



**The info magazine for ambitious Internet users – private and corporate  
Cover Price: € 4.99**

### **MARKET POSITION:**

Germany is the most developed Internet market in Europe with more than 32 million people connected (Nielsen 2007). The target group of the magazine **Com!** is the male users from AB social classes. They are interested in the latest communication technologies and innovation. Readers have a positive attitude towards advertisements including decision makers in SMEs in charge of IT purchases.

		<b>COM!</b>
SOLD CIRCULATION	Source: IVW Q1/2010	231 330

### **PUBLICATION PROFILE:**

**Com!** serves highly affluent Internet Ultra consumers in Germany, who buy IT and telecommunications products and services. The magazine's user-orientated editorial includes information on the Internet, Multimedia and Communications as well as money, lifestyle and entertainment.

**Com!** is divided into six distinct sections allowing the reader to quickly identify the information he needs. The **MAGAZIN** section provides essential up-to-date information on the latest news and trends from the online world. The **MONEY** section gives invaluable tips and links for home banking, stocks and security issues for online shopping - also a rapidly expanding area. **BOOKMARKS** outlines the highlights of the Web – from motoring and music sites to interest rates – all the best new web sites at a glance. The **COMPUTER** section contains hard- and software tests, workshops, tool updates, security checks and much more.

**HANDY** is the monthly special on SMS, Mobile Commerce, telephone email and comparative mobile phone tests. Finally the **ENTERTAINMENT** section supplies reviews and links on the latest films, books and games for PCs and games consoles. The magazine has also integrated the home page supplement, covering all areas of web site design and maintenance for private and corporate users. Both are members of LAC.

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