



Thomas Gerwers, Editor-in-Chief and Publisher of ProfiFoto, is Chairman of Technical Image Press Association, TIPA

**ProfiFoto
is the No.1
crossmedia
partner in the
professional
photography
market**

INFORMATION & INSPIRATION FOR PHOTOGRAPHERS

ProfiFoto is Germany's most prominent publication* for professional photographers and also remains the undisputed market leader on the European market for professionals thanks to above average image indices (pan European TIPA survey 2015).

As a cross-media premium brand, ProfiFoto keeps setting standards – in terms of format and content as well as its sophisticated target group, which has immense purchase power. It achieves these results not only in print, but also online.

* Survey conducted by Adobe Systems among professional photographers



PROFI FOTO

Ten times a year the print version of ProfiFoto and the E-Paper app provide more than 100 pages of reports on the latest photo technology and professional photography news.



PROFI FOTO SPEZIAL

ProfiFoto SPEZIAL, the magazine within a magazine for all ProfiFoto readers is published as a fixture with each issue and always covers the latest topics of special interest. The 20-page supplement offers additional reader benefits and is enclosed with the complete circulation of the magazine.



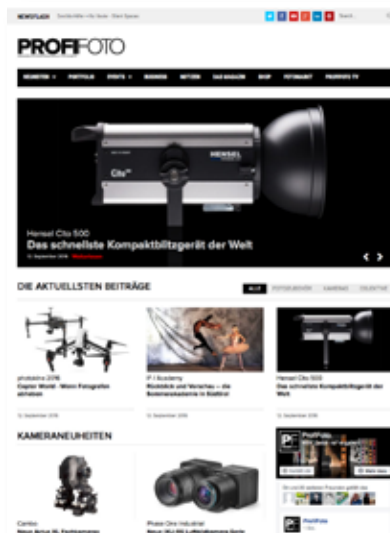
Michaela Dietrich, Head of Media ProfiFoto

- More than half of the ProfiFoto readers a professional photographers or job-related professionals
- 71,5 % rate the ads in ProfiFoto as informative
- For as much as 45,7 % of the readers the ads in ProfiFoto were decisive for a purchase!
- 73 % of ProfiFoto's readers have an above average income, 47 % make 1,5 times more than the German average, another 26 % make more than double the German average.

ProfiFoto offers to address the premium target group with a crossmedial combination of a print magazine, as an E-Paper and with the website.

PROFIFOTO.DE

The website www.profiFoto.de works as a complement to the print issue and offers a chockfull of additional information and services which are also present on all relevant social media channels..



SURVEY

Every two years ProfiFoto participates in the worldwide analysis of readers that ist conducted by the Wissenschaftliches Institut für Presseforschung on behalf of TIPA Technical Image Press Association. For 84,4 % ProfiFoto is the most important magazine, over 90 % attest to the competence of the reporting, more than two thirds are inspired by reading ProfiFoto and don't want to miss it. Nearly 70 % of ProfiFoto's readers are taking pictures daily or a couple of times weekly, more than half are professional photographers or professionals using photography. This shows in the equipment of our readers: On average every one of them uses 2.6 cameras, about 70 % prefer the full frame format. Every second reader also employs smaller sensor formates in addition to that. With 13,5 % use of the medium format our readers are well above average. 85 % shoot in RAW, 22 % still shoot on film when needed.

The complete ProfiFoto survey: www.profiFoto.de/mediadaten

PROFIFOTO NEWSLETTER

The magazine website is updated several times a day with the latest news and is available as a free e-mail newsletter who is currently read by 16.028 professional photographers.



ProfiFoto Newsletter: 16.028 recipients

Dr. Björn Hamsch, Media assistent ProfiFoto





ISSUE NO.	ISSUE	FIRST SALES DATE	AD DEADLINE	ART WORK DEADLINE
1-2/2017	January/February	21.12.2016	11.11.2016	01.12.2016
3/2017	March	22.02.2017	13.01.2017	02.02.2017
4/2017	April	22.03.2017	10.02.2017	02.03.2017
5/2017	May	26.04.2017	17.03.2017	04.04.2017
6/2017	June	24.05.2017	13.04.2017	04.05.2017
7-8/2017	July/August	28.06.2017	19.05.2017	08.06.2017
9/2017	September	23.08.2017	14.07.2017	03.08.2017
10/2017	October	20.09.2017	11.08.2017	30.08.2017
11/2017	November	25.10.2017	15.09.2017	05.10.2017
12/2017	December	22.11.2017	13.10.2017	02.11.2017
1-2/2018	January/February	20.12.2017	10.11.2017	30.11.2017

Prices in Euro		black/white	4-color
1/1	ProfiFoto	3.000,-	5.200,-
3/4	ProfiFoto	2.250,-	3.900,-
2/3	ProfiFoto	2.000,-	3.465,-
1/2	ProfiFoto	1.500,-	2.600,-
1/3	ProfiFoto	1.000,-	1.735,-
1/4	ProfiFoto	750,-	1.300,-
1/8*	ProfiFoto	375,-	650,-

Placement Surcharge

The 2nd and 4th cover page and binding placement regulations **10% Surcharge**

Discounts

Discounts in case of orders with 12 months

Frequency Discount	Volume Discount
From 3 ads 3 % discount	From 2 pages 3 % discount
From 5 ads 5 % discount	From 4 pages 5 % discount
From 10 ads 10 % discount	From 5 pages 10 % discount
From 15 ads 15 % discount	From 7 pages 15 % discount
From 20 ads 20 % discount	From 10 pages 20 % discount

* only in the classified section
General Terms and Conditions for ads and third party inserts apply.

Formats



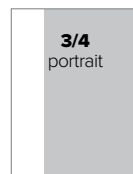
1/1

PF 235 x 306 mm

Magazine format: 235 x 306 mm

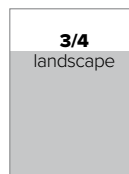
Type area: 205 x 276 mm

Bleed Margin all sides 3 mm



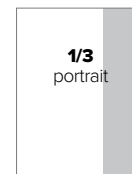
3/4
portrait

PF 160 x 306 mm



3/4
landscape

PF 235 x 218 mm



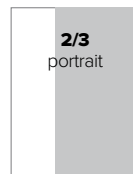
1/3
portrait

PF 75 x 306 mm



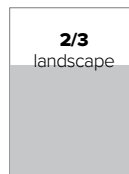
1/3
landscape

PF 235 x 103 mm



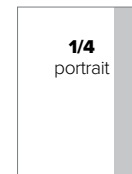
2/3
portrait

PF 144 x 306 mm



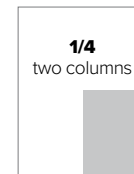
2/3
landscape

PF 235 x 195 mm



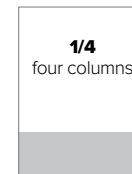
1/4
portrait

PF 62 x 306 mm



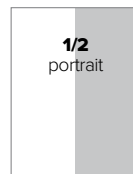
1/4
two columns

PF 113,50 x 149 mm



1/4
four columns

PF 235 x 80 mm



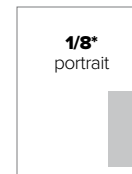
1/2
portrait

PF 113,50 x 306 mm



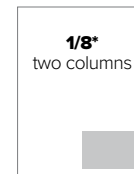
1/2
landscape

PF 235 x 149 mm



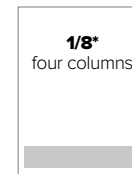
1/8*
portrait

PF 47,50 x 135 mm



1/8*
two columns

PF 100 x 65 mm



1/8*
four columns

PF 205 x 30 mm



Inserts (no discount)

up to 25 grams individual weight, per 1000 plus postage
 Format max. 225 mm wide x 296 mm height
 19.700 required for total edition
€ 195,-

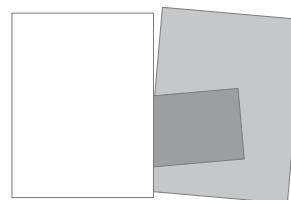
Bind-Ins

Two pages **€ 3.800,-**
 Four pages **€ 5.400,-**
 Eight pages **€ 7.000,-**

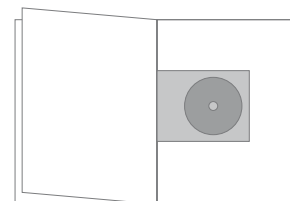
Delivery
 Latest 10 days before publication, please submit sample before free delivery

Shipping Address
 D+L Printpartner • Schlavenhorst 10 • 46395 Bocholt, Germany

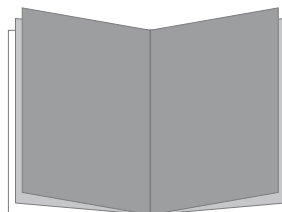
We will be glad to assist you in your media planning
 Michaela Dietrich, Phone +49(0)170 - 824 11 00, m.dietrich@profffoto.de



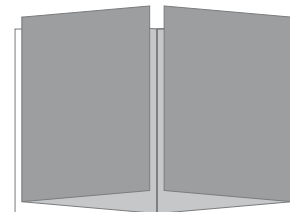
Inserts
 Inserts, cards etc.



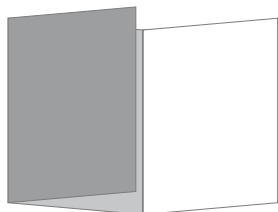
CD Inserts
 for ProfiFoto and
 ProfiFoto Spezial



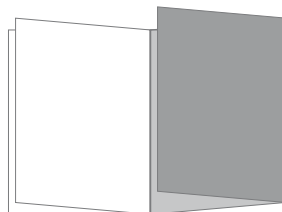
Bind-Ins
 up to 8 pages max.



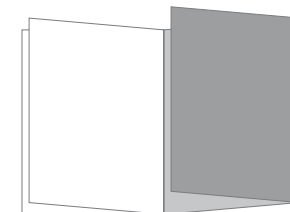
Altar Fold
 Double page
 fold away, up to 8 pages



Cover Gatefold
 up to 3 pages



Fold Out Page
 up to 3 pages



Back page Gatefold
 up to 4 pages

Advertising Format	Format in Pixels	CTP ¹⁾
Leaderboard	728 x 90	40 Euro
Billboard	728 x 180	50 Euro
Wide SkyScraper	160 x 600	40 Euro
Content Ad	300 x 250	40 Euro
Newsletter Ad	560 x 200	50 Euro

Visits per month (Issue 08/2016):
 AdViews: 73.400, Unique Visitors: 21.800
 Facebook: 4.935 Follower 🍷
 Twitter: 1.817 Follower

¹⁾ Minimum order amount 500 Euro

DELIVERY OF DATA

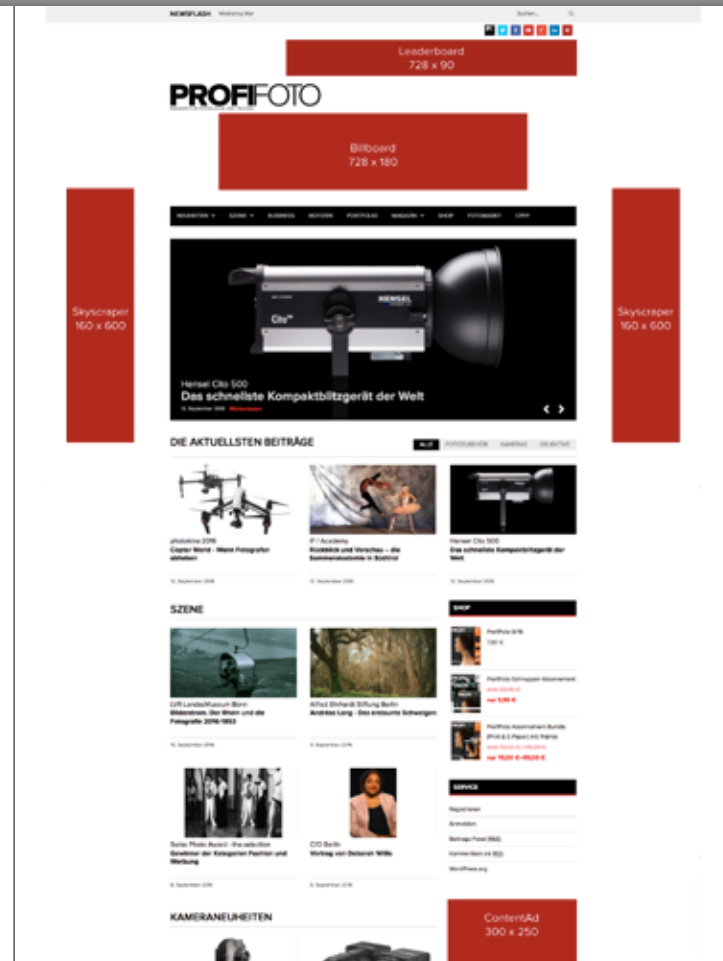
To place the advertisements quickly and easily, we require the following details at least 3 working days prior to release per E-Mail the following details to banner@proffoto.de: advertiser, campaign, media time table, advertisements, Click-URL, volume, contact person for further inquiries (e-mail and phone).

REPORTING

As an online customer, you will have access to the real time statistics reporting the results of your banner campaigns. As a result, you will be able to receive the latest updates on your campaign status 24/7.

NO BANNER? PLEASE CONTACT US, WE WILL DESIGN YOUR PROFESSIONAL BANNER AT A REASONABLE PRICE.

Subject to statutory VAT, which will be invoiced additionally.



EDITOR-IN-CHIEF	Thomas Gerwers, DGPh	
EDITORIAL OFFICE	Buero GRG, Muermeln 83 B, 41363 Juechen Phone +49(0)21 65 - 87 21 73 eMail: info@profifoto.de	
ADVERTISING	Michaela Dietrich, Phone +49(0)170 - 824 11 00 eMail: m.dietrich@profifoto.de	
MAGAZINE FORMAT TYPE AREA	235 mm wide x 306 mm high 205 mm wide x 276 mm high	
PRICE PER MILLIMETER	Per single-column, 46 mm wide millimeter line (Format of 1/8 page and smaller: Placement in classified advertisement section)	€ 2,75**
COPY SECTION PRICE	Per mm height at width of 46 mm Per mm height at width of 97 mm	€ 3,85** € 7,70**
PRICES FOR OCCASIONAL ADS	Per single-column printed line private classifieds (classified typesetting about 30 characters) Commercial	€ 2,50** € 5,00*
	Minimum size classified ads: 3 lines *no discount **no discount, no agency fee Code fee inclusive offer postage	€ 6,00**
MULTI-COLOURED ADS	Subject to use of the European colour scale is valid. Tonalities, which cannot be achieved by European colour scale, will be charged separately. Special colours available upon request. Equalization of colour is option. No warranty can be provided for print quality in the absence of a binding colour proof.	
PUBLICATION FREQUENCY	10x a year	
RETAIL PRICE	Domestic: Subscription € 70,- ; Single copy € 7,80	
TARGET GROUP	Professional photographers, young photographers, Imaging & Digital Studios, Semi-Professionals, Amateurs, professional users, Photography Service Providers, Photo and Advertising companies, Photography buyers in institutes, authorities and schools	

PUBLISHER POSTAL ADDRESS	PF Publishing GmbH Muermeln 83 B, 41363 Juechen Phone +49(0)21 65 - 87 21 73 eMail: info@profifoto.de	
PAYMENT OPTIONS	Deutsche Bank, Düsseldorf (BLZ 300 700 10) IBAN: DE71300700100203277900, BIC: DEUTDEDD	
PAYMENT TERMS	30 days after date of invoice net cash, if paid within 15 days after invoice date, deduct cash discount of 2 %.	
PRINTING PROCESS	Offset, on white coated wood free paper, 115 g/m ² , adhesive binding	
PRINTING DATA	High-End-PDF (PDF/x-3)	
Grid spacing:	120 l/cm (300 dpi)	
Trim:	on each and every outside 3 mm with 3 mm parallel offset	
Format corners:	Using multiple-colour printing, the solid black surface should be back filled with 40% Cyan.	
Black full-surface:	Combining print coat elements, they must be over or under filled in an appropriate way.	
Über-/ Unterfüllung:	Total of all colours in neutral print depth should not exceed 300% area coverage.	
UCR/maximum area coverage:	Coloured matched proof: ISOcoated V2-Standard with Ugra/Fogra-media wedge via E-Mail, FTP, Upload via Wetransfer, Dropbox etc.	
Deliver data:		
PRINT RUN:	19.700	
Retail Edition	12.600	
Mail Edition	6.200	
Other Sales	580	
Reserve	320	
READER SURVEY DATA	Reader survey conducted in conjunction with the worldwide TIPA survey; ratings can be found at www.profifoto.de/ueber-profifoto/mediadaten	
PROFI FOTO APP	For technical data, please contact us directly	