

# PROFIFOTO

MAGAZINE FOR PHOTOCULTURE AND -TECHNOLOGY

# MEDIA INFORMATION 2022

NOW  
WITH  
**PHOTO**  
*International*



ProfiFoto  
is a member of





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

**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).

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 reports on the latest photo technology and professional photography news.

## PHOTO International

Former Subscribers of the magazine PHOTO International are now readers of ProfiFoto.

This has made it possible to over compensate circulation losses due to the influence of COVID-19.



## 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.profiFoto.de](http://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

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.profiFoto.de/mediadaten](http://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 appr. 17.000 professional photographers.



ProfiFoto Newsletter: 17.000 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
<b>1-2/2021</b>	January/February	15.12.2021	05.11.2021	25.11.2021
<b>3/2022</b>	March	23.02.2022	14.01.2022	03.02.2022
<b>4/2022</b>	April	23.03.2022	14.02.2022	03.03.2022
<b>5/2022</b>	May	27.04.2022	15.03.2022	05.04.2022
<b>6/2022</b>	June	25.05.2022	14.04.2022	05.05.2022
<b>7-8/2022</b>	July/August	29.06.2022	20.05.2022	09.06.2022
<b>9/2022</b>	September	24.08.2022	15.07.2022	04.08.2022
<b>10/2022</b>	October	21.09.2022	12.08.2022	01.09.2022
<b>11/2022</b>	November	26.10.2022	16.09.2022	06.10.2022
<b>12/2022</b>	December	23.11.2022	14.10.2022	03.11.2022
<b>1-2/2023</b>	January/February	21.12.2022	11.11.2022	01.12.2022

Prices in Euro		black/white	4-color
<b>1/1</b>	<b>ProfiFoto</b>	<b>3.300,-</b>	<b>5.720,-</b>
<b>3/4</b>	<b>ProfiFoto</b>	<b>2.475,-</b>	<b>4.290,-</b>
<b>2/3</b>	<b>ProfiFoto</b>	<b>2.200,-</b>	<b>3.812,-</b>
<b>1/2</b>	<b>ProfiFoto</b>	<b>1.650,-</b>	<b>2.860,-</b>
<b>1/3</b>	<b>ProfiFoto</b>	<b>1.100,-</b>	<b>1.909,-</b>
<b>1/4</b>	<b>ProfiFoto</b>	<b>825,-</b>	<b>1.430,-</b>
<b>1/8*</b>	<b>ProfiFoto</b>	<b>413,-</b>	<b>715,-</b>

## 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 <b>3</b> ads <b>3 %</b> discount	From <b>2</b> pages <b>3 %</b> discount
From <b>5</b> ads <b>5 %</b> discount	From <b>4</b> pages <b>5 %</b> discount
From <b>10</b> ads <b>10 %</b> discount	From <b>5</b> pages <b>10 %</b> discount
From <b>15</b> ads <b>15 %</b> discount	From <b>7</b> pages <b>15 %</b> discount
From <b>20</b> ads <b>20 %</b> discount	From <b>10</b> pages <b>20 %</b> 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  
19.400 required for total edition

€ 215,-

## Bind-Ins

Two pages  
Four pages  
Eight pages

€ 4.180,-

€ 5.940,-

€ 7.700,-

## Delivery

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

## Shipping Address

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

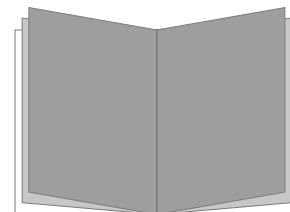
## We will be glad to assist you in your media planning

Michaela Kehren, Phone +49(0)170 - 824 11 00, m.kehren@profifoto.de



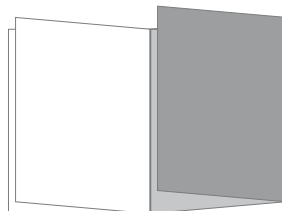
## Inserts

Inserts, cards etc.



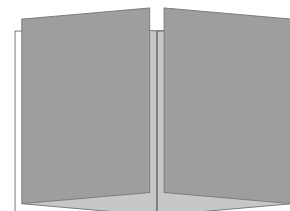
## Bind-Ins

up to 8 pages max.



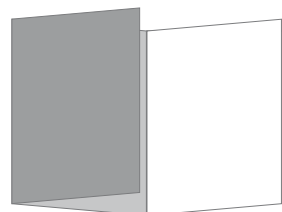
## Fold Out Page

up to 3 pages



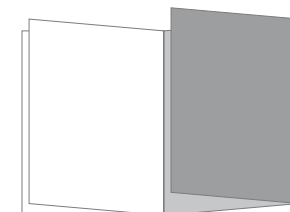
## Altar Fold

Double page  
fold away, up to 8 pages



## Cover Gatefold

up to 3 pages



## Back page Gatefold

up to 4 pages

Advertising Format	Format in Pixels	CTP <sup>1)</sup>
Leaderboard	728 x 90	44 Euro
Billboard	728 x 180	55 Euro
Wide SkyScraper	160 x 600	44 Euro
Content Ad	300 x 250	44 Euro
Newsletter Ad	560 x 200	on request

Visits per month (10/2020 – 10/2021):

AdViews: 279.365 (+57.580)

Page Impressions: 428.367 (+42.341)

Facebook: 7758 Follower 👍 59.612 Reach (+48.612)

Constant growth also on Twitter (2.701 Follower) and Instagram (2.058 Follower)

<sup>1)</sup> 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@profoto.de](mailto:banner@profoto.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.

The screenshot displays the Profifoto website interface. At the top, there's a navigation bar with links like 'NEUFLASH', 'Modelling', 'Suchen...', and social media icons. Below the navigation bar, there are two large red banners: 'Leaderboard 728 x 90' and 'Billboard 728 x 180'. On the left and right sides, there are vertical red banners labeled 'Skyscraper 160 x 600'. The main content area features a large image of a person in a dark room with the text 'Smart Textile LEDs CARPETLIGHT Lesertest'. Below this, there's a section titled 'DIE AKTUELLESTEN BEITRÄGE' with a grid of article thumbnails. The thumbnails include titles like 'Ralph Gibson - Hall of Fame Award', 'Oskar Bernack Award 2021', 'Smart Textile LEDs CARPETLIGHT Lesertest', 'KAMERANEUHEITEN', 'Nikon Z 9 Z für Profis', 'Sony Smartphone Xperia PRO-I', 'Sony Alpha 7R Albrund Alpha', 'Lumix BEHM Vollformat Box Style Kamera', 'Hasselblad 50TH Anniversary Edition', and 'Sony #RiseWithXperia'. At the bottom right, there's a red banner labeled 'ContentAd 300 x 250'.

<b>EDITOR-IN-CHIEF</b>	Thomas Gerwers, DGPh
<b>EDITORIAL OFFICE</b>	Buero GRG, Muermeln 83 B, 41363 Juechen Phone +49(0)21 65 - 87 21 73 eMail: info@profifoto.de
<b>ADVERTISING</b>	Michaela Kehren, Phone +49(0)170 - 824 11 00 eMail: m.kehren@profifoto.de
<b>MAGAZINE FORMAT TYPE AREA</b>	235 mm wide x 306 mm high 205 mm wide x 276 mm high
<b>PRICE PER MILLIMETER</b>	Per single-column, 46 mm wide millimeter line (Format of 1/8 page and smaller: Placement in classified advertisement section) <b>€ 3,03**</b>
<b>COPY SECTION PRICE</b>	Per mm height at width of 46 mm <b>€ 4,24**</b> Per mm height at width of 97 mm <b>€ 8,47**</b>
<b>PRICES FOR OCCASIONAL ADS</b>	Per single-column printed line private classifieds <b>€ 2,75**</b> (classified typesetting about 30 characters) Commercial <b>€ 5,50*</b>  Minimum size classified ads: 3 lines *no discount **no discount, no agency fee Code fee inclusive offer postage <b>€ 6,60**</b>
<b>MULTI-COLOURED ADS</b>	Subject to use of the European colour scale is valid. Tonalties, 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.
<b>PUBLICATION FREQUENCY</b>	10x a year
<b>RETAIL PRICE</b>	Domestic: Subscription <b>€ 70,-</b> ; Single copy <b>€ 7,80</b>
<b>TARGET GROUP</b>	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

<b>PUBLISHER POSTAL ADDRESS</b>	PF Publishing GmbH Muermeln 83 B, 41363 Juechen Phone +49(0)21 65 - 87 21 73 eMail: info@profifoto.de
<b>PAYMENT OPTIONS</b>	Deutsche Bank, Düsseldorf (BLZ 300 700 10) IBAN: DE71300700100203277900, BIC: DEUTDEDD
<b>PAYMENT TERMS</b>	30 days after date of invoice net cash, if paid within 15 days after invoice date, deduct cash discount of 2 %.
<b>PRINTING PROCESS</b>	Offset, on white coated wood free paper, 115 g/m <sup>2</sup> , adhesive binding
<b>PRINTING DATA</b>	<b>High-End-PDF</b> (PDF/x-3) Grid spacing: 120 l/cm (300 dpi) Trim: on each and every outside 3 mm Format corners: with 3 mm parallel offset Black full-surface: Using multiple-colour printing, the solid black surface should be back filled with 40% Cyan. Over-/ underfilling: Combining print coat elements, they must be over or under filled in an appropriate way. UCR/maximum area coverage: Total of all colours in neutral print depth should not exceed 300% area coverage. Coloured matched proof:ISOcoated V2-Standard with Ugra/Fogra-media wedge Deliver data: via E-Mail, FTP, Upload via Wettransfer, Dropbox etc.
<b>PRINT RUN:</b>	20.100
Retail Edition	10.100
Mail Edition	7.800
Circuation	
incl. E-Paper	13.300

<b>READER SURVEY DATA</b>	Reader survey conducted in conjunction with the worldwide TIPA survey; ratings can be found at <a href="http://www.profifoto.de/ueber-profifoto/mediadaten">www.profifoto.de/ueber-profifoto/mediadaten</a>
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