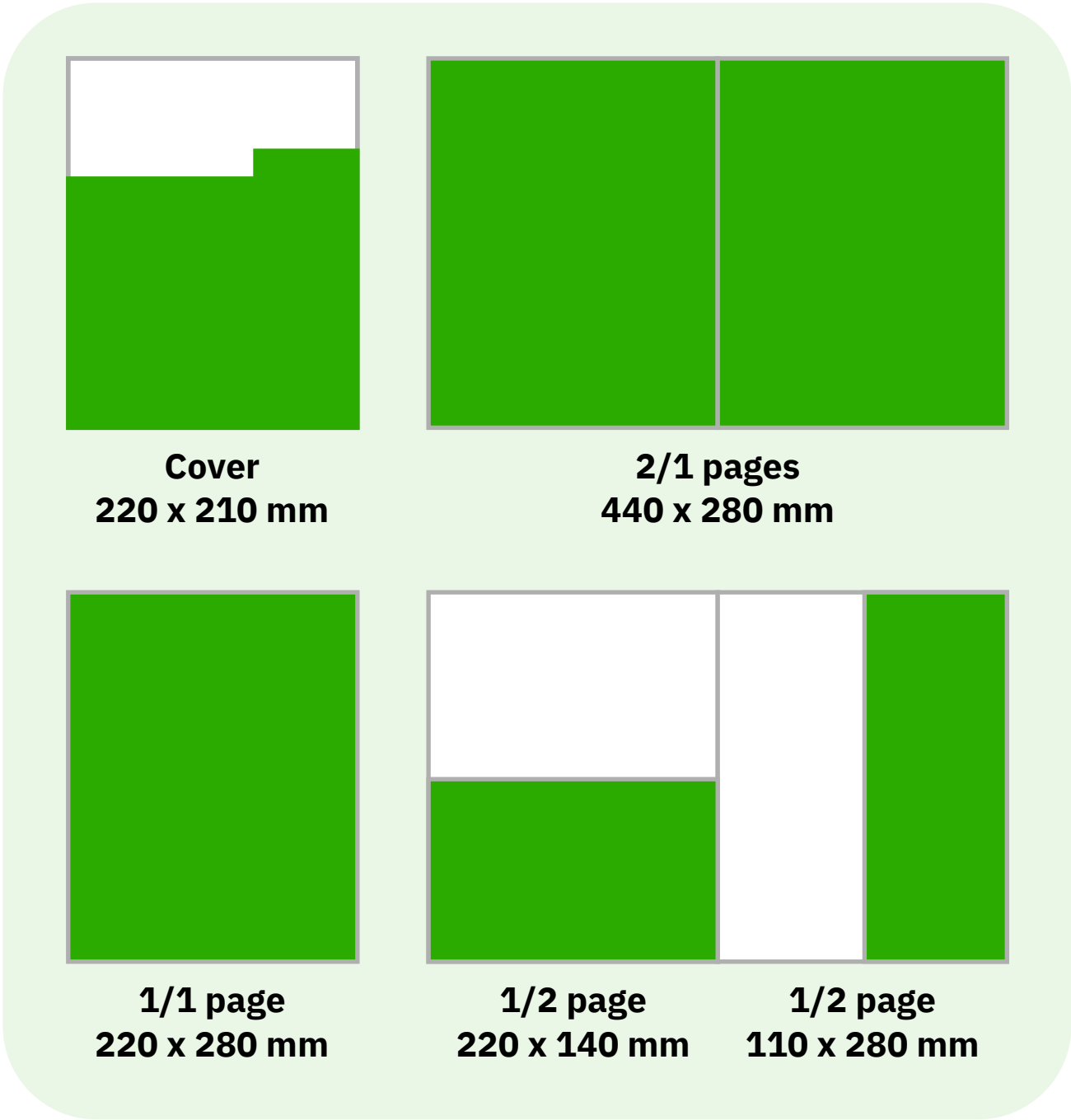
Placements + Bookings – Print

Format	Size width x height in mm	Place- ment	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 (Double-side)	440 x 280		5.000,-
1/1 (Single-side)	220 x 280	right side	3.000,-
1/2 (Half-side)	110 x 280 or 220 x 140	right side	2.000,-
Advertorial	First 2 pages additional 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

gamescom Daily – Print

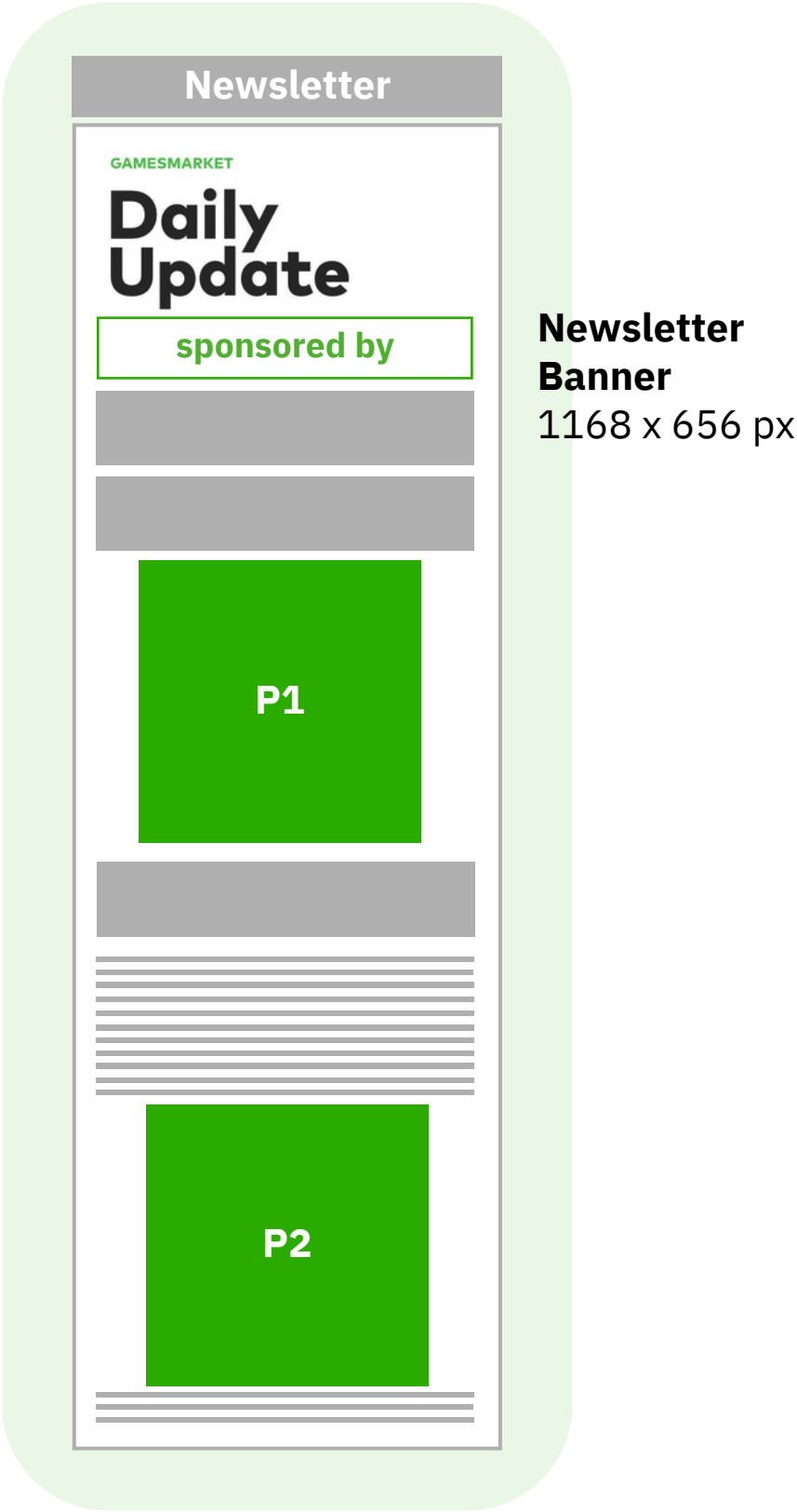
Ad formats	Additional Information	Single booking for Daily #1 (26. August) or Daily #2 (27. August)	Single booking for Daily #3 (28. August)	Multiple booking in Daily#1+#2+#3 or Daily#1+#2+GamesMarkt 475
Front cover package	includes one front cover ad and one full-page ad in each of the remaining issues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

*Page sizes identical to those of GamesMarkt

PRICES

Placements + Bookings – Digital

Placement	Format	Per...	Price in Euro
Advertorial Long Copy Website	No hard limit, but we recommend up to 2,000 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	150.-
Sponsorship Newsletter	Sponsorship includes logo placement directly under header position	... week ... month (4 weeks)	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 pictues in 16:9 or 16:10 formar	one-shot	500,-
Commercial Newsletter	Up to 10 content pieces teaser or one full length article	one-shot	5,000.-



PRICES

Subscriptions

Format	Info	Price in €
Solo -Subscription Digital - Monthly	Access to all paid content online; including epaper. Cancellable on a monthly basis. Credit-Card only.	12,00
Solo -Subscription Digital - Yearly	Access to all paid content online; including epaper.	120,00
Solo -Subscription Print - Yearly	1 print subscription and 1 account for paid content access online.	178,80
Team - Yearly	1 print subscription and up tp 4 accounts for paid content access online.	328,80
Company - Yearly	2 print subscriptions and unlimited digital access for all team members of the contracting entity and u	1.200,00
Group - yearly	Customized packages are available on request, pricing depends on number of entities and team mem	tbd
IP Access for Institutions e.g. Universities	1 print subscription and unlimited digital access for everyone using campus network	900,00
Discount for Association members	Special rates for members of games related associations are possible. Please contact us so that, if necessary, we can speak to your association and negotiate the terms.	tbd

PRICES

Special Deals & Packages

Format	Info	Price in €
Job Ad Fair-Flatrate	Up to 20 job postings per month for your company and subsidiaries	3,600.- per year
Company Business Partnership	Job Ad Fair-Flat and Company subscription	4,000.- per year
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 – GamesMarket Special Issue	Promotional print publication in the GamesMarket layout with client’s CI colors. Customer determines all content. Issue is marked as advertising.	individual pricing (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	individual pricing (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	individual pricing (deps on different factors incl. number of texts)
Further customized packages and services are available on request.		

SCHEDULE

Planned Print Publications 2026

Issue	Publication date	Deadline for ads and printing documents
Special Retail Highlights 2026	July	9 days ahead of release
475	26.08.2026	17.08.2026
476	September	9 days ahead of release
477	November	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 477	
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

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Payment Conditions payable on receipt and
without deductions

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