

print & online

digital adult business

WEBLINE

www.web-eline.eu

Improved
Recipe,
Bigger
Servings



Up Date & Crew • Our Magazines & References



VIBA
2010

Mediatainment Publishing is one of Europe's leading publishing houses in the adult home entertainment segment and in other areas of the entertainment world (films, games, music) in the German-speaking world.

Since 1997, we have been publishing b2b and b2c print magazines on a monthly basis – and also on customer request – with a focus on erotic lifestyle and adult software, sex toys, fashion, and consumables.

Apart from that, our publishing house is also an important platform for comprehensive trade and industry news in the erotic market. We always have our finger on the pulse of time and cover the latest developments and novelties in the industry. Our team has years of experience in this highly interesting realm, and the decision makers and big names of the industry share their opinions and knowledge with us.

Apart from our printed magazines, Mediatainment Publishing also brings its readers up to speed on the latest news on a daily basis at:
www.mediatainment.biz

and on a weekly basis via our international newsletter.

Mediatainment Publishing hosts the annual **EROTIXXX Awards** and the international **WIBA Awards**.

Furthermore, our publishing house is a partner of the **eroFame Trade Convention** since 2010.



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The e-LINE-Range

The global digitalisation – particularly in the home entertainment segment – has been confronting the erotic industry with ever new challenges. Today, consumers enjoy their special home entertainment via conventional data carriers (such as DVD, blu-ray, etc.), or virtual channels – with downloading, webcam studios, and online shops becoming ever more important for the online erotic market of tomorrow.

Therefore, the market is divided into the offline and the online business. Mediatainment Publishing shines a light on both areas, shows economic developments and talks to the most important market players.

Producers, distributors, wholesalers, and retailers, as well as product developers and website providers are the focus of our industry news coverage, and in our trade magazines we also present the most important film releases and online portals, new erotic accessories, fashion, and pharmaceuticals.



MEDIENeLINE

Target Group: Video rental stores & sex shops
Publication: Monthly
Printed: 6.500 copies per issue
German-speaking countries
(D/A/CH)



SHOPeLINE

Target Group: Video rental stores & sex shops
Publication: Monthly
Printed: 3.500 copies per issue
German-speaking countries
(D/A/CH)



WEBeLINE

Target Group: Webmasters
Publication: Monthly
Printed: 6.500 copies per issue
German-speaking countries
(D/A/CH)



EAN

Target Group: Video rental stores & sex shops
Publication: Monthly
Printed: 8.000 copies per issue
International



MODERNeMOTION

Target Group: Consumers
FSK 16
Publications: 4x p. a.
Printed: 25.000 copies per issue
National



STARs&STRIPs

Target Group: Consumers
FSK 18
Publication: 6x p. a.
Auflage: 150.000 copies per issue
German-speaking countries

The Magazine

Our readers:

- Operators of online services
(Adult) webmasters
- Providers of online products
(partner programmes, live content, text, pictures, video)
- Providers and operators of mobile services
- Providers of IP-TV services
- Online Providers
(AVS providers, billing systems, payment providers, etc.)
- Producers of erotic content
(films, pictures, live, text)
- B2B distributors of video and picture licenses
- Sex shops with online platforms
- Video rental stores with online platforms

Content:

- Industry news
Information on
new products
Interviews
- Practical advice for webmasters
- Focus on technology Advice on tools and links
- Focal topics
(from AVS to VoD, etc.)
- Partner programmes
- Mobile communication and marketing
- Legal background information, current situation
- Dialogue with the offline and the retail industry
- Trends, developments, future cross promotions



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Future Publishing Dates 2011

Issue Number	Issue Date	Art Deadline
<u>01/2011</u>	28.01.11	18.01.11
<u>02/2011</u>	25.02.11	15.02.11
<u>03/2011</u>	25.03.11	15.03.11
<u>04/2011</u>	29.04.11	19.04.11
<u>05/2011</u>	18.05.11	08.05.11
<u>06/2011</u>	24.06.11	14.06.11
<u>07/2011</u>	29.07.11	19.07.11
<u>08/2011</u>	26.08.11	16.08.11
<u>09/2011</u>	23.09.11	13.09.11
<u>10/2011</u>	19.10.11	09.10.11
<u>11/2011</u>	09.11.11	31.10.11
<u>12/2011</u>	23.12.11	13.12.11

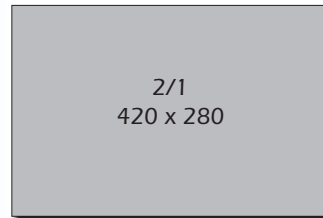
The publisher reserves the right to combine individual issues into double issues.



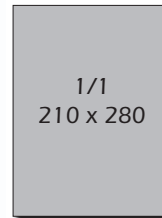
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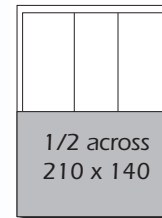
Advertisement Sizes (in mm): Width x Height



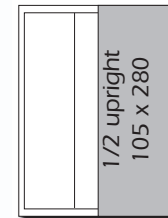
3.300,- Euro



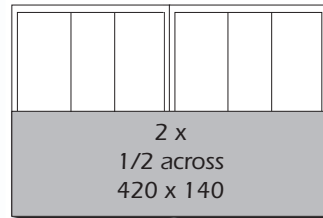
1.800,- Euro



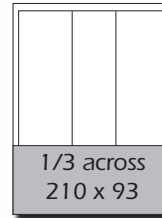
1.350,- Euro



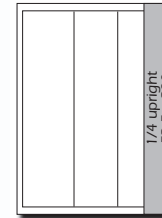
1.350,- Euro



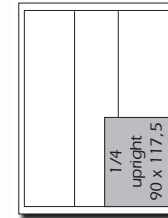
1.800,- Euro



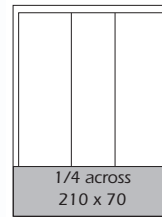
1.000,- Euro



850,- Euro



850,- Euro



850,- Euro

Ad placements depend on customer wishes and date of booking. The ads of trade customers and early bookers are usually placed in the first third of the magazine, on the right page.

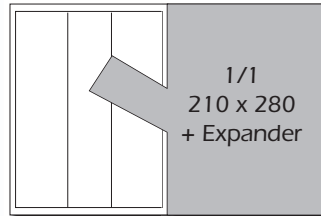
Special Placing:
Prices on application.

Bleed advertisement
+ 3mm trim on all sides

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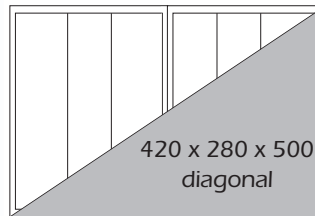
Special Advertisement Sizes

Expander Ad



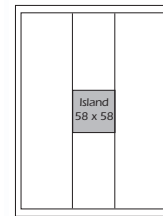
2.500,- Euro

Diagonal Ad



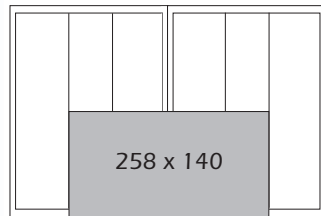
2.800,- Euro

Island Ad / small



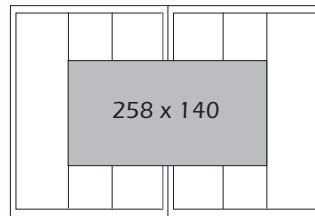
650,- Euro

Tunnel Ad



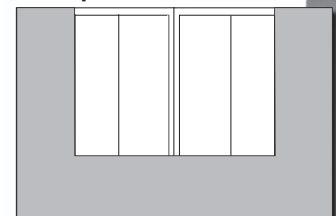
1.500,- Euro

Island Ad



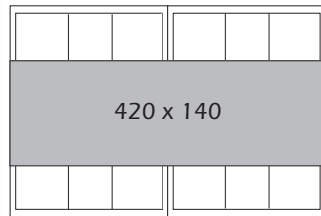
1.500,- Euro

U-Shape



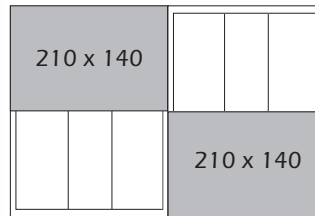
2.300,- Euro

Widescreen Ad



2.500,- Euro

Chequer Ad



2.500,- Euro

Extraordinary Ads increase the advertisement effectiveness.

Advertise creatively!

Bleed advertisement
+ 3mm trim on all sides

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Special Advertisement Sizes

Don't let your ad be a square!
Special ads mean great impact at calculable prices.
Get in touch with us and we'll talk about ways to advertise your products in the most eye-catching fashion. We are very flexible – Creativity is more important than fixed prices!

**Eye
Catcher**
Exclusive
Product
Advertising

Expander Ad

2.500,- Euro

web tech line

web tech line

tech

OPEN SOURCE

e-Commerce mit Magento

Mit über 1 Mio Downloads seit März 2008 ist Magento eines der am schnellsten wachsenden Shopingysteme weltweit. Magento ist Open Source und wurde von der US-amerikanischen Firma Varien entwickelt. Varien hat schon in der Beta-Phase für viel Wirbel und Spekulationen gesorgt und kaum jemand konnte sich vorstellen, dass der Quacksalbe ohne...

Magento
Open Source eCommerce

Mit über 1 Mio Downloads seit März 2008 ist Magento eines der am schnellsten wachsenden Shopingysteme weltweit. Magento ist Open Source und wurde von der US-amerikanischen Firma Varien entwickelt. Varien hat schon in der Beta-Phase für viel Wirbel und Spekulationen gesorgt und kaum jemand konnte sich vorstellen, dass der Quacksalbe ohne...

Besonderheiten von Magento

Wir bereits erwähnt handelt es sich um ein qualitatives Produkt. Daher liegt sich das ganze Problem an die individuellen Bedürfnisse des Shopbetreibers anpassen. Content sind hierin keine Grenze. Das Software lässt sich also beliebig skalieren und erweitern. Da der Kern und die Funktionen alles vornehmlich abgegrenzt sind bleibt der Shop jederzeit ausbalanciert. Magento ist immer noch ein sehr neues System und wartet von daher mit einigen Funktionen auf, die in anderen Shops ausgereift sind, oder nur mit viel Aufwand nachträglich eingetakt werden können. Varien hat und zum Beispiel eine Public Suite, Multilinguierung, CMS, Produktvergleichs-Lite

Performance-Fragen

Keiner wieder wird davon berührt, das Magento-Beispielsammlung ist und auf einigen Seiten im Schwerepunkt. Es ist so richtig! Wie bei vielen neuen Programmen benötigt Magento ein zündendes Maß an Beeindruckung, von daher kann man die Frage mit Ja beantworten, wenn man versucht Magento auf einem Shared Hosting zu installieren. Auch sind einige Server heute rechtlich sehr teuer und kostet ab 3000 Euro mit einer vernünftigen Leistung zu haben. Zudem gibt es einige Möglichkeiten Magento noch mehr zu optimieren. Man darf also nicht glauben, dass es kein...







Your Ad




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Special Advertisement

**Eye
Catcher**
Exclusive
Product
Advertising

Advertisement	Format
 Gatefolder Titel + 1/1 fold-out page 7.300,- Euro	Right of the title fold on the inside 200 x 280
 Overlying Title flap on the left side 5.800,- Euro	Overlying Flap 105 x 280
 Title with Flap left & right 6.700,- Euro	Title Page: 210 x 280 flap on the left / overlying: 105 x 280 flap on the right / fold on the inside: 105 x 280 max.
 Gate Titel 5 pages incl. title page closed flaps as outside title + sticker / print 8.750,- Euro	Title Page left & right fold out each flap (left / right) 105 x 280 folded out: 630 x 280 diameter sticker: 45
 U2 Gatefolder 2 pages 4.800,- Euro 3 pages (+ title) 5.500,- Euro	Left of U2 fold on the inside 210 x 280 folded out: 620 x 280
 Centerfold 4 pages 4.500,- Euro 6 pages 5.500,- Euro 8 pages 6.500,- Euro	Middle of the Magazine per inner page: 200 x 280 per outer flap: 198 x 280 folded out: 796 x 280

Advertisement	Format
 Pull-Out Supplement per 1.000 copies up to 25g 255,- Euro	Middle of the Magazine: Folded out 420 x 280 send supplements unfolded & uncut
 Glued Insert dependent on size price on application	Special placement possible on application
 Insert dependent on weight price on application	In the Magazine final format: 210 x 280 max. folded & cut

Bleed advertisement
+ 3mm trim on all sides

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The Price List as from the I. Quarter 2011

Ad size	Format - (+ 3mm trim)	List Price
1/1 Page 4c	210 x 280 mm	1.800,- Euro
1/2 Page 4c	105 x 280 mm 210 x 140 mm	1.350,- Euro
1/3 Page 4c	210 x 93 mm	1.000,- Euro
1/4 Page 4c	105 x 140 mm 210 x 70 mm 52,5 x 280 mm	850,- Euro
2US, 3US, 4US*	210 x 280 mm	2.200,- Euro
2/1 Page 4c	420 x 280 mm	3.300,- Euro
Title Page 4c*	210 x 210 mm	5.000 Euro
Pull-Out Supplement (up to 25g)	420 x 280 mm unfolded and cut	355 Euro per 1.000 copies
Inserts (up to 25g)	max. 210 x 297 mm folded and cut	on request

Fixed bookings have to be served within 12 months of the first ad.

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Banners & Newsletter Advertisement

The professional information platform for the home entertainment market

- **The Content:**
 - a) The latest industry news from Monday to Friday
 - b) Company database
 - c) Product database (back catalogue 06/2010: about 100,000 entries)
Roughly 2000 new products per month
Daily updates (on workdays) – b2b focus / also covers b2c
- **Authorised, Free Industry and Trade Access**
- **Incl. Newsletter Link**

Start-Up Price
Head Banner 468 x 60 pixels, 25 KB max.
Skyscraper 160 x 600 pixels, 65 KB max.

Portal: EUR 250,- per week
EUR 750,- per month
Homepage: + 20%
Content-Ad: - 10 %



Approx. 3,000 E-Mail Addresses Purchasers

Newsletter EUR 500,- per emission
Skyscraper EUR 800,- per emission
Header EUR 800,- per emission
Content-Ad EUR 650,- per emission





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Technical Information

Production:

Computer to Plate, Offset Print, Euroskala, Staple-Binding

Format: 210 x 280 mm

Printing Materials:

Send your CD-ROM to:
Mediatainment Publishing GmbH
Große Kampstraße 3
31319 Sehnde
Germany

ISDN Transmission:

Send an e-mail with ad data (postscript-compatible) to:
ad@mpnow.eu

Data for FTP Access:

- ftp.mpnow.eu
- Please get in touch with us for receiving log-in and password

Data Format:

- Tiff and EPS data, unseparated, closed, in CMYK mode, 300 dpi resolution*
 - Quark Xpress 4.1 incl. type and images*
 - Highend PDF with 300 dpi resolution (* Original format plus 3mm trim on all sides)
- Data that does not comply with the standards mentioned above will be edited and adjusted at the sender's expense (based on 61,-EUR/hour)
e.g. redigitalisation costs incl. editing: 76,-EUR.
Minor hue errors are usually within the Offset tolerance range.

Administrative Information

Bank Details:

Mediatainment Publishing VerlagsGmbH

Bankhaus Hallbaum
BIN: 250 601 80
Account No: 122 044
SWIFT-BIC: HALL DE 2H
IBAN-Nr.: DE34 2506 0180 0000 1220 44

Stadtsparkasse Burgdorf
BIN: 251 513 71
Account No: 27 000 44 01

Terms of Payment:

Invoices are due for payment on the day the issue with the customer ad is published, and within a fortnight at the latest (from the date of billing), unless another payment deadline or advance payment has been agreed on. Special prices are immediately due for payment on principle.

Order Acceptance:

Orders for ads and supplements will be accepted by the publishing house in written form, via fax or e-mail with PDF attachment.

General Terms and Conditions:

Ads are accepted and printed in compliance with the general terms and conditions for ads and supplement ins printed magazines.

Contact

Publishing House:

Mediatainment Publishing Verlags GmbH

Große Kampstraße 3

D-31319 Sehnde

Germany

Phone: +49 (0) 5138 - 60220-0

Phone: +49 (0) 5138 - 60220-29

E-Mail: ad@mpnow.eu

Managing Director / Editor-in-Chief:

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Phone: +49 (0) 5138 - 60220-0

Phone: +49 (0) 5138 - 60220-29

E-Mail: crueter@mpnow.eu

Publishing Director:

Wieland Hofmeister

Phone: +49 (0) 5138 - 60220-0

Phone: +49 (0) 5138 - 60220-29

E-Mail: whofmeister@mpnow.eu

Editorial Team:

Oliver Humke

Phone: +49 (0) 5138 - 60220-11

E-Mail: ohumke@mpnow.eu

Matthias Poehl

Phone: +49 (0) 5138 - 60220-23

E-Mail: mpoehl@mpnow.eu

Advertisement:

Huda Najeb (Sales)

Phone: +49 (0) 5138 - 60220-14

Phone: +49 (0) 5138 - 60220-29

E-Mail: hnajeb@mpnow.eu

Ann-Christin Bertke (Administration)

Phone: +49 (0) 5138 - 60220-18

Phone: +49 (0) 5138 - 60220-29

E-Mail: acbertke@mpnow.eu

General Terms and Conditions

For ads and other promotional materials in magazines

MPVG

A. General Terms

In accordance with the following general terms and conditions, an advertisement order is the contract between publishing house and client about the publication of one or several ads or other advertisement materials (subsequently: ads) by advertisers or other interested parties in a magazine for the purpose of distribution.

The order is subject to the currently valid advertising rates and the general terms and conditions of section A and section B. With respect to current commercial relations and orders for the publication of several ads in a row, changes in advertising prices will be taken into account automatically, unless another specific agreement has been made.

Should one or several ads that were part of an order not be published due to reasons that are beyond the control or influence of the publishing house, the client – without prejudice to any legal obligations – has a right to claim damages in accordance with the agreed terms that were the basis for the ad order.

If the publishing house agrees to commissions or discounts, those will be based on the actual advertising rate.

There are no guarantees that advertisements will be published in specific issues or at a specific spot in the magazine. Placement requests are not part of the contract. However, the publishing house will try to accommodate placement requests if possible. Objections to and non-compliance with placement requests are – for lack of inclusion in the contract – non-substantial and do not justify any claims of the client.

This contract reserves the right to refuse ads – also individual elements of an advertising order - if:

- their content is in breach of the law or official regulations
- their content was objected by the German Advertising Council in a complaints procedure
- their publication is unacceptable for the publishing house due to their content, design, source, or technical form
- they fulfill the conditions of joint advertising (advertising of or for third parties)

For these ads (if they fulfill the conditions of joint advertising), a written notice of acceptance by the publishing house is necessary in advance in every single case. This entitles the publishing house to charge a joint surcharge.

The rejection of an ad or another advertising material will be brought to the clients notice without delay.

7. Insert orders only become binding for the publishing house after the presentation of a copy of the insert and a written approval.
8. Proofs will only be sent on specific request. If the client does not return the proof he was sent in time for the publisher's deadline, permission to print is deemed given. Storage of printed materials is only obligatory until six weeks after the first publication of the ad.
9. Unless any specific size requirements have been provided, the ad will be printed in the size/format that the publishing house deems appropriate. The price will be based on the actual size according to the type of advertisement.
10. Should the publication not be in keeping with the contractually stipulated quality or appearance, the client is entitled to demand a reduction in payment or to an error-free replacement ad, but only to the extent to which the purpose of the advertisement was impaired. The publishing house can object to the replacement advertisement or the replacement publication if
 - they necessitate an expenditure which, taking account for the contractual obligations and the precept of acting in good faith, is grossly out of proportion with the interests of the client in terms of payment.
 - this places disproportionate costs on the publishing house
11. The cost of creating lithos and of significant changes desired or caused by the customer to the advertisements originally agreed upon shall be borne by the Customer. If damaged print documents arrive at the publishing house only shortly before going to press, the client has to bear the resulting additional expenses of the publishing house.

12. The publishing house is explicitly not committed to check the accuracy or reliability of information given by the client, the appropriateness of supplied documents, and potential infringements of protective rights through third parties due to the execution of the order. The client will exempt the publishing house from all claims that are asserted because of an infringement of such third party rights.
13. The obligation to retain print documents ends after six months.
14. If an order cannot be completed due to circumstances the buyer has to bear for, or if the client cancels the contract without any fault on the publishing house's part, the damages or claim for remuneration of the publishing house – irrespective of further claims – will be based on the advertising rates that were valid at the time the contract was concluded.
15. If the publishing house is responsible for illegible, incorrect, or incomplete printing of the advertisement, in whole or in part, the customer is entitled to an error-free replacement advertisement. If the publisher allows a reasonable time period set for this purpose to pass, or if the replacement advertisement again contains errors, the customer has the right to reduce payment or to cancel the order. If the client is a businessperson, complaints - except for non-obvious defects - must be effected within four weeks after publication.
16. The publisher's compensation liability is limited to intent and gross negligence as long as no cardinal duties of the publishing house are concerned. Liability in the case of ordinary negligence is limited to the refund of the foreseeable damage and the compensation to be paid for the affected advertisement or insert. A commitment for the consequential damage caused by a defect is impossible. A liability of the publishing house under the provisions of the product liability laws or for damages due to lack of promised characteristics will remain unaffected. The liability towards businesspersons is limited to intent and, with respect to the scope, to the predictable damages up to the amount of the cost of the affected advertisement. Exclusion of liability in cases of gross or slight liability is only possible if no cardinal obligations of the publishing house are concerned.
17. Claims for damages are excluded for agreements if the publishing house has notified the customer of the reduction of the edition in sufficient time for the customer to withdraw from the contract prior to the appearance of the advertisement.
18. In cases of force majeure, any obligation to fulfillment of orders and liability to pay damages will cease. No damages will be paid for ads that were not published or not published in time.
19. The invoice must be paid within the period given in the price list, starting from the date of receipt of invoice, unless a different payment period or advance payment has been agreed on in individual cases.
20. In case of delayed or deferred payment – irrespective of further claims of the publishing house -, interest and collection fees will be charged. The publisher is entitled to request a payment in advance. If advance payments were agreed upon, the publishing house can hold back further execution of the current order in case of delayed payment until said payment has been made.
21. In case of reasonable doubt of the customer's ability to pay, the publisher is entitled to demand prepayment of the amount, even within the duration of an advertisement contract and without regard to the originally agreed-upon payment terms.
22. The parties agree on the written form. Orders and corrections submitted by telephone explicitly require the written confirmation of the publishing house. Assurances can only be made in written form by persons authorized by the publishing house.
23. German law applies. Legal venue and place of performance is Sehnde. In case of divergence between the English and German text, the German prevails.

B. Additional terms and conditions of the publisher

If the advertising rates of the publisher are changed, these new terms become effective immediately, also during the placement period that has been booked.

With respect to the initiation of a new business relation, the publishing house reserves the right to demand advance payment before the advertising deadline in individual cases.

The client is obliged to immediately inform the publishing house of legal disputes he is involved in, as well as of declarations of cease, particularly interlocutory injunctions to do with the commissioned ad.

The client agrees to and permits the copying and distribution of ads online as well as offline.