

XZINE

German
Cross-Genre
Online
Magazine
www.x-zine.de

PRESS KIT

Fantasy, Horror and Science-fiction
in comics, literatur, games und and electronic games

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PORTAL

a monumental, architectonic and decoratively bordered entry to a representative (e.g. town hall, palace) or sacral building (church, temple).

Portals of medieval churches are usually decorated with statues which show their function: Scenes of Doomsday if it served as court; the scholars and the fools above the so called "bride's gate".

Thank you for your interest in the online magazine x-zine and the partner sites of the portal. Portals are well-known in the internet but only seldom one finds the original concept of a portal implemented technically well.

The x-zine understands itself as a crossover-fanzine which serves as a nodal point for different parts of horror, fantasy and science-fiction.

Thereby it does not only exceed the limitations of each genre but consciously in the media, too. We regard the fantastic genres as a whole and therefore we link role-playing-games with computer games, music and movies with our main focus literature.

Everywhere, where you find a shared target group, there is an interest in different products which the x-zine introduces to its visitors with a benevolent but critic view. The only exception are detective novels which have an overlap so small that they were realised within an external project.

Within our media data we will grant you insight into the different aspects of the project and give you some of our enthusiasm for the fantastic genres..

Jens Peter Kleinau

Content

Editorial2

Your reference person and contact data for the different parts of the online magazine.

Editorial to the portal2

Editor's Foreword regarding portals in the internet and the x-zine's roles.

In a nutshell3

What is the x-zine, how did it come into existence, with which technique is it realised?e.

Numbers and Facts4

Visitors/Hits of the web server; data base; distribution in the German search engines.

History (Chronology)5

Accruelement of the x-zine and the "Krimizeit" from the first draft up to today..

Producers and Partners7

What does a Producer get from the x-zine? Which role do the x-zine's partners play?.

IN A NUTSHELL 3

■ The symbol "X-" stands for a crossing of two or more ways. From the very beginning the x-zine understood itself as a meeting point for the fans of different genres.

For each genre an own portal was created to serve the target group in the best way possible. With a tight net of cross references and a great offer of information the visitor shall be tempted to not only look for his usual literature but different literature, too. The magazines are edited by semi-professionals; the technique is in proficient supervision.

For there are no salaries, the x-zine is free of advertisements. Press material is mainly re-sent to Oxfam Germany (www.oxfam.de), department Frankfurt. Behind the sites there is a modern self-developed content management system. On up-to-date servers of dependable providers run open source products like MySQL, Apache and PHP.

Each page is created dynamically and masked for search engines so that every single page may be found in the known search engines. Usually



Neumayer Vincent
Hakeldamach@gmx.at

"Great praise to the site! As far as I know it is the best German site which publishes reviews of fantasy and science-fiction novels. Continue this way!"

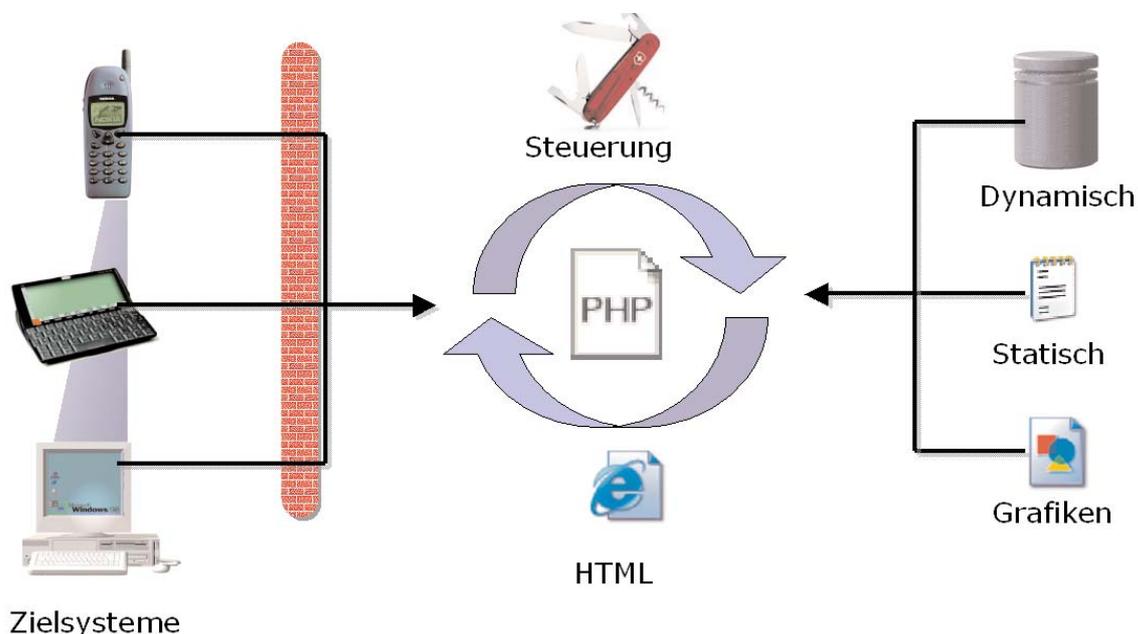
Jamie
Jamie@actonvision.com

"I like to thank you for the info you provide through your well-managed and clean website. I found the info I needed very quickly. Good Luck and best wishes. "

Andre
andre@smarter-job.de

"Now I got some new information and I am a step further, thank you!"

over 100 robots of said search engines visit both sites and indicate the updated pages.



4 NUMBERS AND FACTS

■ The x-zine is an online magazine with permanently actualised news and articles of the topic-related scene. With over 3300 this genre it is probably the biggest topic-related online data base for reviews in German language. The "Krimizeit" is a subsidiary of the x-zine which is devoted to detective novels. It has a different site because it is a non-congruent target group.

Searchengines

Search for "x-zine"

Altavista: 188.000

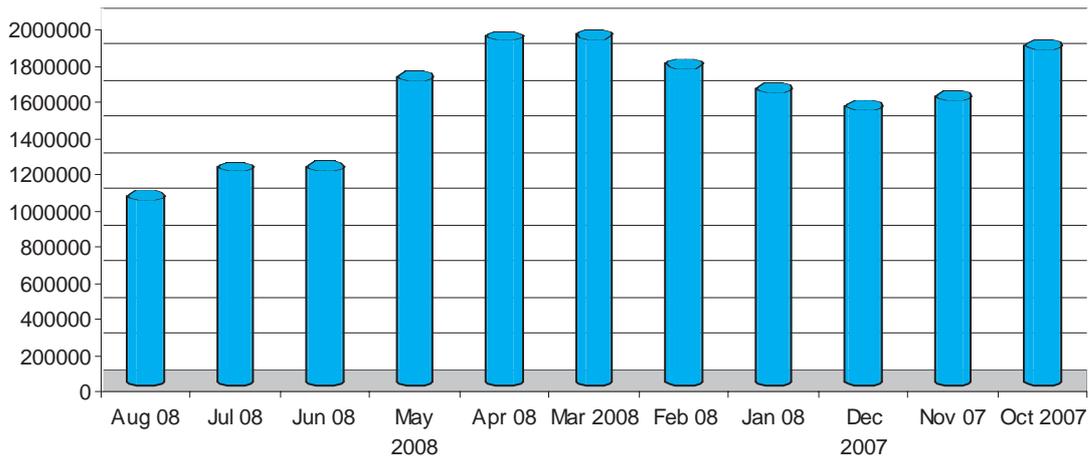
Google: 123.000

MSN: 18.400

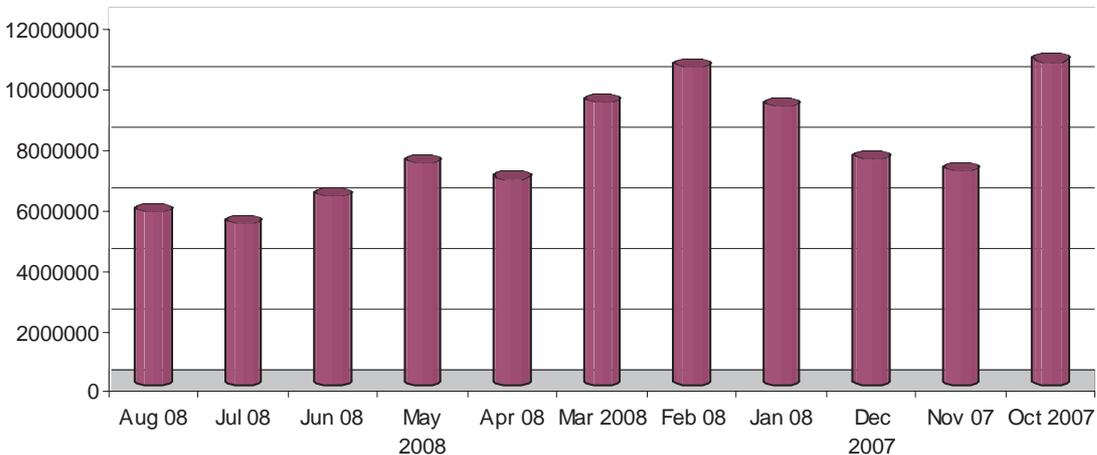
Web.de: 4.540

Average Google PageRank: 3

Visits per Month



Pageviews per Month



■ The x-zine in its first form was created in a very basic version with blue title-bar and a respectable appearance which reminded of the look of a daily newspaper. The use of three columns was very unusual and so the creators had to look across the Pacific Ocean until they found a suitable design for the homepage.

Unfortunately the original design does not exist any more. The oldest issue that still exists was created in February 2000. Since this date the x-zine has had its own domain.

The x-zine was designed as a monthly newspaper with cover, main article, news, steady columns and everything that is needed by a magazine like this.

The x-zine should host everything role-playing gamers might find interesting: source-books, fantasy and science-fiction literature. Already in April 2000 the x-zine had 37 data files with over 40 articles in the shape of articles, sweepstakes, short-stories, reviews and news.

In autumn 2000 the x-zine experienced a short pop-art era with a bon-bon-design, which was - unfortunately - not accepted by the readers. The try to bring a little more colour into the magazine was doomed to fail due to the readers' wish to find a "fantastic" flair in the magazine.

The multiple columns of some articles were still in use. This brought the need to design every single page like a newspaper and the design process became very work-intensive.

Since February 2001 the era of programmed pages began. With so-called "Server Site Includes" layout and content were separated from each other. The data files were in neutral html files and were loaded into a



template. Therewith the multiple columns were discontinued and only the front page had three columns.

The "blue" era of the x-zine lasted one year. The effort that was needed for the site decreased. This was essential, because the number of articles per month increased to more than hundred.

In addition to the online-magazine a printed magazine was created, which was designed together with the editorial staff of "Anduin". The "X-Zine Anduin"'s initial issue was published first in June 2000. The success of the magazine was very great and there were over 600 readers.

Jürgen Hanel
jhanel@bluewin.de

“A super-magazine. I'll set a link to the site soon. Continue - and much fun with the RPGs.”

Ingo Rohlf's
irohlf's@romulanempire.de

“Ahhh! A wonderful magazine! Proceed further like this! I'll return soon *bookmark*”

HISTORY

Manfred Escher
webmaster@nyarlathotep.de

"The x-zine has my undivided attention and is one of my most loved favourites."



Linda Budinger
Linda@menhir.de

"As role playing gamer and fantasy author I find the page's content very interesting, so that I visit it frequently. Get on!"

Nina
cold_sensation@gmx.de

"At first a very big praise to you: You are very fast with the reviews. I estimated a couple of months but it took only a few days until they were published."

In April 2001 another project of the x-zine's started: the subsidiary "Krimizeit" which is applied to

ments for further financing of the project. Anduin survived until 2003 as an independent pdf-web-magazine.

The x-zine developed steadily into a review database. In the beginning of 2002 there were more than 20 persons who steadily wrote reviews. Due to the daily news it was worthwhile for visitors to come more often.

The mass of information made another step necessary. In autumn 2002 the x-zine was changed into a portal with different channels, each of them applied to a certain aspect. One channel means one topic of the x-zine's.

This may be as big as the whole fantasy section but as well as small as the section of a single role playing game. Since August 2003 this channels are led by editors.

detective novels only. This project grew steadily and developed into a separate site.

Eventually a new contract with the provider was negotiated and the x-zine's content was put into a MySQL database. A self-developed content management systems in PHP is used.

In June 2001 the new layout "Dark Machine" was published and introduced the new system.

Now it was possible to daily actualise the x-zine and the monthly updates became part of the past.

The print magazine "X-Zine Anduin" was discontinued in July 2001. The last issue was printed in black and white. Although the magazine was successful in the eyes of the readers there did not be enough advertise-

Co-operations and partnerships were the credo of the x-zine ever since. The x-zine sees itself as part of a scene, a community - and the internet as bigger part of a community. So the x-zine supports sites with its content,

trades articles with other internet sites, gives away its software and tries to achieve attention for its projects by articles and actions.

Today the x-zine has over 9000 reviews. In addition there were lots of short stories, articles and further information. The x-zine owes this the over 50 helpers, 10 partners and of course the publishers. Without such a society of friends a project like this was impossible.

PRODUCERS AND PARTNERS



Producers

For makers of products is the x-zine magazine a means of speaking to a certain group of persons. Who publishes products of the genres science-fiction, fantasy or rpg, finds in the x-zine an excellent partner for advertising.

Reviews

Reviews are based upon press material or financed by the reviewer if it is an antiquarian book. Each product is tested intensively; every book is read.

Therefore it takes a little time from sending in the press exemplar to publishing the review. Requisitioned products are reviewed after 3 weeks, unrequisited ones after 6 weeks at the latest. We reserve the right not to publish any review of material that was sent unrequisitedly if we are of the opinion that it does not fit into the sites.

Sweepstakes

At least one sweepstakes and one competition per month are realised via sponsors. Thereby it has developed into an institution for targeted sweepstakes. The sweepstakes are multiple-choice questions. A participant has to enter his whole address. This prevents sweepstakes-robots from entering the data automatically and gives protection by changing URIs. An increased attention of the participant is warranted. The sweepstakes are especially successful due to connections to partner-sites. For reaching the furthestmost distribution, each sweepstakes is included into the websites of said partners.

Constancy

The websites understand themselves as non-commercial sites; the informational service is the main point. Commercial aspects like partner shops or merchandising serve the only

purpose of breaking even. Meanwhile the x-zine exists for 4 years and the break even is warranted even though high transfer volume. A further expansion to more product groups is planned and has partly started. In the beginning of 2003 PC games were included. Meanwhile the games portal is a tenacious part of the x-zine and frequented by lots of visitors followed by the now opened movie portal. Since autumn 2003 the pdf-magazine SONO is published once a quarter. In the beginning of 2004, portals for music and movies will be started.

Co-operators

The over 30 voluntary co-operators of the x-zine are experienced reviewers and experts of their special field. Each reviewer has to proof his skill with a test review.

Partnerships / Co-operations

In a compound structure, the x-zine is the central point for information, content or partner for sweepstakes.

Currently there are four levels of partnership:

Consuments use the x-zine's web-service and show x-zine information on their page.

Exchangers trade with contents

Co-operators are participating in sweepstakes

Gold Partners have written more than 100 articles for the x-zine and are given the licensed software as reward.

Consuments

www.rollenspiel-news.de
www.aventurium.de
www.windgefluester.de
www.helden.de
www.avalon-projekt.com
www.arkham-chronicle.de

Exchangers

www.rollenspiele-netz.de
www.simifilm.ch
www.literaturschock.de
www.anduin.de

Co-operators

www.fantasyguide.de
sonnensturm-media.de
www.reigam.de

Gold Partners

www.ringbote.de
www.wodportal.de
www.roterdorn.de

Printmedia

Articles of the x-zine were published in the following print magazines::

A n d u i n
D r a g o n
E n v o y e r
M e p h i s t o

Suppliers

The top-5 of 712 suppliers (publisher groups are treated as one) are:

Heyne:	930
Goldmann:	373
Bastei Lübbe:	359
Fantasy Prod.:	343
Piper:	186
Carlsen:	132