READER SURVEY 2017
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

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

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

Source: c’t - AWA, ACTA 2016, c’t Fotografie Reader survey 2017, n=1,516
**WHAT DO YOU USE c’t FOTOGRAFIE FOR?**

- **Suggestions:** 89.9%
- **Extend your photography know-how:** 83.7%
- **Expand practice:** 72.2%
- **Purchase decisions:** 53.2%
- **New topics:** 45.7%

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

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

- **Very good:** 46.7%
- **Good:** 41.4%
- **Satisfactory:** 4.2%
- **Adequate:** 0.9%
- **Inadequate:** 2.7%
- **Fail:** 0.9%

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

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- **68%** of the readers rate the graphic design of the editions as good / very good
- **79%** of the readers rate the topic selection as good / very good (school marks)

Source: c’t Fotografie Reader survey 2017, n=1,516
**What is your budget for photography per year?**

<table>
<thead>
<tr>
<th>Budget Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000 EUR and more</td>
<td>2.4%</td>
</tr>
<tr>
<td>2,000 up to 5,000 EUR</td>
<td>13.5%</td>
</tr>
<tr>
<td>1,000 up to 2,000 EUR</td>
<td>23.5%</td>
</tr>
<tr>
<td>750 up to 1,000 EUR</td>
<td>25.3%</td>
</tr>
<tr>
<td>250 up to 750 EUR</td>
<td>29.1%</td>
</tr>
<tr>
<td>Less than 250 EUR</td>
<td>6.2%</td>
</tr>
</tbody>
</table>

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

**Which purchases are you planning during the next 12 months?**

- Lenses: 65.6%
- Prints for the wall: 36.5%
- Photo filter: 29.0%
- Image processing software: 23.8%
- Mirrorless system camera: 21.2%
- Digital SLR camera: 20.9%
- Storage solutions: 18.7%
- Flashes: 18.5%
- Batteries: 18.0%
- Camera / accessory bag: 17.6%
- Tripod: 14.9%
- Studio accessories: 14.9%
- Smartphone / tablet: 12.9%
- Photo printer: 11.5%
- Multicopter with camera: 6.7%

Source: c’t Fotografie Reader survey 2017, n=1,516
OF WHICH OF THE FOLLOWING CAMERA BRANDS DO YOU USE?

- Canon: 46.8%
- Nikon: 36.9%
- Sony: 23.1%
- Panasonic: 18.6%
- Olympus: 13.1%
- Pentax / Ricoh: 6.2%
- Fujifilm: 9.9%
- Leica: 3.3%
- Sigma: 2.2%

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

WHERE DO YOU PREFERABLY PURCHASE YOUR PHOTOGRAPHY PRODUCTS?

- At online vendor: 61.2%
- In single line stores: 58.2%
- At online shops of single line stores: 44.9%
- In the electronics market on site: 20.8%
- At online auctions: 16.2%

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

HOW DO YOU USE YOUR PHOTOS?

- For screen: 92.2%
- For photobooks: 62.1%
- For large scale prints from the service provider: 43.7%
- I use my own printer: 34.0%
- For standard paper prints from the service provider: 32.3%
- For FineArt prints: 24.1%

Source: c’t Fotografie Reader survey 2017, n=1,516
**Reader Survey 2017**

**RATES AND SIZES**

<table>
<thead>
<tr>
<th>Cover Page</th>
<th>1/1 Page</th>
<th>3/4 Page</th>
<th>2/3 Page</th>
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<tbody>
<tr>
<td><strong>Issue 02/17</strong></td>
<td><strong>Issue 04/17</strong></td>
<td><strong>Issue 05/17</strong></td>
<td><strong>Issue 06/17</strong></td>
</tr>
<tr>
<td>On sale</td>
<td>On sale</td>
<td>On sale</td>
<td>On sale</td>
</tr>
<tr>
<td>Space close</td>
<td>Space close</td>
<td>Space close</td>
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<tr>
<td>Material due</td>
<td>Material due</td>
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<table>
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<tr>
<th>Furthermore:</th>
<th>c't Fotografie special: Kreativ fotografieren</th>
<th>c't Fotografie special: Produktfotografie</th>
<th>c't Fotografie extra issue: Ideenbuch</th>
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<tr>
<td>On sale</td>
<td>March 20, 2017</td>
<td>November 20, 2017</td>
<td>July 24, 2017</td>
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<td>Space close</td>
<td>February 23, 2017</td>
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<td>June 28, 2017</td>
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<td>Material due</td>
<td>February 27, 2017</td>
<td>October 26, 2017</td>
<td>July 03, 2017</td>
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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

<table>
<thead>
<tr>
<th>Format</th>
<th>Leaderboard (728×90)</th>
<th>Skyscraper (max. 160×600)</th>
<th>Medium Rectangle (300×250)</th>
<th>Wallpaper (728×90 + 200×600)</th>
<th>Half Page Ad (300×600)</th>
<th>Billboard (max. 970×250)</th>
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<td>€ 40</td>
<td>€ 55</td>
<td>€ 50</td>
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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.
## CONTACT

**Heise Medien GmbH & Co. KG**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
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</tr>
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</table>

**Verlagsbüro ID GmbH & Co. KG**

<table>
<thead>
<tr>
<th>Name</th>
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<th>Phone</th>
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<tbody>
<tr>
<td>Irmgard Ditgens</td>
<td>(Ltg.)</td>
<td>-0</td>
<td><a href="mailto:ditgens@verlagsbuero-id.de">ditgens@verlagsbuero-id.de</a></td>
</tr>
<tr>
<td>Ines Walter</td>
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<td>-25</td>
<td><a href="mailto:walter@verlagsbuero-id.de">walter@verlagsbuero-id.de</a></td>
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<tr>
<td>Susanne Sinß</td>
<td></td>
<td>35</td>
<td><a href="mailto:sinss@verlagsbuero-id.de">sinss@verlagsbuero-id.de</a></td>
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