

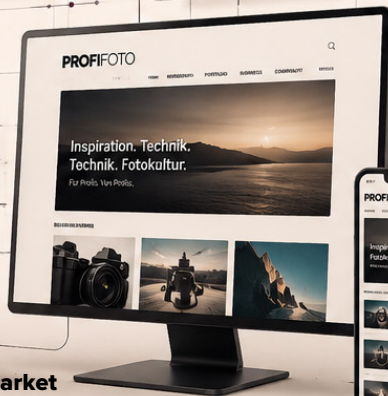
PHOTO INTERNATIONAL

PROFI FOTO

MAGAZINE FOR PHOTOCULTURE AND -TECHNOLOGY

MARKETING
SOLUTIONS

2026



The leading platform for professional photography in the German-speaking market

Advertising • Newsletters • Premium Deals • Affiliate • Partnerships • Custom Campaigns

ProfiFoto is a
member of





ABOUT PROFI FOTO

- For more than 57 years, ProfiFoto has accompanied the photographic community.
- Today, we reach photographers, creatives, decision-makers and investors in the imaging industry every day – precisely when they are making purchasing decisions..
- With breaking news, product reviews, portfolios, market insights, competitions, exhibitions and industry expertise, ProfiFoto reaches a highly qualified audience of professional photographers, content creators, studios, agencies, collectors and industry decision-makers.
- Trust. Expertise. Relevance.
- Member of the Technical Image Press Association (TIPA). • Mitglied der Technical Image Press Association, TIPA

OUR AUDIENCE

- Photographers with a high willingness to invest
- ProfiFoto reaches people who do not merely consume photography – they actively shape it.
- Our audience includes:
 - Professional photographers
 - Photo and video professionals
 - Studios and agencies
 - Content creators
 - Fine-art photographers
 - Collectors and galleries
 - Image agencies
 - The photo industry and specialist photo retail
- Our readers regularly invest in cameras, lenses, software, monitors, printing solutions and professional services.



PROFI FOTO IN NUMBERS

ProfiFoto connects brands with photographers, creatives, decision-makers and investors in the imaging industry precisely where purchasing decisions are made – across our website, newsletters, social media channels and search platforms.

Reach with Relevance

21,200 Active Users Every Month

11,000 Average Views per Published Article

14,596 Photography Professionals and Enthusiasts Subscribed to Our Newsletters

22.6% Average Newsletter Open Rate

33.7% Click-to-Open Rate (Last 3 Months)

12,000+ Social Media Followers

3.73 Million Google Search Impressions Annually



WHY COMPANIES WORK WITH PROFIFOTO

- Direct access to the German-speaking photography community
- High credibility
- Purchasing-powerful audience
- Editorial expertise
- Tailor-made solutions



VISIBILITY IN THE AI ERA

Reach today. Visibility tomorrow.

The way people find information is changing fundamentally. Alongside traditional search engines, AI assistants such as ChatGPT, Gemini, Claude and Perplexity are becoming increasingly important.

As an established specialist platform, ProfiFoto publishes journalistically curated content, product reviews, market reports and background information that remain discoverable over the long term – both for readers and AI-powered information systems. Benefits for our partners

- Visibility beyond traditional search engines
- Presence in a trusted editorial environment
- Long-term discoverability of content
- Relevance for the next generation of digital information retrieval
- Positioning within the leading German-speaking photography community

A banner works for days or weeks. Relevant content works for years – and increasingly within AI systems.



SPECIAL NEWSLETTER

- The most direct connection to the ProfiFoto community
- The client provides the briefing, content and images.
- The ProfiFoto editorial team transforms these materials into a professionally designed dedicated newsletter.
- Following approval, the newsletter is distributed exclusively to all recipients of our daily, weekly and monthly newsletters.
- Services
 - Editorial production
 - Layout and design
 - Approval version
 - Exclusive distribution
 - Flexible scheduling
 - Reporting upon request
- Ideal for: Product launches, Cashback campaigns, Events, Workshops, Market introductions
- Exclusive mailing to the entire ProfiFoto community – €1,500



NEWSLETTER SPONSORING

- Visibility within a trusted editorial environment
- Benefit from the attention and credibility of ProfiFoto newsletters.
- Options
 - Header banner
 - Premium placement
 - Exclusive sponsorship
- Ideal for: Brand awareness, Product launches, Event communication
- From €350



DISPLAY ADVERTISING

Available formats	Size (Pixels)	CTP
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

- Visibility on ProfiFoto.de
- Place your message exactly where photographers search for information every day.
- Flexible booking options available on a CPM, weekly or monthly basis.

The screenshot shows the ProfiFoto.de website with several red boxes indicating ad placements:

- Leaderboard 728 x 90**: Located at the top right of the page.
- Billboard 728 x 180**: Located below the header, above the main content area.
- Skyscraper 160 x 600**: Two vertical ads on the left and right sides of the main content area.
- ContentAd 300 x 250**: A rectangular ad located at the bottom right of the page.

The website content includes a navigation bar with links like 'WISSEN', 'NEUHEITEN', 'TEST', 'SZENE', 'PORTFOLIO', 'FOTOMARKT', and 'NEWTALENT AMBASSADOREN'. The main content area features a large article titled 'DJI Neo 2 Follow-Me-Kameradrohne' with a date of 14. November 2023. Below this, there is a section titled 'DIE AKTUELLESTEN BEITRÄGE' with a grid of smaller articles, including 'Görner: M.82B - das ist die Top Bi-Bi-Color-LED Video Lights', 'Wissenschaft: Farbe im Buch', 'SZENE: Vom Abend zur Sonnentaste', 'Mische Licht - Flaming', 'Tina Bohn: Inauguration - Many Places of Packages', '10 mit elektronischem Sucher', 'LUMIX Upgrade', 'Im Gespräch mit Markus Schöden: „Das FotoBuch ist ein Angebot an die Zukunft“', 'Photomarketforum Karl am Betriebs eingestellt', 'HEMIX G1-2025: Wachstum bei Foto', and 'LIFE: LOBA Women Grant'.

PREMIUM DEALS

- Exclusive benefits for the ProfiFoto community
- Offer ProfiFoto readers exclusive value and benefit from a highly engaged audience.
- Examples
 - Special discounts
 - Cashback promotions
 - Free gifts
 - Exclusive bundles
 - Workshop vouchers
- Communication via: Website, Newsletter, Social media
- From €990



PERFORMANCE PARTNERSHIPS

- Measurable results instead of mere reach
- ProfiFoto integrates partner offers into relevant product reviews, buying guides and editorial content.
- Suitable for
 - Software
 - Printing services
 - Workshops
 - Accessories
 - Photo retailers
- Partnership models
 - Revenue sharing
 - Lead generation
 - Voucher codes
 - Individual agreements
- Measurable. Transparent. Performance-driven.



PARTNER STORY

- More than advertising
- A Partner Story combines the credibility of editorial content with the communication power of your brand.
- Ideal for
 - Products
 - Workflows
 - Services
 - Innovations
 - Best practices
- Professionally produced by the ProfiFoto editorial team.
- From €1,990



ANNUAL PARTNERSHIPS

- Year-round visibility
- For companies seeking a permanent presence within the ProfiFoto community.
- Depending on the package, services may include:
 - Banner inventory
 - Newsletter presence
 - Premium Deals
 - Partner Stories
 - Event communication
 - Custom campaigns



BRONZE PARTNER

- Continuous visibility
- For companies seeking regular visibility.
- Annual services
 - 2 newsletter sponsorships
 - 1 Premium Deal
 - 1 Partner Story
 - Banner inventory worth €500
 - Logo on the ProfiFoto partner page
 - Link to company website
- Ideal for
 - Software providers, service providers, accessory manufacturers and workshop organizers.
- €2,500 per year



SILVER PARTNER

- Visibility with added value
- For companies seeking to position their brand continuously within the ProfiFoto community.
- Annual services
 - 4 newsletter sponsorships
 - 2 Premium Deals
 - 2 Partner Stories
 - Banner inventory worth €1,000
 - Logo on the ProfiFoto partner page
 - Link to company website
 - Preferred scheduling
- Ideal for
 - Manufacturers, specialist retailers, printing providers and software companies.
- €5,000 per year



GOLD PARTNER

- Year-round brand presence
- For companies seeking to use ProfiFoto as a strategic communications partner.
- Annual services
 - 1 Special Newsletter
 - 6 newsletter sponsorships
 - 3 Premium Deals
 - 3 Partner Stories
 - Banner inventory worth €2,000
 - Highlighted placement on the partner page
 - Preferred scheduling
 - Individual campaign consulting
- Ideal for
 - Camera manufacturers, monitor brands, printing providers and software companies.
- €12,000 per year



PLATINUM PARTNER

- Exclusive industry partnership
- For market leaders and companies with the highest expectations regarding visibility and reach.
- Annual services
 - 2 Special Newsletters
 - 12 newsletter sponsorships
 - 4 Premium Deals
 - 4 Partner Stories
 - Banner inventory worth €4,000
 - Exclusive placement on the partner page
 - Individual campaign development
 - Priority booking of all advertising formats
 - Personal support from the ProfiFoto editorial team
 - Integration into selected special projects
- Ideal for
 - Market-leading camera and lens manufacturers, as well as service providers
- €19,000 per year



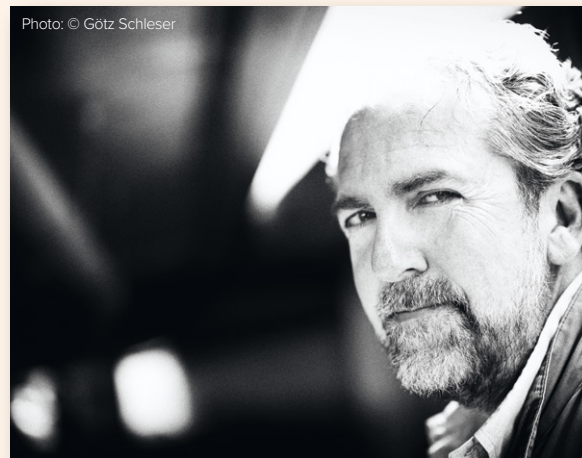
CUSTOM CAMPAIGNS

- Tailor-made solutions
- Every brand has different goals.
- We develop customized communication concepts based on:
 - Website
 - Newsletter
 - Social media
 - Content marketing
 - Affiliate marketing
 - Premium Deals
 - Event communication
- Talk to us.



LET'S TALK

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- Together we will develop the right communication strategy for your brand.



Mr. ProfiFoto: Thomas Gerwers is the editor-in-chief and publisher of ProfiFoto and chairman of the TECHNICAL IMAGE PRESS ASSOCIATION (TIPA)

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PAYMENT TERMS 30 days after date of invoice net cash, if paid within 15 days after invoice date, deduct cash discount of 2 %.

READER SURVEY DATA Reader survey conducted in conjunction with the worldwide TIPA survey; ratings can be found at www.profifoto.de/ueber-profifoto/mediadaten

