



weave.de

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weave



interactive design, konzeption & development // PAGE

- FLASH & MOBILE MICROSITE**
Making-of: 125 Jahre Bosch in Echtzeit visualisiert
- HONORARE & GEHÄLTER**
Das verdienen Sie in der Interactive-Branche
- FACEBOOK-STRATEGIEN**
Nicole Simon über Fanpages, Fan-Werbung & Libraries
- E-BOOKS GESTALTEN**
Was passiert, wenn die Crowd liest und schreibt?
- KINECT-TUTORIAL**
Und Workshops zu Flash 3D, CSS3, DSMF & Titanium
- CMS-LÖSUNGEN FÜR FLASH**
- UBIQUITOUS COMPUTING**
Zu Besuch bei den Wohnforschern des Living Place
- DIE ZUKUNFT DES BROWSERS**
CSS-Erfinder und Opera-CTO Håkan Lie im Interview



MEDIA RATES

2012

The web design magazine
for designers, creatives and
developers of interactive media

www.weave.de



PUBLISHER WEAVE

Gabriele Günder,
Editor-in-Chief/
Publisher PAGE

EDITORIAL ADDRESS

PAGE Verlag
Ebner Verlag GmbH & Co. KG
Borselstraße 28
22765 Hamburg
Germany

Phone +49 (0)40 85183-400
Fax +49 (0)40 85183-449
redaktion@weave.de
www.weave.de

WEAVE - THE PROFESSIONAL MAGAZINE FOR INTERACTIVE MEDIA CUSTOMERS, DESIGNERS AND DEVELOPERS

WEAVE is the magazine that takes an integrated view of the design and realization of the digital media. The development of web sites, Rich Internet Applications, interactive campaigns and the mobile media is too complex for the potential of the digital media to be exploited and innovative solutions discovered without wide-ranging know-how and the disciplines they involves too diverse unless an integrated approach is taken. That is why we have chosen WEAVE as the title for our new magazine, which sets out to create links between customers, designers and programmers.

Editorial concept: WEAVE reports from practice for practice. We look behind the scenes and use examples taken from actual projects to explain what is required in technical and design terms when it comes to developing web sites, interactive campaigns, Rich Internet Applications and the mobile media. WEAVE filters out the dross to focus on the key trends and tools, and delivers valuable know-how about Ajax, Flex, AIR, PHP, Silverlight, CSS processing and more.

Target groups: Interactive and web designers, concept developers, project leaders, marketing managers, branding strategists and agency, corporate and media decision makers.

WEAVE is a line extension of PAGE, the creative magazine for design, advertising and the media.
WEAVE is published by Ebner Verlag GmbH & Co. KG

LAUNCH ISSUE: 4th September 2009

PRINT RUN: 12,000 copies

FREQUENCY: Every other month

COVER PRICE: 14.95 € (book trade, station and airport book stores)

SUBSCRIPTION: 76.20 € (6 issues)

PAGINATION: 132 pages

FORMAT A4

ADVERTISING

SALES ADDRESS:

PAGE Verlag

Ebner Verlag GmbH & Co. KG

Borselstraße 28

22765 Hamburg

Germany

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E-Mail: stellenangebote@wuv.de



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Fax: +49 (0)8341 871404

E-Mail: andrea.dyck@weave.de



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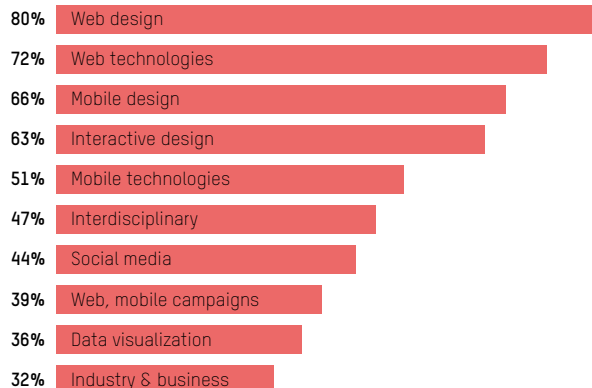
Fax: +49 (0)40 85183-483

E-Mail: sabine.cordes@weave.de

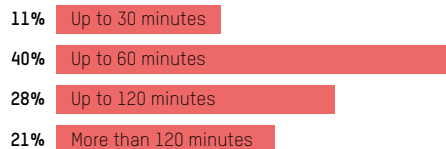
TARGET GROUPS

WEAVE supplies professional information for all interactive media decision makers, creatives, developers, designers, customers and brand strategists

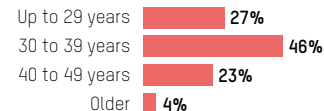
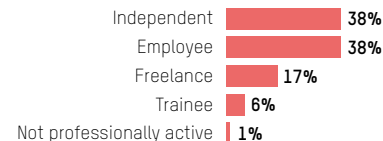
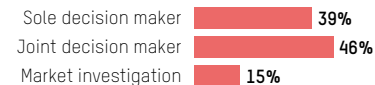
With WEAVE you will reach the key decision makers in the interactive agency and media scene.

WHICH TECHNOLOGIES/THEMES ARE WEAVE READERS INTERESTED IN?

*Multiple responses possible

READING FREQUENCY FOR WEAVE

Source: online reader survey of subscribers in October 2011

AGE**PROFESSIONAL****PROFESSIONAL FUNCTION****INVESTMENT DECISIONS**

FEED

What's happening: short and sharp information

TRENDS

Developments, connected visions

PROJECTS

A look behind the scenes: case studies, how it was done, show cases

TUTORIALS

Practical know-how: how-to, workshops, tips and tricks

TOOLS

Hardware, applications, methods and devices

LIFE

Doers, forward thinkers, catalysts, and fun and strange things from digital life

WEAVE 2012

Issue	Date of publication	Advertising deadline	Copy deadline	Delivery of loose and bound inserts
01.2012	16.01.2012	09.12.2011	14.12.2011	20.12.2011
02.2012	19.03.2012	17.02.2012	22.02.2012	28.02.2012
03.2012	14.05.2012	13.04.2012	18.04.2012	24.04.2012
04.2012	16.07.2012	15.06.2012	20.06.2012	26.06.2012
05.2012	17.09.2012	17.08.2012	22.08.2012	28.08.2012
06.2012	19.11.2012	19.10.2012	24.10.2012	30.10.2012

THEMES IN WEAVE

e-commerce, usability, web standards, video, accessibility, image processing, animation, 3D, typography, web-to-print, online advertising, integrated campaigns, hosting, Internet services, story boarding, hardware, programming, network devices, footage, image sources, mobile publishing, interface design, content management, awards, e-business & trends, congresses and seminars, iPad, specialist literature, talents, web design, trends, shop design, form design, prototyping, interactive agencies, mobile, IPTV, performance marketing, RIA, SEO web games, web 2.0, communities, content suppliers, affiliates, netbooks, smart phones, tablet PCs.



RECRUITMENT

There are separate rates and formats for recruitment advertising.

See page 9

DISPLAY ADVERTISING

Format	Width x height in mm		b/w – 4c
	Type area	With Bleed	
1 x 2/1	390 x 265	420 x 297	4 980 €
1 x 1/1	185 x 265	210 x 297	3 120 €
1 x 2/3	185 x 175	horiz. 210 x 189	2 500 €
	120 x 265	vertical 127 x 297	
1 x 1/2	185 x 130	horiz. 210 x 146	1 940 €
	90 x 265	vertical 102 x 297	
1 x 1/3	185 x 85	horiz. 210 x 101	1 410 €
	56 x 265	vertical 68 x 297	
1 x 1/4	185 x 62	horiz. 210 x 78	1 100 €
	44 x 265	vertical 56 x 297	
	90 x 130	2-col. 102 x 146	
2nd Cover		210 x 297	4 060 €
4th Cover		210 x 297	4 260 €
Opening Spread	2nd Cover + 3rd Page	420 x 297	6 240 €

MARKTPLATZ (MARKETPLACE)

Format	Colour	Width x height in mm (type area only)	Price
6 x 1/8	b/w	90 x 62	1 440 €
6 x 1/8	4c	90 x 62	1 620 €

CHOICE OF SECTION

Marktplatz advertisements appear in 6 issues of WEAVE and you may choose the section you wish yours to appear in.

All prices subject to VAT at the applicable rate

DISCOUNTS

Frequency discounts (not including Marktplatz)
From 2 advertisements = 5%
From 4 advertisements = 10%
From 6 advertisements = 15%

BLEED ADVERTISEMENTS OR ONES EXCEEDING TYPE AREA:

No additional costs

SPECIAL TECHNICAL REQUIREMENTS:

Details or individual quotation on request

SPECIAL POSITION CHARGE:

10% for special and guaranteed positions in the issue (not subject to discount).



WE CAN ENHANCE
YOUR IPAD
ADVERTISEMENT WITH
RICH MEDIA CONTENT.
WE'D BE HAPPY
TO ADVISE YOU.

FORMAT OF MAGAZINE

210 mm x 297 mm
DIN A4 upright

PRINTING/BINDING

Sheet-fed offset
Perfect binding/PUR

PAPER

90g Bavarian matt

COPY REQUIREMENTS

70 l/cm screen / 300 dpi
Colour profile:
ISO coated v2 300

E-MAIL

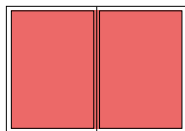
weave-anzeigen@media-
tailor.net

FTP SERVER

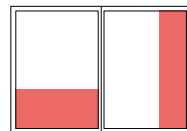
ftp.mediatailor.net
User: weave-anzeigen
Password: 379bkg

LOOSE/BOUND INSERTS

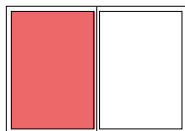
Delivery address:
Großbuchbinderei
Wennberg GmbH
Steinbeisstraße 54-58
71665 Vaihingen/Enz



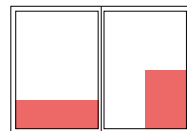
2/1 Double page spread
Type area W 390 x H 265
bleed* W 420 x H 297



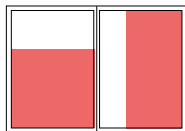
1/3 page horiz. W 185 x H 85
bleed* W 210 x H 101
1/3 page vert. W 56 x H 265
bleed* W 68 x H 297



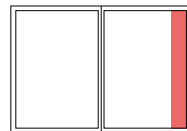
1/1 page
Type area W 185 x H 265
bleed* W 210 x H 297



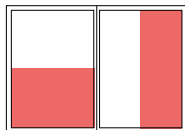
1/4 page horiz. W 185 x H 62
bleed* W 210 x H 78
1/4 page 2 col. W 90 x H 130
bleed* W 102 x H 146



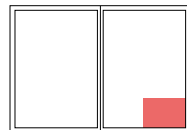
2/3 page horiz. W 185 x H 175
bleed* W 210 x H 189
2/3 page vert. W 120 x H 265
bleed* W 127 x H 297



1/4 page vert. W 44 x H 265
bleed* W 56 x H 297



1/2 page horiz. W 185 x H 130
bleed* W 210 x H 146
1/2 page vert. W 90 x H 265
bleed* W 102 x H 297



MARKTPLATZ
1/8 page horiz. W 90 x H 62
type area only

* Bleed: allow 4 mm trim on the outer sides.

LOOSE INSERTS

max.
W 200 x H 287 mm



Up to 25 g	180 € o/oo full run	2 160 €
For each additional 5 g	5 € o/oo additional charge	

Positioning: not fixed
Loose inserts should be placed loosely on Euro pallets and secured by transport packaging

BOUND INSERTS

A4 +
5 mm head trim
5 mm foot trim
4 mm outside trim
3 mm spine trim



PAGINATION	GRAMMAGE	PRICE FOR FULL RUN
2 to 4 pages	100 to 150 paper	180 € o/oo
8 pages	60 to 180 paper	200 € o/oo

Bound inserts should be delivered gathered and ready for finishing
Additional costs for bound inserts not gathered: 25% per product that has to be dealt with.

TIP ONS

Only possible in
connection with
full page ad



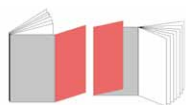
Up to weight of 25 g	105 € o/oo full run	1 260 €
For each additional 5 g	5 € o/oo additional charge	

Positioning on ad: undefined
Inserts are to be delivered loose on Euro pallets and secured by transport packaging.

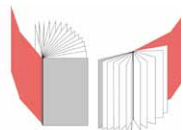
**EXAMPLES OF SPECIAL
ADVERTISEMENT FORMATS**

Other possibilities on
application

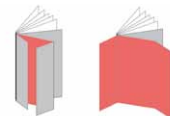
All prices subject to VAT
at the applicable rate



Gatefolder



Backfolder



Altarfolder



Belly band



Bookmark



Adhesive note

RECRUITMENT – PRINT

If you want to successfully fill qualified positions in the fields of development, design and management of web sites, then WEAVE is the ideal communication platform.

Any print advertisement that is booked is automatically also published Online for 6 weeks at no extra cost.

www.weave.de +
www.page-online.de

RECRUITMENT – ONLINE

Every advertisement booked in WEAVE online is automatically published in PAGE Online at no extra cost, giving you twice the benefit.

Place your advertisements in the online recruitment market of WEAVE with almost no delay, without having to wait for the next printed issue

[www.weave.de/
stellenmarkt](http://www.weave.de/stellenmarkt)

AD FORMATS/AD PRICES PRINT 2012

Format		Width x Height in mm					
		Without trim		b/w	2c	3c	4c
1/1		180 x 246		2 290 €	2 490 €	2 690 €	2 890 €
3/4 hoch	horiz.	133 x 246	180 x 184	1 740 €	1 940 €	2 140 €	2 340 €
1/2 hoch	horiz.	87 x 246	180 x 121	1 200 €	1 400 €	1 600 €	1 800 €
3/8 hoch	horiz.	87 x 184	133 x 121	950 €	1 150 €	1 350 €	1 550 €
1/4 hoch	horiz.	41 x 246	180 x 58	620 €	820 €	1 020 €	1 220 €
1/4 2-col		87 x 121		620 €	820 €	1 020 €	1 220 €
1/8 hoch	horiz.	41 x 121	87 x 58	330 €	530 €	730 €	930 €

WEAVE + PAGE COMBINATION (PRINT)

Book a cost-effective combination ad in WEAVE and PAGE. Prices on request. Advertising and copy deadlines on request.

WEAVE + PAGE ONLINE ONLY

1	BASIC OFFER	2	SILVER OFFER	3	GOLD OFFER
	Plain text online recruitment advertisement, no logo → 6 weeks online Price: 590 €		'Standard' design of online recruitment advertisement with logo. Designs for advertisements on the online site based on predefined formats		Individually designed online recruitment advertisement with logo Advertisement on the online site designed in accordance with the customers wishes
4	TRAINEE PLACEMENT → 6 weeks online Price: 150 €	→	6 weeks online Price: 690 €	→	6 weeks online Price: 1 090 €

Your contacts for WEAVE recruitment advertising:

Sabine Vockrodt, Phone: +49 (0)89/2183 7049, Fax: -7864, stellenangebote@wuv.de
Verlag Werben & Verkaufen GmbH for PAGE Verlag (Ebner Verlag GmbH & Co. KG)

WWW.WEAVE.DE

WEAVE online is gradually evolving into the platform for interactive designers and developers.

Readers can go to WEAVE online and download source code, audio files and videos to supplement articles in the printed magazine.

WEAVE ONLINE

The online offering of www.weave.de is growing constantly. Through the combination of print and online advertising WEAVE offers you the possibility of a cross media approach to decision makers in the agency, interactive and media scene.

Form of advertising/ position	Format in pixels	Fixed price for 1 week
Fullsizebanner	468x 60	750 €
Superbanner	728 x 90	890 €
Wide-, Skyscraper	160 x 600	940 €
Content-Ad	300 x 250	980 €

- File size:** Advertisement files must be less than 50 KB.
- Data formats:** JPEG, GIF, Flash, (with Flash please also supply GIF)
- Delivery:** Data must be delivered at least 5 working days before the start of the campaign.
- Running time:** at least 1 week.

The screenshot displays the WEAVE website interface. At the top, there are two red banners: 'Fullsize 468 x 60' and 'Superbanner 728 x 90'. The main content area features a large article titled 'Internet Killed the TV-Star, oder..?' with a chalkboard background. Below it, there's a section for 'Apps für die Schultüte' with a colorful illustration of a turkey. On the right side, there's a vertical 'Skyscraper 160 x 600' advertisement and a 'Content-Ad 300 x 250' advertisement. The bottom of the page shows a navigation bar with various logos and links.

1. "Advertising Order" within the meaning of the following Standard Terms and Conditions of Business is a contract for publication of one or more of an advertiser's advertisements, in a printed publication, for the purpose of dissemination.

2. In case of doubt, advertisements must be called off for publication within one year of the contract being concluded. If the right to carry out individual advertisements is granted in the framework of the contract, the order shall be carried out in the issues that appear within the twelve months following appearance of the first advertisement provided that the first advertisement has been called off and published within the period specified in sentence 1.

3. Advertising prices are based on the publishing house's valid advertising price list at the time the contract is concluded. If the advertisement rate changes after the contract is concluded, the publishing house shall be entitled to calculate the price according to the price list valid at the time of publication; this shall not apply to business transactions with nonmerchants provided that the period between conclusion of the contract and publication does not exceed 4 months. Advertising agencies and brokers shall be prohibited from passing on all or any of the agency commission granted by the publishing house to their customers.

4. If an order is not carried out through no fault of the publishing house, the customer shall – irrespective of any other legal obligations – reimburse the publishing house the difference between the discount for the quantity of insertions agreed and the actual volume of advertisements inserted. If the magazine cannot appear at all owing to force majeure (e.g. war, mobilization, labor disputes or any other unforeseeable circumstances), or cannot appear in full or on schedule, this shall not entitle the customer to assert claims accordingly.

5. With regard to the calculation of the quantities of advertisements purchased, text millimetre lines will be converted into advertisement millimeters according to the price.

6. Any orders for advertisements and external supplements which are expressly to be published exclusively in certain issues, in certain editions or at certain positions in the publication must be received by the publishing house in such good time that the customer can still be notified before the closing date for advertisements if the order cannot be carried out in this way. Classified advertisements will be printed in the relevant section without any need for express agreement.

7. Full-position advertisements are advertisements which border at least two pages of reading matter and do not border any other advertisements. Advertisements which, due to their editorial nature, are not recognizable as ads,

shall be identified as such with the word "advertisement" by the publishing house.

8. The publishing house reserves the right to refuse advertising orders or orders for supplements – even individual call offs within the framework of a multi-ad package deal – on grounds of content, origin, or technical form. The publishing house also reserves the right to refuse advertising orders if the content of such orders violates laws or official provisions or if it would be unreasonable to expect the publishing house to publish the same. This also applies to orders placed with branch offices, advertisement offices or agents. Supplement orders will only be binding on the publishing house after submission of a specimen of the supplement and its approval. Supplements which, because of their format or layout, give the reader the impression that they are a constituent part of the newspaper or journal or which contain any external advertisements will not be accepted. The customer shall be notified of rejection of an order immediately.

9. The customer is responsible for timely delivery of flawless masters or supplements. The publishing house guarantees the printing quality customary for the publication in question as permitted by the masters.

10. In the event of illegible, incorrect, or incomplete printing of the advertisement, the customer shall be entitled to either a reduction in payment or a flawless substitute advertisement to the extent that the objective of the advertisement was impaired. If the publishing house allows a reasonable period granted to it for this purpose to expire or if the replacement advertisement is once again not flawless, the customer shall be entitled to a reduction in payment or may cancel the contract.

Damage claims resulting from the positive breach of obligations, from culpa in contrahendo and from tortious acts will be excluded, including but not limited to cases in which orders are placed by telephone. Damage claims arising from impossibility of performance and delay in providing the service will be limited to the refunding of the foreseeable damage and to the remuneration to be paid for the advertisement or supplement concerned. This shall not apply in cases of wrongful intent or gross negligence on the part of the publishing house, its legal representatives or agents in performance.

This will not affect any liability of the publishing house for damages caused by the lack of warranted characteristics. Furthermore, the publishing house will not be liable for the gross negligence of agents in performance in commercial business dealings; in all other cases, the liability for gross negligence in relation to merchants will, according to the scope, be limited to the foreseeable damage up to the amount of the advertisement remuneration in question. Any complaints (except in the case of non-evident deficiencies)

must be asserted within four weeks of receipt of the invoice and the copy.

11. Proof sheets will only be supplied upon express request. The customer shall be responsible for the correctness of the returned proof sheets. The publishing house will take account of all the error corrections communicated to it within the period set at the time when the proof sheet was sent.

12. If no particular size stipulations are made, the size will be based on the actual printing height of the calculation which is customary for the type of advertisement.

13. If the customer does not effect advance payments, the invoice will be sent immediately, but if at all possible 14 days after the publication of the advertisement. The invoice must be paid within the period calculated from receipt of the invoice, as indicated on the price list, unless a different payment term or advance payment has been agreed upon in the specific case.

14. In the event of default on payment the publishing house shall, subject to the proviso of more extensive rights, be entitled to charge interest on arrears of 1% above the base rate of the European Central Bank. If payment is delayed, the publishing house will be able to postpone the further execution of the ongoing order until payment has been effected and to demand an advance payment for the remaining advertisements.

If there are any justified doubts about the solvency of the customer, the publishing house will be entitled, even during the term of an advertisement transaction, to make the publication of additional advertisements dependent on the advance payment of the amount and on the settlement of outstanding invoices without taking account of any originally agreed time allowed for payment.

15. Upon request, the publishing house will provide an advertiser's copy together with the invoice. Advertisement excerpts, copy pages or complete copy issues will be supplied depending on the type and scope of the advertisement order. If it is no longer possible to procure a copy, this will be replaced by a legally binding attestation of the publishing house with regard to the publication and circulation of the advertisement.

16. The customer shall bear any costs incurred for the production of ordered printing documents and drawings as well as for significant amendments to originally agreed designs made at the request of the customer or for reasons for which the customer is responsible.

17. If a transaction relates to several advertisements, a claim for a price reduction may be derived from a decrease in the press run if the total average press run in the year beginning with the placement of the first advertisement is lower than the average press run specified on the price list

or in any other way or, if a press run is not specified, than the press run sold on average in the preceding calendar year (if applicable, the average press run actually circulated in the case of trade journals). A decrease in the press run will only be a deficiency justifying a price reduction if it amounts to 20% with a press run of up to 50,000 copies. Furthermore, price-reduction claims will be excluded in the case of transactions if the publishing house has notified the customer of the decrease in the press run in such good time that the customer would have been able to withdraw from the contract before the advertisement was published.

18. In the case of box-number advertisements, the publishing house will apply the due diligence of a prudent businessman with regard to the safekeeping of the offers and to their forwarding in good time. Registered letters and express letters in response to box-number advertisements will only be forwarded by normal mail. The received replies to box-number advertisements will be kept for four weeks. Any replies which are not collected within this period will be destroyed. The publishing house will return any valuable documents without being obliged to do so. In the interest and for the protection of the customer, the publishing house will reserve the right to open the incoming offers for checking purposes in order to prevent the misuse of the box-number service. The publishing house will not be obliged to pass on any business recommendations or placement offers.

19. Printing documents will only be returned to the customer upon particular request. The obligation to keep them will end three months after the order has expired.

20. Discount credit memos and short rates shall only be settled at the end of the year of insertion.

21. The validity of placement confirmations shall be conditional and subject to change for technical reasons. In such cases the publishing house shall not be liable.

22. The place of performance will be the head office of the publishing house. In business dealings with merchants and legal entities under public law or in the case of special funds under public law, the place of jurisdiction for legal actions will be the head office of the publishing house. In so far as any legal actions on the part of the publishing house cannot be asserted in the summary proceedings for the recovery of debts, the place of jurisdiction for non-merchants will be determined according to their place of residence. If the place of residence or habitual abode of the customer (also in the case of non-merchants) is unknown at the time when a legal action is commenced or if the customer has, after the contract has been concluded, transferred his place of residence or habitual abode outside the territorial scope of the law, it is agreed that the head office of the publishing house will be the place of jurisdiction.

The logo for 'weave' is rendered in a white, lowercase, sans-serif font. The letters are partially obscured by a series of horizontal white lines that pass through them, creating a woven or mesh-like effect. The background of the entire image is black.

PROFESSIONAL INTERACTIVE DESIGN CONCEPTION AND DEVELOPMENT

PAGE Verlag

Advertising sales

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Fax: +49 (0)40 85183489

E-Mail: anzeigen@weave.de

www.weave.de