

READER SURVEY 2017



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Dear business friends,
dear business partners!

You have become accustomed to the fact that we research, analyse, and challenge thoroughly. However, this time we are not dealing with the newest report on camera models or the focal distance of an objective lens but instead with the information about our readers – **and therefore your target group**. In late 2016, we invited our readers to take part in an online survey and more than 1,500 c't Fotografie readers participated. This incredible resonance shows once again the close connection and enormous trust readers place in Heise media.

In this brochure, we have compiled some interesting statements about our magazine but primarily the insights, interests, and plans of our readers. The combination of high-quality content, modern layout, and a committed target group keen on making investments make c't Fotografie a very appealing and promising advertising medium.

You can find additional facts about the c't Fotografie app for iOS and Android as well as information about our photo channel at www.heise.de/foto. Are you interested in more details or a specific offer? Contact us now.

We would be happy to speak with you!

Simon Tiebel



Sales Manager c't Fotografie

OUR READERS – YOUR TARGET GROUP

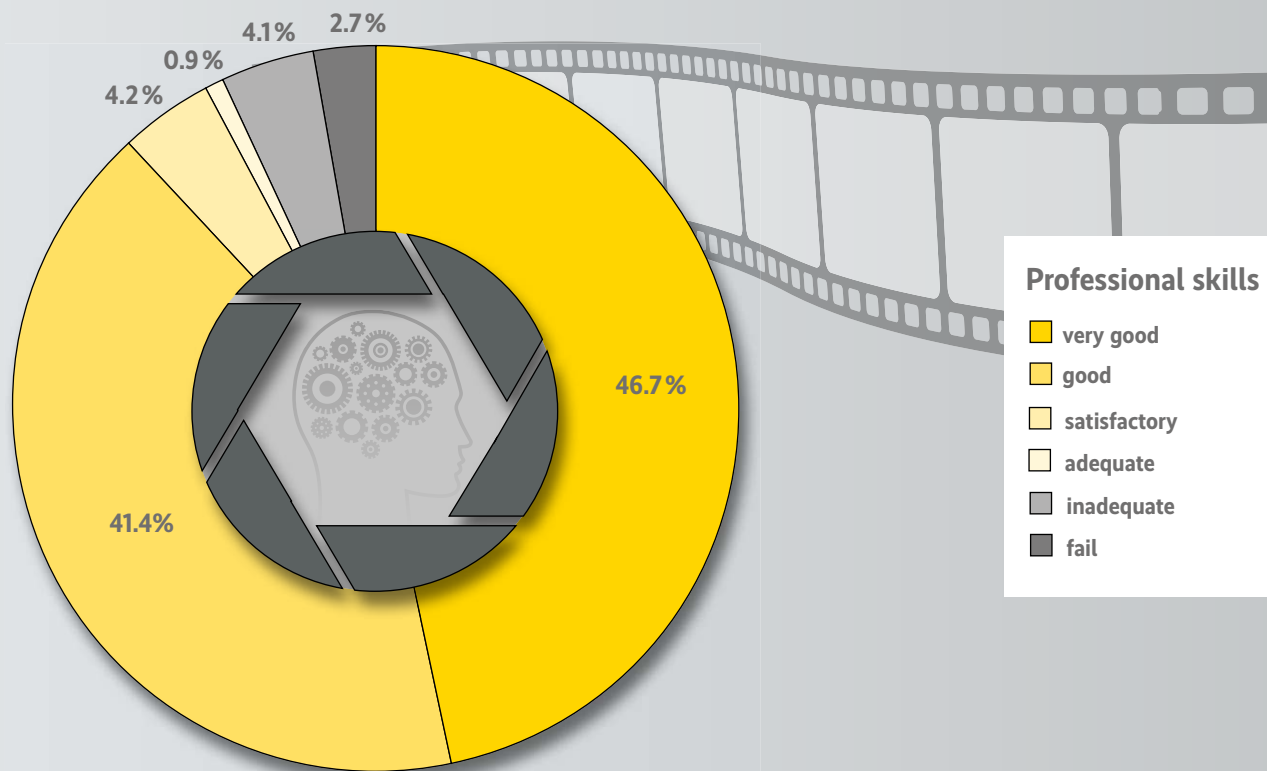
Regular reader: Nearly **83%** read c't Fotografie for at least 2 years

Over **80%** of the readers archive their copies



Heavy reader: **57%** read at least 3/4 of all articles of each issue

HOW WOULD YOU EVALUATE THE PROFESSIONAL EXPERTISE OF c't FOTOGRAFIE?



Source: c't Fotografie Reader survey 2017, n=1,516

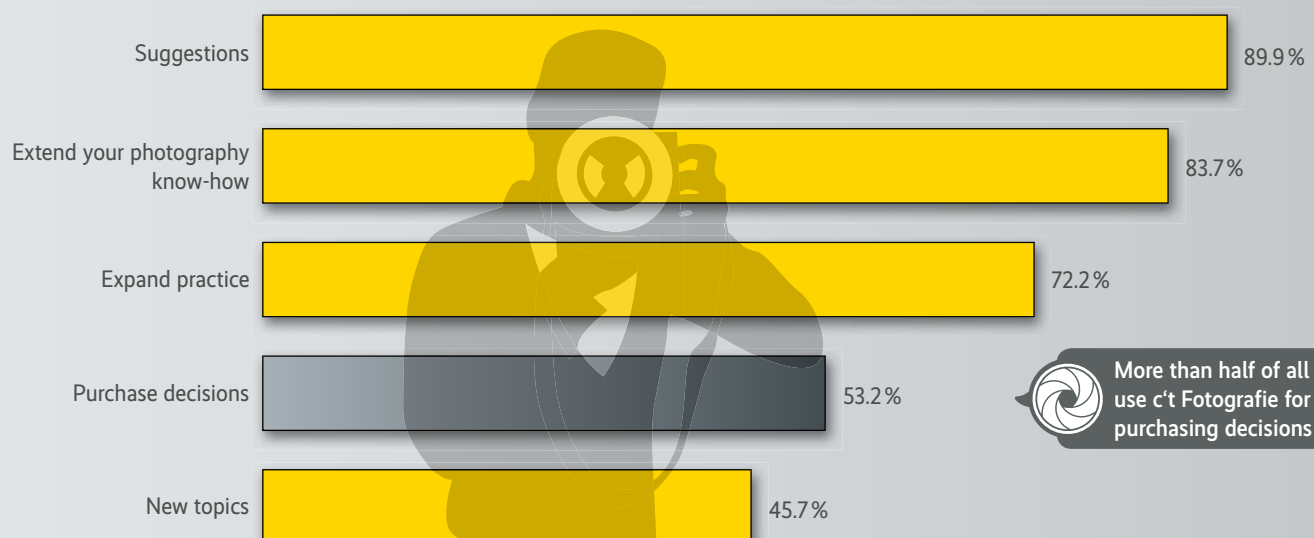
68% of the readers rate the graphic design of the editions as good / very good



over **79%** of the readers rate the topic selection as good / very good (school marks)



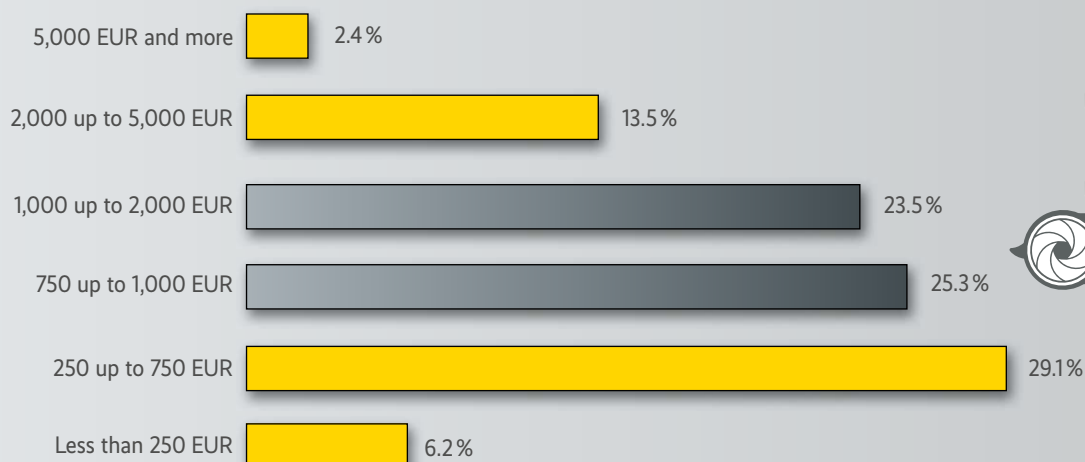
WHAT DO YOU USE c't FOTOGRAFIE FOR?



More than half of all readers use c't Fotografie for definite purchasing decisions

Source: c't Fotografie Reader survey 2017, n=1,516

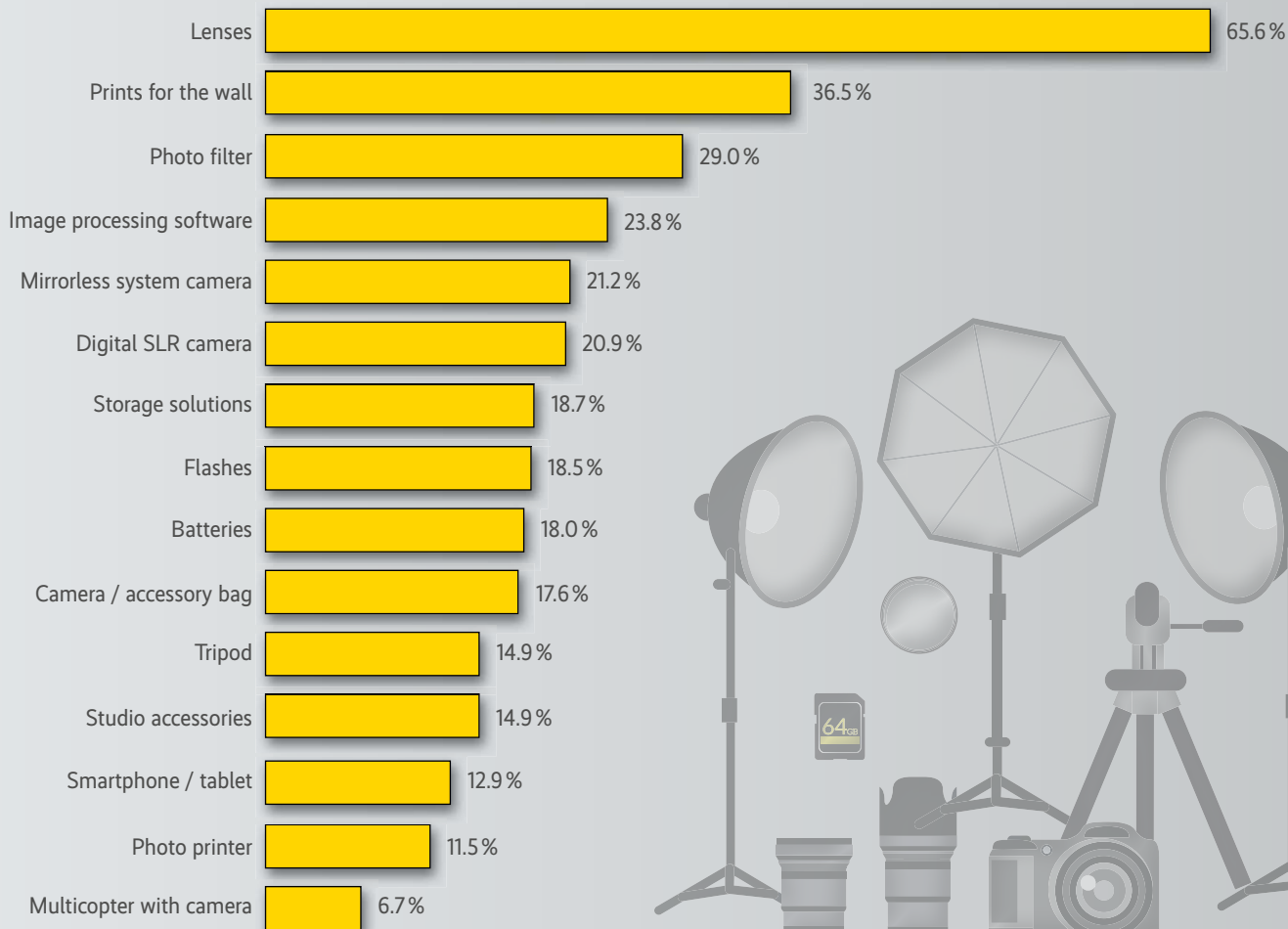
WHAT IS YOUR BUDGET FOR PHOTOGRAPHY PER YEAR?



Almost 50% invest between € 750 and € 2,000 per year

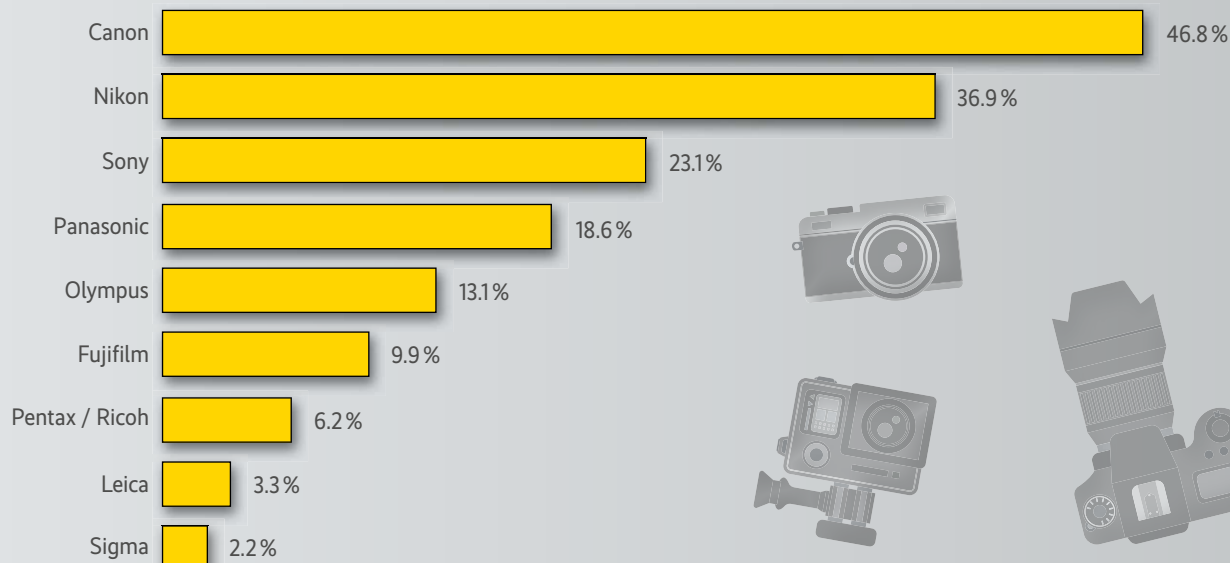
Source: c't Fotografie Reader survey 2017, n=1,516

WHICH PURCHASES ARE YOU PLANNING DURING THE NEXT 12 MONTHS?



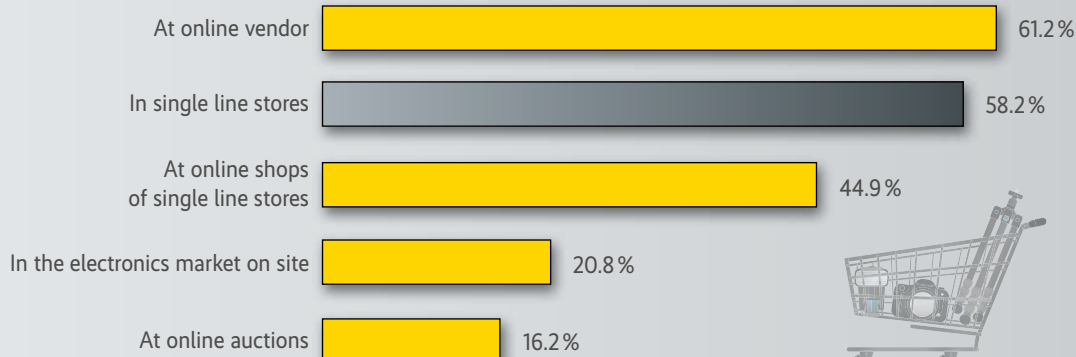
Source: c't Fotografie Reader survey 2017, n=1,516

OF WHICH OF THE FOLLOWING CAMERA BRANDS DO YOU USE?



Source: c't Fotografie Reader survey 2017, n=1,516

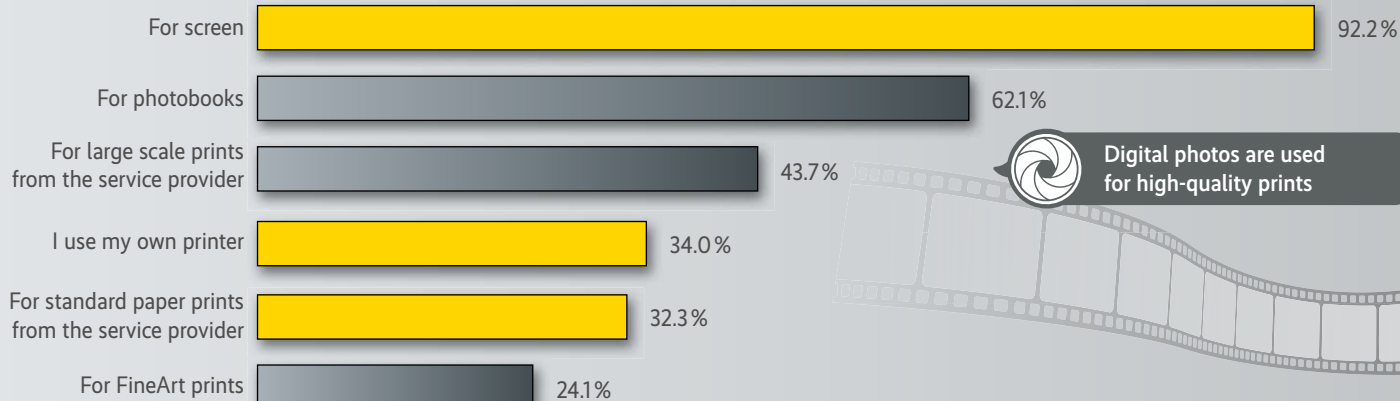
WHERE DO YOU PREFERABLY PURCHASE YOUR PHOTOGRAPHY PRODUCTS?



Competence and personal advice are appreciated

Source: c't Fotografie Reader survey 2017, n=1,516

HOW DO YOU USE YOUR PHOTOS?



Digital photos are used for high-quality prints

Source: c't Fotografie Reader survey 2017, n=1,516

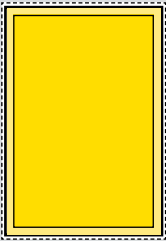


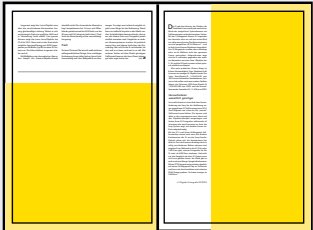


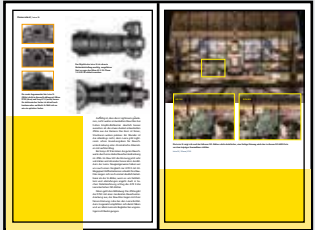

PUBLICATION SCHEDULE 2017

Issue 02/17	Issue 03/17	Issue 04/17	Issue 05/17	Issue 06/17	Issue 01/18
On sale February 20, 2017	On sale April 24, 2017	On sale June 19, 2017	On sale August 21, 2017	On sale October 23, 2017	On sale December 18, 2017
Space close January 23, 2017	Space close March 27, 2017	Space close May 22, 2017	Space close July 24, 2017	Space close September 25, 2017	Space close November 20, 2017
Material due January 26, 2017	Material due March 30, 2017	Material due May 26, 2017	Material due July 27, 2017	Material due September 28, 2017	Material due November 23, 2017

Furthermore:

c't Fotografie special:	Kreativ fotografieren	c't Fotografie special:	Produktfotografie	c't Fotografie extra issue:	Ideenbuch
On sale	March 20, 2017	On sale	November 20, 2017	On sale	July 24, 2017
Space close	February 23, 2017	Space close	October 23, 2017	Space close	June 28, 2017
Material due	February 27, 2017	Material due	October 26, 2017	Material due	July 03, 2017

RATES AND SIZES

Cover Page  210 × 297 4c only! U2 and U4: 5,990 € U3: 5,250 €	1/1 Page  a) 185 × 260 b) 210 × 297* b/w: 3,425 € 4c: 4,775 €	3/4 Page  a) 185 × 190 b) 210 × 216* 137 × 260 146 × 297* b/w: 2,640 € 4c: 3,680 €	2/3 Page  a) 185 × 171 b) 210 × 195* 122 × 260 130 × 297* b/w: 2,360 € 4c: 3,255 €
1/2 Page  a) 185 × 128 b) 210 × 152* 88 × 260 103 × 297* b/w: 1,800 € 4c: 2,475 €	1/3 Page  a) 185 × 84 b) 210 × 107* 58 × 260 71 × 297* b/w: 1,240 € 4c: 1,650 €	1/4 Page  a) 90 × 128 b) 103 × 152* 185 × 62 210 × 80* b/w: 950 € 4c: 1,300 €	1/4 Page  a) 43 × 260 b) 53 × 297* b/w: 950 € 4c: 1,300 €

Trim size: 210 mm × 297 mm
 Type area: 185 mm × 260 mm
 All size: width × height in mm

* Trim allowance:
 head 4 mm, gutter 4 mm, face 3 mm, foot 3 mm
 Minimum size 1/4 page

Other sizes and special colors on request.
 All rates without tax.

c't FOTOGRAFIE ONLINE

Taking pictures has never been easier than today. Thanks to the digital revolution, one of our most important communication media has become instantly available, easier to use and cheaper. c't Fotografie reports in detail on all topics of digital photography: technological trends, current cameras, lenses, accessories, photographic art, important photographers and image editing.

FACTS

USER TRAFFIC – JANUARY 2017

5,682,920 Page Impressions (Source: IVW)

COVERAGE

AGOF digital facts 2016-12 (if)

- c't Fotografie 149,000 Unique User

TARGET GROUP

- Professionals and advanced users
- Ambitious amateurs using their camera for work and in their free time
- Amateur photographers who want to take better pictures
- Very active media users, particularly ambitious Internet users
- High-earning early adopters

CPMs

Leaderboard (728×90)	Skyscraper (max. 160×600)	Medium Rectangle (300×250)	Wallpaper (728×90 + 200×600)	Half Page Ad (300×600)	Billboard (max. 970×250)
€ 22	€ 22	€ 40	€ 55	€ 50	€ 50

In addition to the classic online advertising, you are looking for creative and alternative presentation alternatives? Feel free to contact us.

AdGallery: www.heise.de/mediadaten/online/gallery/

TechSpecs: www.heise.de/mediadaten/online/service/



c't FOTOGRAFIE APP

CHARACTERISTICS

c't Fotografie magazine as HTML5 app for iOS and Android combines the well-known diversity and the editorial know-how of the printed issue with the innovative and interactive options of tablets.

TARGET GROUP

Access to the tablet edition is part of the Plus subscriptions of c't Fotografie. The magazine targets photo enthusiasts amateurs who want to photograph instead of just taking pictures. Professional photographers get comprehensive in-depth information and inspiration from a variety of topics.

FORMATS AND POSITIONS

Opening Page

Prominent position directly following the cover

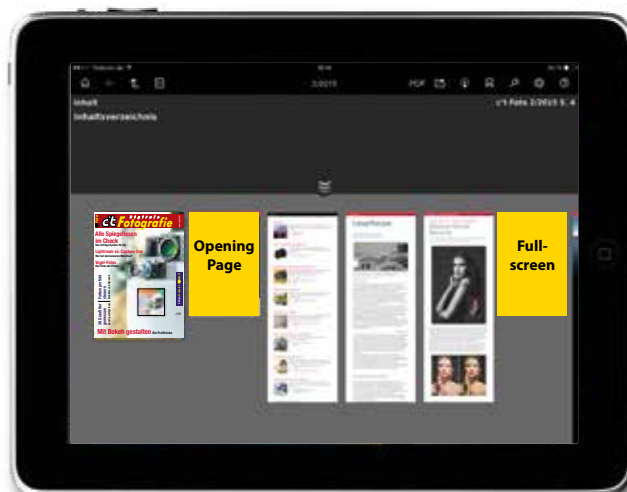
Basic rate: € 3,000

Fullscreen

Embedded in the editorial content

Scroll-Down feature for max. 3 more pages

Basic rate: € 2,000



All rates are eligible for discount and agency commission frequency. Interactive elements and multimedia elements can be included at no extra charge according to the technical standards.

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