



## Positioning

- The “web & mobile developer” magazine from the publisher Neue Mediengesellschaft Ulm mbH provides practical knowledge for professional software developers on a monthly basis.
- “web & mobile developer” is Germany’s **leading** journal for developers of web and mobile applications and provides orientation in a fast changing segment.
- “web & mobile developer” offers a versatile and objective shaping of opinion about current trends in web and mobile development by its permanent communication between readers, editorial and advertisers.
- “web & mobile developer” additionally hosts the Web Developer Conference and the Mobile Developer Conference which are tailor-made for professional developers. Moreover, the **webundmobile.de** internet presence provides up-to-date daily information around professional software development.

## Target group

From experts for experts, “web & mobile developer” provides practice-oriented knowledge for developers of web projects based on HTML5 and CSS3 but also for app-developers on iOS, Android, Windows Phone and BlackBerry. Focal topics, among others, are JavaScript, RIA, web-design and PHP.

In addition to practical how-to articles about programming techniques and interfaces, “web & mobile developer” also focuses on related topics like marketing of Apps and websites. Source code examples are included as well as the evaluation of new, upcoming trends. Thus, the readers of „web & mobile developer” already know today the standards of tomorrow’s day-to-day business.



### Target group

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“web & mobile developer” is the guiding read for

- web developers
- web designers
- iOS developers
- Android developers
- Agencies
- Cross-platform developers
- Students of informatics and related studies
- Technical decision makers, IT managers and consultants

### Categories

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- **Update:** News about technologies, trends and products
- **HTML, CSS & JavaScript:** Experts show you the best tools and code-examples concerning HTML5, CSS3 and JavaScript.
- **Mobile Development:** The hottest trends about iOS, Android, Windows Phone and Blackberry app development.
- **Backend:** The right use of APIs and databases is an essential part of web and mobile development. Our experts explain how to do it the right way.
- **Beyond Dev:** All about web and mobile development and beyond.

### Benefits

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- “web & mobile developer” provides all information about professional development concerning web and mobile projects and related and thus confers an essential advantage of its readers.
- With each issue the readers benefit of the know-how of renowned authors from the national and international developers scene.
- Practical articles support the readers in their daily work and provide helpful suggestions for their own projects, also in the classical developers’ environments.
- Examples that can be immediately implemented including sources on CD/DVD allow the integration of own programs and so the readers save valuable time and resources.
- Helpful tools, open source software and libraries complete the article sources on the CD/DVD included in the journal. Books on the journal CD/DVD round off the content.

<b>Publisher</b>	Neue Mediengesellschaft Ulm mbH Bayerstraße 16a 80335 Munich Phone +49 89/74 117- 0, Fax +49 89/74 117-101
<b>Managing Directors</b>	Dr. Günter Götz Florian Ebner
<b>Head of Production</b>	Thomas Heydn Phone +49 89/74 117-111 th@nmg.de
<b>Print run</b>	Printed copies: 15,000
<b>Subscriber / reader service</b>	See imprint
<b>Volume</b>	6 <sup>th</sup> volume, 2017
<b>Frequency</b>	12 issues per year

<b>Terms of payment</b>	Payable net within 30 days after date of invoice. 2 % discount for payments within 14 days after invoicing (only if there are no invoices pending). For orders below 500 € and for new customers only direct debit authorisation is possible. The authorisation has to be in the publisher's hands by the closing date for advertisements. Foreign customers have to pay in advance. In case of delays in payment or deferrals, interest of 8 % above the current base interest rate as well as collection costs will be charged. VAT will also be added on to the net prices. All orders are subject to our terms and conditions.
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<b>Werbelösungen (Ad Sales Team):</b>	Phone +49 89/74 117-120, Fax +49 89/74 117-269 sales@nmg.de
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<b>Bank details</b>	Deutsche Bank IBAN DE08 7007 0010 0826 4160 00 BIC DEUTDEMM
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<b>Contact editorial staff</b>	redaktion@webundmobile.de
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<b>Editor in chief</b>	Max Bold max.bold@webundmobile.de
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Issue	Issue Date	Advertising Deadline	Material Due Date
02/17	19.01.2017 (Thu)	12.12.2016 (Mon)	16.12.2015 (Fri)
03/17	16.02.2017 (Thu)	17.01.2017 (Tue)	24.01.2017 (Tue)
04/17	16.03.2017 (Thu)	14.02.2017 (Tue)	21.02.2017 (Tue)
05/17	20.04.2017 (Thu)	17.03.2017 (Fri)	24.03.2017 (Fri)
06/17	18.05.2017 (Thu)	13.04.2017 (Thu)	24.04.2017 (Mon)
07/17	15.06.2017 (Thu)	12.05.2017 (Fri)	19.05.2017 (Fri)
08/17	20.07.2017 (Thu)	20.06.2017 (Tue)	27.06.2017 (Tue)
09/17	17.08.2017 (Thu)	17.07.2017 (Mon)	24.07.2017 (Mon)
10/17	21.09.2017 (Thu)	22.08.2017 (Tue)	29.08.2017 (Tue)
11/17	19.10.2017 (Thu)	18.09.2017 (Mon)	25.09.2017 (Mon)
12/17	16.11.2017 (Thu)	13.10.2017 (Fri)	20.10.2017 (Fri)
01/18	21.12.2017 (Thu)	21.11.2017 (Tue)	28.11.2017 (Tue)

Please find the latest topics on [www.nmg.de/mediainfos](http://www.nmg.de/mediainfos) or contact [sales@nmg.de](mailto:sales@nmg.de)

Format	Print space formats (width x height in mm)	Bleed off formats <sup>1)</sup> (width x height in mm)	1 <sup>st</sup> third (4c)	2 <sup>nd</sup> third (4c)	3 <sup>rd</sup> third (4c)
1/1 Page	175 x 250	210 x 297	9,500 €	6,500 €	3,500 €
Cover Page 4	175 x 250	210 x 297	9,500 €	–	–
Cover Page 3	175 x 250	210 x 297	9,500 €	–	–
Cover Page 4	175 x 250	210 x 297	9,500 €	–	–
1/2 Page vertical	85 x 250	102 x 297	5,000 €	3,500 €	3,500 €
1/2 Page horizontal	175 x 125	210 x 146	5,000 €	3,500 €	3,500 €
1/3 Page vertical	55 x 250	72 x 297	3,500 €	3,500 €	3,500 €
1/3 Page horizontal	175 x 81	210 x 102	3,500 €	3,500 €	3,500 €
1/4 Page vertical	35 x 250	52 x 297	3,000 €	3,000 €	3,000 €
1/4 Page quer	175 x 62	210 x 83	3,000 €	3,000 €	3,000 €
1/4 Page square	85 x 125	102 x 146	3,000 €	3,000 €	3,000 €
Format in crossover <sup>2)</sup>					
2/1 Page	385 x 250	420 x 297	18,500 €	12,500 €	6,500 €

<sup>1)</sup> Please consider with these sizes the necessary space for cuts (entire page 4 mm and 4 mm text distance to the advertisement border).

<sup>2)</sup> For advertisements to be printed crossover, two separate advertisements have to be provided. Please pay attention to border exceedings.

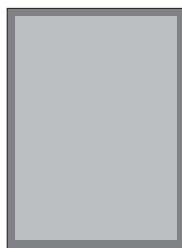
All prices plus VAT. All prices are subject to 15% agency commission conduction.

### Advertising formats (in mm)



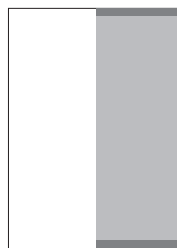
**2/1 page crossover**

S: 385 x 231 mm  
A: 420 x 297 mm\*



**1/1 page**

S: 175 x 250 mm  
A: 210 x 297 mm\*



**1/2 page vertical**

S: 85 x 250 mm  
A: 102 x 297 mm\*



**1/2 page horizontal**

S: 175 x 125 mm  
A: 210 x 146 mm\*



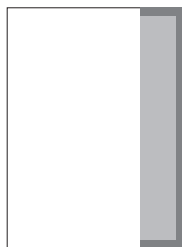
**1/3 page vertical**

S: 55 mm x 250 mm  
A: 72 mm x 297 mm\*



**1/3 page horizontal**

S: 175 mm x 81 mm  
A: 210 mm x 102 mm\*



**1/4 page vertical**

S: 35 mm x 250 mm  
A: 52 mm x 297 mm\*



**1/4 page horizontal**

S: 175 mm x 62 mm  
A: 210 mm x 83 mm\*



**1/4 page square**

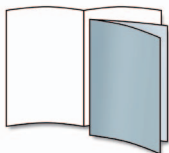
S: 85 mm x 125 mm  
A: 102 mm x 146 mm\*

S: Print space; A: Bleed off\*;

\* Bleed off: Tolerance to exterior borders: 4 mm

**Supplements:** Supplements are printed papers which loosely accompany the magazine.

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**Supplement prices**  
on request

**Booking options:**  
Only available for total circulation.

**Supplement formats**  
Minimum format: 105 x 148 mm (DIN A6)  
Maximum format: 200 x 287 mm

**Discounts**

Prices for supplements, inserts, fixed as technical costs will not be discounted

**Order and cancellation date:**  
parallel to advertisement closing time.

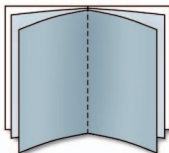
**Delivery:** see timetable.

**Supplements and inserts:** loosely, folded, safe for transport placed on pallets, aligned layout.

**Postcards:** loosely, unfolded, safe for transport placed on pallets, aligned layout.

**Inserts:** Inserts are fixed elements within the magazine.

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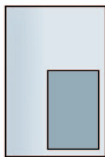
**Insert prices**  
4 pages insert  
8 pages insert  
Prices on request

**Booking options**  
Only available for total circulation.

**Insert formats**  
Technical specifications on request

**Fixed inserts:** Basic advertisement (1/1 page related ad) plus Postcard glued-on.

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**Glued-on postcard**  
Prices on request

Further options on request.  
Samples are prior to be sent to the publisher for release.

Costs for glue are subject to agency commission, but they are not discountable!



## Stand Alone Newsletter

In addition to our weekly and monthly newsletters we offer you the option to address your target group through a stand-alone newsletter (7,000 subscribers).

### Data delivery:

Please provide us with the matching HTML code which is then implemented in our template as shown in the advertisement example. Also, we need the complete HTML file with all content and referencing pictures (those directly linked).

The maximum width is 650 Pixel  
or  
Text, picture and link 400 characters

2,450.– Euro

## Contact

Sales  
Phone +49 89/74 117-124  
sales@nmg.de

web & mobile  
**DEVELOPER**
**BUSINESS**

Probleme mit der Darstellung? [Abmelden](#) [Hilfe](#)



**Mit IBM Bluemix digitale Ideen verwirklichen.**  
Freierum nutzen: Testen Sie die innovative digitale Entwicklungspattform von IBM jetzt 30 Tage kostenlos!

Sehr geehrte Frau Bratz

gerne! Sie erheben ganz neue Wege, Ihre Ideen in Software umzusetzen – erstens online und ohne zusätzlichen Aufwand! Willkommen bei IBM Bluemix, der digitalen Plattform für Ihre Ideen rund um das digitale Business.

IBM hat mit Bluemix eine moderne Umgebung geschaffen, um innovative Anwendungen schnell und einfach zu entwickeln – genau richtig für den Erfolg Ihres Unternehmens.

→ Jetzt registrieren und 30 Tage kostenlos und unverbindlich testen!

Ob Internet der Dinge, Analysen von Lieferanten, Security, intelligente Analysen von strukturierten und unstrukturierten Daten oder andere Entwicklungsereignisse: Es stehen Ihnen mehr als 100 Bluemix Cloud Services für die Entwicklung von mobilen Apps und für erweiterbare Applikationen oder für zur Verfügung – und auch Ihre Entwicklungsumgebung und Laufzeitumgebung bietet Bluemix gleich mit. Damit sparen Sie wertvolle Zeit und sind nicht auf externes Know-how angewiesen.

Probleme? Sie es einfach aus und testen Sie **IBM Bluemix 30 Tage** kostenlos! Sie gehen heimlich Verfügungen ein und können Bluemix auch nach Ablauf der Testzeitraume mit flexibler Speicherkapazität und einer großen Anzahl von Service-Komponenten weiterhin kostenlos nutzen.

**IBM Bluemix**

- verkürzt die Entwicklungszeit vom Prototyping bis zur produktiven Anwendung auf Minuten statt 7 Tagen oder Wochen.
- lässt von Sprintern für neue Ideen, rasche Anpassungen oder Erweiterungen.
- enthält einen modernen Software-Stacken aus mehr als 100 Services von IBM, Open Source und unabhängigen Drittanbietern.
- läuft in einer sicheren IBM Cloud-Umgebung – egal ob in der Public Cloud, der Hybrid-Cloud-Umgebung oder für höchste Unternehmensanforderungen in einer Private Cloud.



**Direkt**  
Zur IBM Bluemix Website mit Videos, Tutorials und Webinaren.  
Ihre Ideen made with IBM Cloud - innovative PaaS-Lösungen von IBM.



**Ja, ich will Bluemix testen.**  
30 Tage kostenlos und unverbindlich – mit allen Privilegien.

Für Ihre Fragen zur digitalen Cloud-Plattform Bluemix sollte ich Ihren Namen unter der Telefonnummer +49 7022 154890 oder per E-Mail zur Verfügung.

Kontaktieren Sie mich noch heute – ich freue mich auf Ihren Anruf.

Mit freundlichen Grüßen



Georg Gertner  
Lead Development Representative  
im öffentlichen Geschäft

Bitte teilen Sie diesen E-Mail an Ihre interessierten Kollegen weiter.

**Impressum**

Niese Medienpartnerschaft Uim mbH  
Bismarck-Str. 11a  
80335 München  
Registrierungsamt HRB 23889  
Umsatz-ID: DE 26153214  
Geschäftsführer: Dr. Günter Götz und Florian Eisner  
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**Newsletter widerrufen**  
Sie können den web & mobile Newsletter hier [widerrufen](#).

**Newsletter abbestellen**  
Falls Sie zukünftig keinen web & mobile Newsletter bekommen wollen, können Sie den Newsletter hier [abbestellen](#).

### Printing method

Rotation offset printing

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### Profile

ISO Coated v2 300 %

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### Procedure / cover paper

Adhesive binding, 90 g/m<sup>2</sup> wood-free white matte coating image printing, 1.06 Vol.

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### Grid pattern

FM grid pattern

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### Bleed off format

210 mm width, 297 mm height

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### Minimum bleed off additions

4 mm at all open sides. Please note our requirements for digital data transfer.

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### Contact for ad planning and printing processing

- Phone +49 89/74 117-281,  
Fax +49 89/74 117-269, sales@nmg.de
- 

### Data medium

CD-Rom, DVD

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### Digital data transfer

- By email to: sales@nmg.de
- FTP server on request at phone: +49 89/74 117-281, sales@nmg.de

### Digital data takeover

- **Preferred format: PDF/X-3 (1.5)**
  - Programme formats (generally latest versions):  
InDesign, FreeHand, Photoshop, Illustrator (CS 2 – CS 5.5)
  - Data from CorelDraw have to be saved as TIF or JPG with 400 dpi.  
Takeover of open CorelDraw files is not possible.
  - All fonts have to be included.
  - If graphical software is used always convert to vector paths,  
colour range always in CMYK, never RGB.
  - TIF data (CMYK or levels of grey) always in size 1:1 at 300 dpi resolution
  - EPS data (Pixel) -> see TIF  
EPS data (vector) -> fonts in paths  
{Paths} convert / include in file.
  - Apple: compressed data: Stuffit or ZIP  
PC: compressed data: ZIP
  - A proof must be handed in to avoid colour deviations.
  - Assign data names according to the following pattern:  
Advertising customer WebDeveloper\_issue  
{Example: Microsoft WebDeveloper\_1/16}  
In case of problems with commissioning: Phone +49 89/74 117-281
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### Exclusion of liability

If ad motives were submitted digitally by the customer, the liability of the publisher is excluded for completely or partly not readable, incorrect or incomplete display of the respective ads.

### **Publisher**

#### **Neue Mediengesellschaft Ulm mbH**

Bayerstraße 16a, 80335 Munich

Telefon: 089/74 117-0

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Mobil +49 170 / 119 56 23

#### **Thomas Wingenfeld, Senior Sales Manager**

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Mobil +49 151 / 20 50 99 76

Fax +49 89 / 741 17-269

Email: sales@nmg.de

### **Ad planning**

Phone +49 89 / 741 17-281

Fax +49 89 / 741 17-269

Email: sales@nmg.de

Please find our general terms and conditions on [www.nmg.de/agb/](http://www.nmg.de/agb/)