The most prestigious technical trade magazine for broadcast, film and media technology in the German speaking area is standing in a 70 year tradition of interdisciplinary, practical and ambitious editorial work FOR AND BY EXPERTS from film-, video-, systems- and audio-technology in the professional segment.

www.fkt-online.de

media kit 2021
valid from 01.01.2021

85% ... of professional decision makers today use trade media as much or more than two years ago.

81% ... of professional decision makers have become active in the last 12 months through investment impulses from trade media.

Source: B2B-Entscheideranalyse © Deutsche Fachpresse
**TARGET AUDIENCE**

Decision makers from the television, film, and video industry, engineers, technicians, cameramen, research facilities, industry, experts from the professional sector

**CROSSMEDIA**

The cross-media usage is predominant, most decision makers use the media channels in addition.

Source: B2B-Entscheideranalyse, © Deutsche Fachpresse

**Dates & Topics**

1 - 2
January/February

- Cloud solutions
- Studio production: equipment and accessories

Closing date 01/18/21
Release date 02/07/21

3
March

- Remote production

Closing date 02/17/21
Release date 03/11/21

4
April

- Meta data special

Closing date 03/16/21
Release date 04/08/21

5
May

- IP-based production systems

Closing date 04/16/21
Release date 05/07/21

6
June

- Displays & ISE live

Closing date 05/12/21
Release date 06/04/21

7
July

- AI in media production

Closing date 06/16/21
Release date 07/07/21

8 - 9
August/September

- Audio & IBC TRADESHOW

Closing date 08/13/21
Release date 09/03/21

10
October

- Virtual production & NAB

Closing date 09/16/21
Release date 10/07/21

11
November

- Agile 5G media production

Closing date 10/15/21
Release date 11/05/21

12
December

- Live production

Closing date 11/12/21
Release date 12/03/21

**CONTACT**

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Our partner Jobware is one of the leading job boards in Germany for professionals and executives with monthly 2.9 million Page Impressions and approx. 28,000 job advertisements.

**Online „Only“ STANDARD**
www.fkt-online.de
+ 4 x Newsletter
+ 1x facebook

599,-
(Runtime 4 weeks)

**Online „Only“ PREMIUM**
www.fkt-online.de
www.jobware.de
+ 4 x Newsletter
+ 1 x facebook

1.299,-
(Runtime 4 weeks)

**„Crossmedial“ STANDARD**
www.fkt-online.de
+ Print 1/4
+ 1 x Newsletter
+ 1 x Facebook

1.099,-
(Runtime 4 weeks)

**„Crossmedial“ PREMIUM**
www.fkt-online.de
www.jobware.de
+ Print 1/4
+ 4 x Newsletter
+ 1 x Facebook

1.899,-
(Runtime 4 weeks)

**SPECIAL ADVERTISEMENT**

**FKT-Spotlight**
A 4 page professional photo series about your company or project – including usage of the high res photo material

Price on request

**Cover page placement**
Enhance your editorial mention by providing the FKT cover image (limited)

3.499,-

**Advertorial**
Your content in FKT layout

1/1 Page 3.499,-
double page 6.999,-

**EVENTS**

We are happy to assist you with your events. Please contact us for more information.

Inserts on request | All prices in € plus VAT
### ONLINE ADVERTORIAL

+ mainpage placement
+ 3 subpages
+ direct link
+ runtime 2 months from 1.699,-

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Single booking</th>
<th>Contingents / Discount scale (freely placeable within one year)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>4 x (15%)</td>
</tr>
<tr>
<td>1 Full Banner</td>
<td>468 x 60 px, max. 150 KB</td>
<td>280,-</td>
<td>238,-</td>
</tr>
<tr>
<td>2 Special Banner</td>
<td>560 x 90 px, max. 150 KB</td>
<td>380,-</td>
<td>323,-</td>
</tr>
<tr>
<td>3 Leaderboard</td>
<td>728 x 90</td>
<td>970,-</td>
<td>890,-</td>
</tr>
<tr>
<td>4 Large Leaderboard</td>
<td>970 x 90</td>
<td>970,-</td>
<td>890,-</td>
</tr>
<tr>
<td>5 Skyscraper (sticky)</td>
<td>120 x 600</td>
<td>970,-</td>
<td>890,-</td>
</tr>
<tr>
<td>6 Wide Skyscraper (sticky)</td>
<td>160 x 600</td>
<td>970,-</td>
<td>890,-</td>
</tr>
<tr>
<td>7 Premium Rectangle</td>
<td>300 x 250</td>
<td>2.500,-</td>
<td>1.800,-</td>
</tr>
<tr>
<td>8 Online Advertorial</td>
<td>from 1.699,-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**CONTENT MARKETING**

Address your target group with interesting, informative and advisory content. Place your product or your company within our professional editorial area and convince our readers of your service.

**ADVANTAGES**

- increase the popularity of your brand
- improve your ranking and get more traffic on your website
- more leads and more sales for your company
- more trust in and more credibility for your brand or product

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**COMPANY PORTRAIT**

A content box on our main page leading to a landing page with a portrait of your company. To reach as many people as possible we will also place text/picture ads in our newsletter.

**SERVICES**

- No character limit
- Up to 5 pictures
- Link or download possible
- Video possible

**PRICE**

2,200 Euro (running time: 6 months)

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**SPONSORED TOPIC – LIMITED**

A content box on one of our topic subpages plus a teaser (including hyperlink) on our main page. To reach as many people as possible we will also place a teaser in our newsletter.

**SERVICES**

- Your logo, product info or banner possible
- Link possible
- Teaser on our main page

**PRICE**

1,200 Euro (running time: 3 months)

---

**CONTENT MARKETING**

www.fkt-online.de
PROMOTE YOUR ONLINE-EVENTS OR SEMINARS

You have interesting digital seminars, events or conferences?
Reach more people by promoting your event on our special sup-page on www.fkt-online.de

PACKAGE 1:

WEBSITE:
- Optimum presence
- Limited format
- Placement on our website in a special category
- Additional description of your seminar on a special subpage
- Link to your website or registration
- Your logo
- Running time 4 weeks

290,-

PACKAGE 2:

WEBSITE + NEWSLETTER
- Services like package 1

ADDITIONAL
- Text / picture ad in our newsletter

499,- instead of 670,-
**TECHNICAL DATA - PRINT**

**MAGAZIN FORMAT**

- **Bleed:** 210 mm breit × 297 mm hoch, DIN A4
- **Untrimmed:** 216 mm breit × 303 mm hoch
- **Type Area:** 177 mm breit × 255 mm hoch

**PRINTING AND BINDING PROCESSES**

Sheet-fed offset printing, perfect binding

**DATA TRANSFER**

The print data must be delivered by e-mail two working days after the advertisement deadline.

**DATA FORMATS**

Please deliver your data in digital form as Composite-PDFX3 optimized for printing. All fonts used must be embedded in the PDF. Image data in 300 dpi resolution, not pre-separated, OPI information is not permitted. All colors and images in the PDF must be CMYK. Spot colors are not permitted. Duplex, triplex and quadruplex images must be converted in CMYK mode. PDF must always be created via Postscript, not from the application. General color profiles should not be used.

**COLOURS**

Color profile: ISO Coated v2 (ECI) Printing inks (CMYK)

**PROOF**

Color-compliant proof according to “media standard print” (bvdm).Digitally created proofs must contain the FOGRA media wedge to check the color accuracy. (available for a fee from www.fogra.org). Proofs must have an official print control strip.

**DATA ARCHIVING**

Data is archived, so unchanged repetitions are usually possible. However, a data guarantee is not transferred.

**WARRANTY**

We accept no liability for the print result if incomplete or deviating data (texts, colours, illustrations) are supplied. Incorrect exposures due to incomplete or faulty files, incorrect settings or incomplete information will be charged. This also applies to additional typesetting or repro work as well as to the creation of erroneous proofs.

**BOUND INSERTS**

Or also called bound inserts are firm components of the time writing. Single sheets can only be attached with adhesive binding and cannot be placed as the first or last sheet. For processing in adhesive binding, an additional milling edge of 2 mm must always be taken into account in the binding.

**FORMATS**

Uncut in mm width × height

- 1 sheet (= 2 pages) 217 × 307
- 2 sheets (= 4 pages) 434 × 307
- 3 sheets (= 6 pages) 620 × 307
- 4 sheets (= 8 pages) 2 × 2 sheet

**PAPERWEIGHT**

Inserts should not be lighter than the following paper weights:

- 1 sheet (2 pages) 120 g/m²
- 2 and 3rd sheet (4-6 pages) 80 g/m²
- 4 sheets (8 pages) 50 g/m²

**REQUIRED QUANTITY**

Approx. 2,000 copies, exact quantity will be communicated upon order confirmation.

**TECHNICAL DATA**

The type and design of bound inserts must be such that additional preparation and processing is no longer necessary. Difficulties and additional folding and gluing work will be charged separately. Before acceptance of the order – also for stickers and glued product samples – the submission of a binding sample, if necessary an adhesive sample with size and weight indication, is necessary. In the case of supplements with samples to be glued on, a trial run of approx. 1,000 copies will be carried out before production begins.

The following types of inserts and supplements can usually be processed by machine. The submission of a sample is required for clarification: a) 2-page inserts or inserts (1 sheet), also with glued or attached reply card or sample; b) 4- and multi-page inserts (2 or more sheets), also with glued or attached reply card or sample. In the case of inserts with a glued-on postcard or sample, the glued edges must lie in the direction of the edge of the bundle. Similarly, the direction of paper travel should always be parallel to the waistband.
ATTACHMENTS

A condition for the acceptance and confirmation of the order by the publisher is the submission of a binding sample, in case of need a blind sample with size and weight.

INSERT NOTE

An insert reference is included free of charge in the advertisement section.

REQUIRED CIRCULATION

approx. 2,000 copies, exact quantity will be communicated upon order confirmation.

DELIVERY DATE

up to 14 days before publication of the agreed edition

FORMAT

maximum 200 mm wide × 287 mm high, minimum 105 mm wide × 148 mm high

TECHNICAL DATA

The type and design of inserts must be such that additional preparation and processing is not required. Difficulties and additional folding and gluing work will be charged separately. Before acceptance of the order - also for stickers and glued product samples - the submission of a binding sample, if necessary an adhesive sample with size and weight indication, is necessary. In the case of inserts with a glued-on sample, a trial run of approx. 1,000 copies will be carried out before production begins. As a rule, the following types of inserts can be machine-processed. The submission of a sample is required for clarification.

a) 2-sided inserts (1 sheet), also glued on or attached reply card or sample of goods

b) 4- and multi-page inserts (2 or more sheets), also with affixed or attached reply card or sample.

ADHESIVE ADVERTISING MATERIAL

Machine glued postcards on supplements are calculated as follows: 33,- € per thousand gluing costs, plus postage.

Manual sticking per thousand 57,- € plus postage.

Machine gluing is possible with parallel gluing edge to the waistband and at least 30 mm distance from the waistband at variable height (see sketch: Grey surface can be glued on.).

Additional advertising material (samples, CD/DVD etc.) will be charged as an insert. Adhesive costs on request with presentation of a binding sample. Gluing is possible with parallel adhesive edge to the waistband and at least 30 mm distance from the waistband in variable height.

Required circulation: 2,000 copies, exact quantity will be communicated upon order confirmation.

SHIPPING ADDRESS

We will inform you when we confirm the order.

TERMS OF PAYMENT

14 days after date of invoice net, for payment within 8 days after date of invoice 2% discount

Contact

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Coordination
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+49 (30) 253752-20
**IMAGE FORMATS FOR THE NEWSLETTER:**

**Image/Text:**
- Image min. 300 dpi / character 400-500
- Portrait format: min. 300 pixels in height
- Landscape format: min. 300 pixel width

The image size will be adjusted by the editorial staff for optical reasons if necessary.

**Product news:**
- Portrait format: min. 300 pixels in height
- Landscape format: min. 300 pixel width

**ADVERTORIAL**

**Images:**
- Main image in 320 px width (portrait format)
- + 3 detail images with centered image focus in 180 px width × 180 px height

Note: You can also send the pictures larger and we cut them to the necessary sizes.

**Text:**
- For each detail image we need a heading (max. 50 characters incl. spaces).
- We require continuous text for each detail image (max. 280 characters incl. spaces).

Note: Please note that a harmonious display is only possible if all text components have a similar number of characters.

**Links:**
- 1 Link for the image  |  1 Link per detail image

**FILE FORMATS**

- GIF, PNG, JPG max. 150 KB
- iFrame, Java-Script-Code max. 150 KB
- KB data specified for each ad media are maximum sizes and are the total sum of all data that defines the advertising medium (incl. files to be reloaded, images etc.).

**DATA TRANSFER**

Please note that our websites are mobile optimized. Please also send us your advertising material in the format (W × H) 300 × 250 so that delivery can be guaranteed on all terminals.

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ATTENTION: This does not apply to banners placed within the content (rectangles etc.)! Only for standard formats outside the content (468 × 60, 728 × 90, 120 × 600, 160 × 600).

Mrs. Bianca Stecker will be happy to answer any technical questions you may have.
Tel.: +49 (30) 25375252
E-Mail: stecker@schiele-schoen.de

**TERMS OF PAYMENT**

- 14 days net from date of invoice,
- 2 % discount for payment within 8 days after date of invoice.

Our general terms and conditions can be found on our website at

www.schiele-schoen.de/agb/werbepartner