

PROFI FOTO

PHOTO INTERNATIONAL

MAGAZINE FOR
PHOTOCULTURE
AND -TECHNOLOGY

MEDIA
INFORMATION
2026

ProfiFoto is a
member of





Thomas Gerwers, Editor-in-Chief and Publisher of ProfiFoto, is Chairman of Technical Image Press Association, TIPA
Photo: © Götz Schleser

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.

**PROFI FOTO
IS THE NO.1
CROSSMEDIA
PARTNER IN THE
PROFESSIONAL
PHOTOGRAPHY
MARKET**

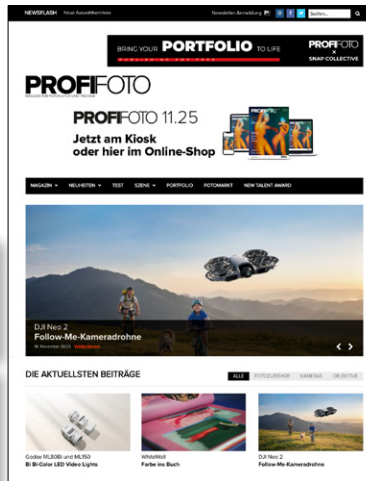
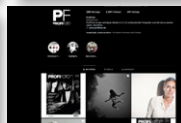
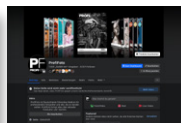


- Ads in ProfiFoto have an above average contact chance of over 93 %
- 68 % of all ProfiFoto readers keep their photographic equipment up to date at all times
- 60 % of all ProfiFoto readers invest the same amount in their photo accessories as they invest in their camera
- 65 % of the ProfiFoto readers 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.profoto.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.



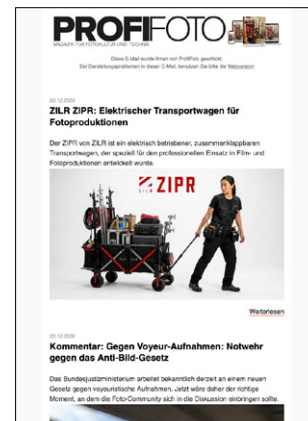
SURVEY

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.profoto.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. 15.000 professional photographers.



Social Media

ProfiFoto is active and present across relevant social networks such as Face





ISSUE NO.	ISSUE	FIRST SALES DATE	AD DEADLINE	ART WORK DEADLINE
1-2/2026	January/February	17.12.2025	07.11.2025	25.11.2025
3/2026	March	25.02.2026	16.01.2026	03.02.2026
4/2026	April	25.03.2026	13.02.2026	03.03.2026
5/2026	May	22.04.2026	13.03.2026	31.03.2026
6/2026	June	27.05.2026	17.04.2026	30.04.2026
7-8/2026	July/August	24.06.2026	15.05.2026	02.06.2026
9/2026	September	19.08.2026	10.07.2026	28.07.2026
10/2026	Oktober	23.09.2026	14.08.2026	01.09.2026
11/2026	November	21.10.2026	11.09.2026	29.09.2026
12/2026	December	18.11.2026	09.10.2026	27.10.2026
1-2/2027	January/February	16.12.2026	06.11.2026	24.11.2026

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

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

235 x 306 mm

Magazine format: 235 x 306 mm
Bleed Margin all sides 3 mm

3/4
portrait

160 x 306 mm

3/4
landscape

235 x 218 mm

1/3
portrait

75 x 306 mm

1/3
landscape

235 x 103 mm

2/3
portrait

144 x 306 mm

2/3
landscape

235 x 195 mm

1/4
portrait

62 x 306 mm

1/4
two columns

113,50 x 149 mm

1/4
four columns

235 x 80 mm

1/2
portrait

113,50 x 306 mm

1/2
landscape

235 x 149 mm

1/8*
portrait

47,50 x 135 mm

1/8*
two columns

100 x 65 mm

1/8*
four columns

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

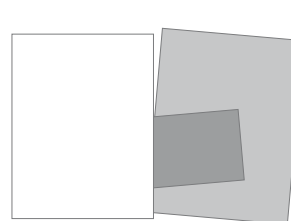
Latest 10 days before publication, please submit sample before free delivery

Shipping Address

D+L Printpartner • Schlavenhorst 10 • 46395 Bocholt

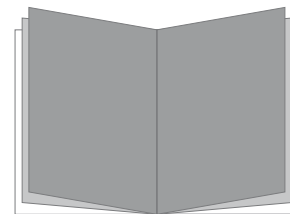
We will be glad to assist you in your media planning

Thomas Gervens, Tel. +49(0)151 - 54 77 77 17, t.gervens@profoto.de



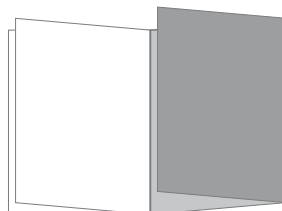
Inserts

Inserts, cards etc.



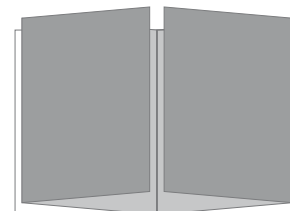
Bind-Ins

up to 8 pages max.



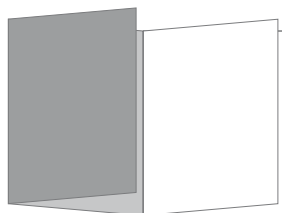
Fold Out Page

up to 3 pages



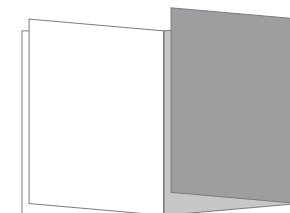
Altar Fold

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 ¹⁾
Leaderboard	728 x 90	44 Euro
Billboard	728 x 180	55 Euro
Wide SkyScraper	160 x 600	44 Euro
Content Ad / Rectangle	300 x 250	44 Euro
Newsletter Ad	560 x 200	on request

Visits per month (10/2023 – 10/2024):

AdViews: 283.245

Page Impressions: 489.166

Facebook: 8.031 Follower

Constant growth also on Twitter and Instagram

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@profifoto.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	Muermeln 83 B, 41363 Juechen Redaktionsbüro Berlin Lehndorffstraße 4, 10318 Berlin Telefon: +49-(0) 151 - 54 77 77 17 eMail: info@profifoto.de	
ADVERTISING	Thomas Gerwers, Tel. +49(0)151 - 54 77 77 17 eMail: t.gerwers@profifoto.de	
MAGAZINE FORMAT SATZSPIEGEL	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)	€ 3,03**
COPY SECTION PRICE	Per mm height at width of 46 mm Per mm height at width of 97 mm	€ 4,24** € 8,47**
PRICES FOR OCCASIONAL ADS	Per single-column printed line private classifieds (classified typesetting about 30 characters) Commercial Minimum size classified ads: 3 lines *no discount **no discount, no agency fee Code fee inclusive offer postage	€ 2,75** € 5,50* € 6,60**
MULTI-COLOURED ADS	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.	
PUBLICATION-FREQUENCY	10x a year	
BEZUGSPREIS	Domestic: Subscription € 84,-; Single copy € 9,80	
RETAIL PRICE	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	PF Publishing GmbH
POSTAL ADDRESS	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, adhesive binding
DRUCKDATEN	High-End-PDF (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, Wettransfer, Dropbox etc.
PRINT RUN:	13.800 Retail Edition 4.400 Mail Edition 7.100 Circulation incl. E-Paper 12.100
READER SURVEY DATA	Reader survey conducted in conjunction with the worldwide TIPa survey; ratings can be found at www.profifoto.de/ueber-profifoto/mediadaten