

PROFIFOTO

MAGAZINE FOR PHOTOCULTURE AND -TECHNOLOGY

MEDIA INFORMATION

2020



ProfiFoto
is a member of





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 2017).

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 TV

In cooperation with the You-Tubers Stefan&Kai ProfiFoto sporadically generates videocontent on relevant current topics in professional photography.



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.





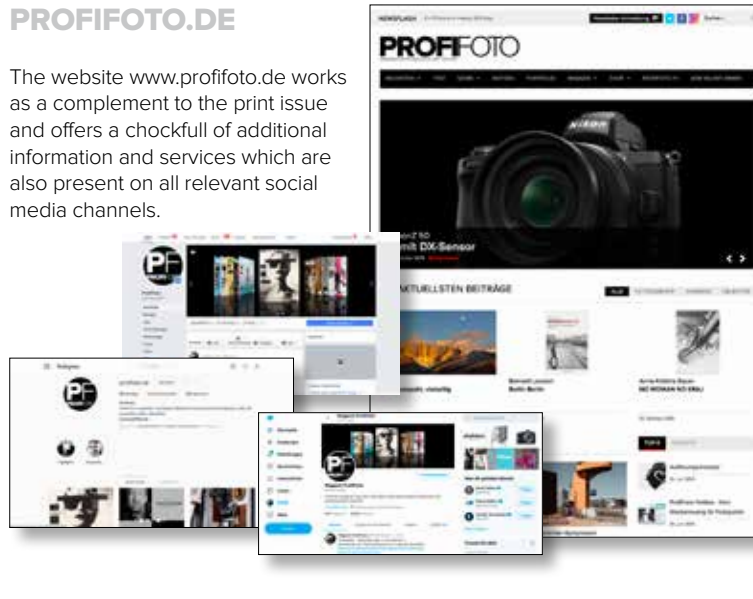
Michaela Kehren, Head of Media ProfiFoto

- Ads in ProfiFoto have an above average contact chance of over 93 %
- 68 % of all ProfiFoto readers keep their photographic equipment up to date at all times
- 60 % of all ProfiFoto readers invest the same amount in their photo accessories as they invest in their camera
- 65 % of the ProfiFoto readers plan to purchase photographic equipment for more than 2000 Euros per year, 18,5 % 4000 to 7999 Euros and 6,4 % even more than 8000 Euros

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.proffoto.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

On commission by TIPA the WIP Wissenschaftliches Institut für Presseforschung conducted a worldwide analysis of readers of all 30 member magazines. ProfiFoto performed exceptionally well again. The most important result: In times of "alternative facts" 97 % of ProfiFoto readers rely on their photomagazine as their number 1 source of information concerning photographic subjects. More than half trust their photomagazine most, whereas online sources are trustworthy to just one out of five readers. The average ProfiFoto reader takes up each issue more than six times and spends 1.5 hours reading it – nearly all articles alike. Nine out of ten readers rate ProfiFoto as an important magazine, nearly 80 % find it inspiring, 95 % say it is competent and to 90 % it is current and clear. The subject mix consisting of inspiration and information is valued by eight out of ten readers. For the complete ProfiFoto survey: www.proffoto.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 appr. 17.000 professional photographers.



ProfiFoto Newsletter: 16.000 recipients

PROFIFOTO NEWS APP

The free ProfiFoto News App reflects the contents of ProfiFoto's Facebook page.





ISSUE NO.	ISSUE	FIRST SALES DATE	AD DEADLINE	ART WORK DEADLINE
1-2/2020	January/February	18.12.2019	08.11.2019	28.11.2019
3/2020	March	26.02.2020	17.01.2020	06.02.2020
4/2020	April	25.03.2020	14.02.2020	05.03.2020
5/2020	May	29.04.2020	20.03.2020	09.04.2020
6/2020	June (photokina issue)	27.05.2020	17.04.2020	07.05.2020
7-8/2020	July/August	24.06.2020	15.05.2020	04.06.2020
9/2020	September	19.08.2020	10.07.2020	30.07.2020
10/2020	October	23.09.2020	14.08.2020	03.09.2020
11/2020	November	21.10.2020	11.09.2020	01.10.2020
12/2020	December	18.11.2020	09.10.2020	29.10.2020
1-2/2021	January/February	16.12.2020	06.11.2020	26.11.2020

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
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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

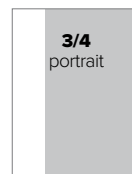


PF 235 x 306 mm

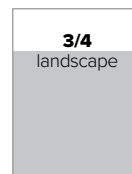
Magazine format: 235 x 306 mm

Type area: 205 x 276 mm

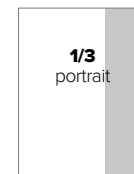
Bleed Margin all sides 3 mm



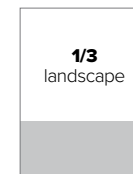
PF 160 x 306 mm



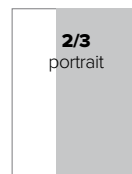
PF 235 x 218 mm



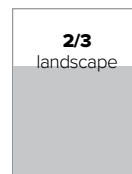
PF 75 x 306 mm



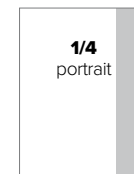
PF 235 x 103 mm



PF 144 x 306 mm



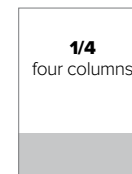
PF 235 x 195 mm



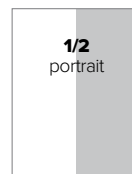
PF 62 x 306 mm



PF 113,50 x 149 mm



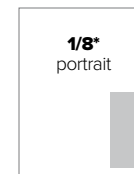
PF 235 x 80 mm



PF 113,50 x 306 mm



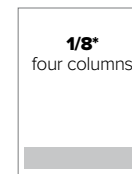
PF 235 x 149 mm



PF 47,50 x 135 mm



PF 100 x 65 mm



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
 19.400 required for total edition

€ 195,-

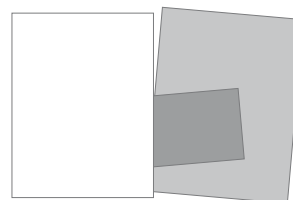
Bind-Ins

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

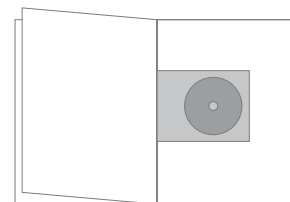
Delivery
 Latest 10 days before publication, please submit sample before free delivery

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

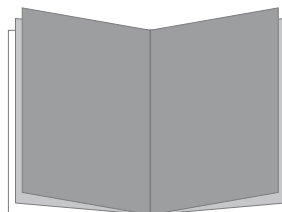
We will be glad to assist you in your media planning
 Michaela Kehren, Phone +49(0)170 - 824 11 00, m.kehren@profifoto.de



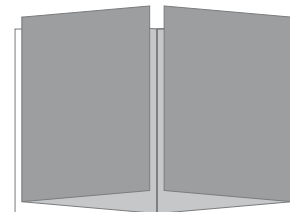
Inserts
 Inserts, cards etc.



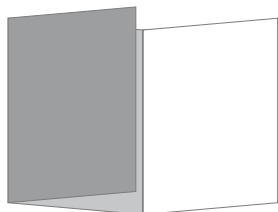
CD Inserts
 for ProfiFoto and
 ProfiFoto Spezial



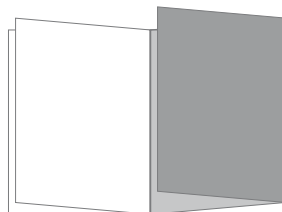
Bind-Ins
 up to 8 pages max.



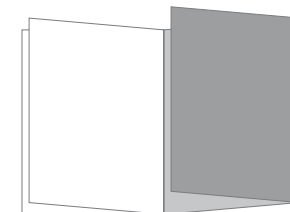
Altar Fold
 Double page
 fold away, up to 8 pages



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 10/2019):
 AdViews: 108.700, Page Impressions: 326.280
 Facebook: 6.479 Follower 
 Twitter: 2.437 Follower
 Instagram: 1.214 Follower

¹⁾ Minimum order amount 500 Euro

DELIVERY OF DATA

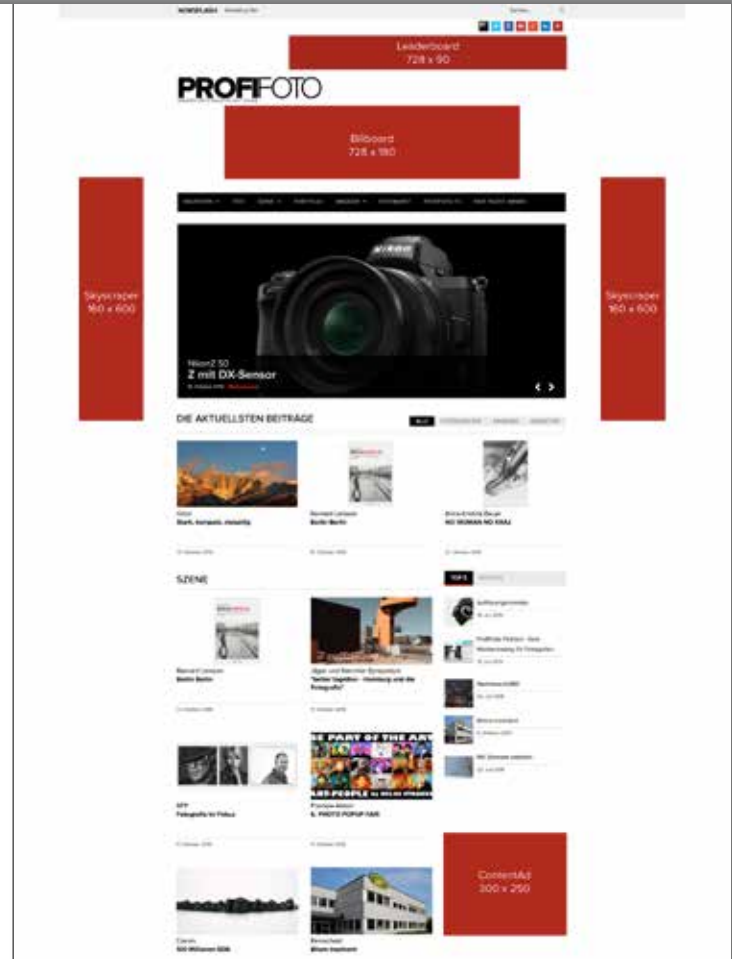
To place the advertisements quickly and easily, we require the following details at least 3 working days prior to release per E-Mail the following details to banner@proffoto.de: advertiser, campaign, media time table, advertisements, Click-URL, volume, contact person for further inquiries (e-mail and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

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 Kehren, Phone +49(0)170 - 824 11 00 eMail: m.kehren@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.	
Over-/ underfilling:	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:	18.400	
Retail Edition	10.900	
Mail Edition	5.900	
Other Sales	1.200	
E-Paper	900	
Circulation		
incl. E-Paper	10.800	
READER SURVEY DATA	Reader survey conducted in conjunction with the worldwide TIPPA survey; ratings can be found at www.profifoto.de/ueber-profifoto/mediadaten	