



The Magazine for the Digital Image

# READER SURVEY 2017





## 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](http://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

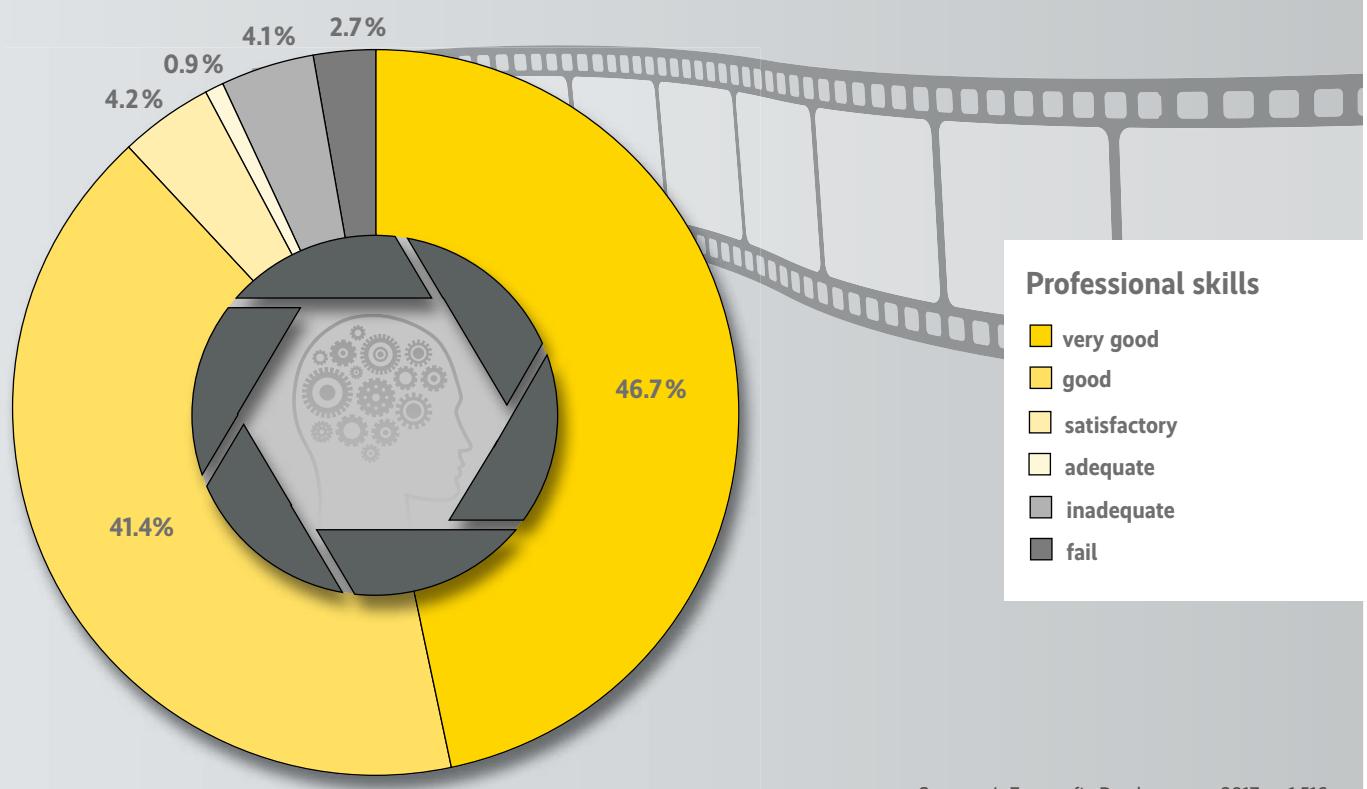
Regular reader: Nearly **83 %** read c't Fotografie for at least 2 years

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

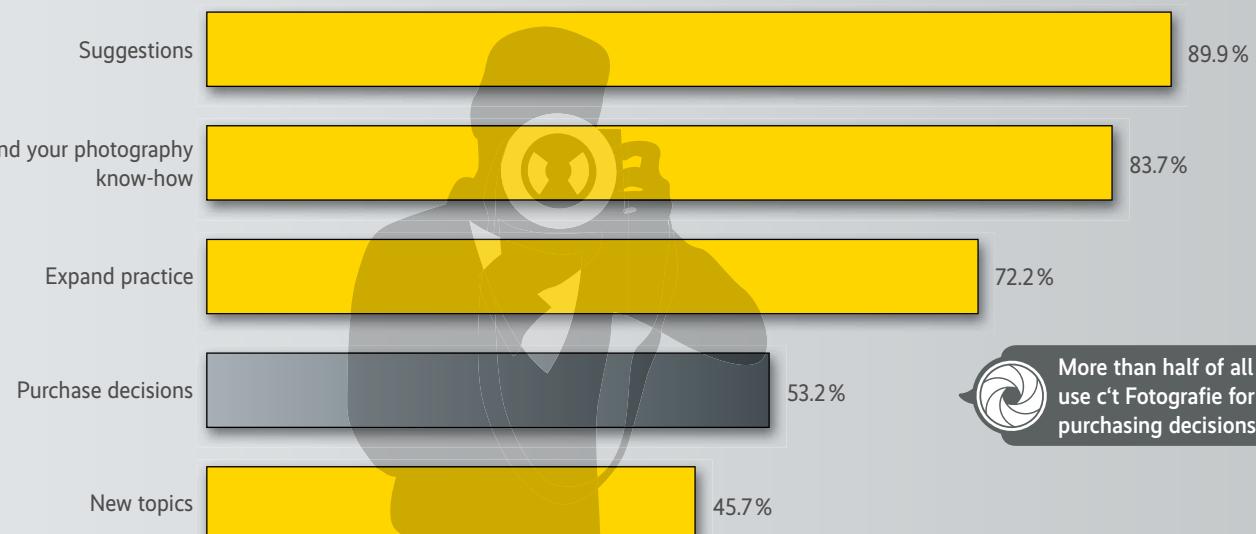
**68%** of the readers rate the graphic design of the editions as good / very good



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



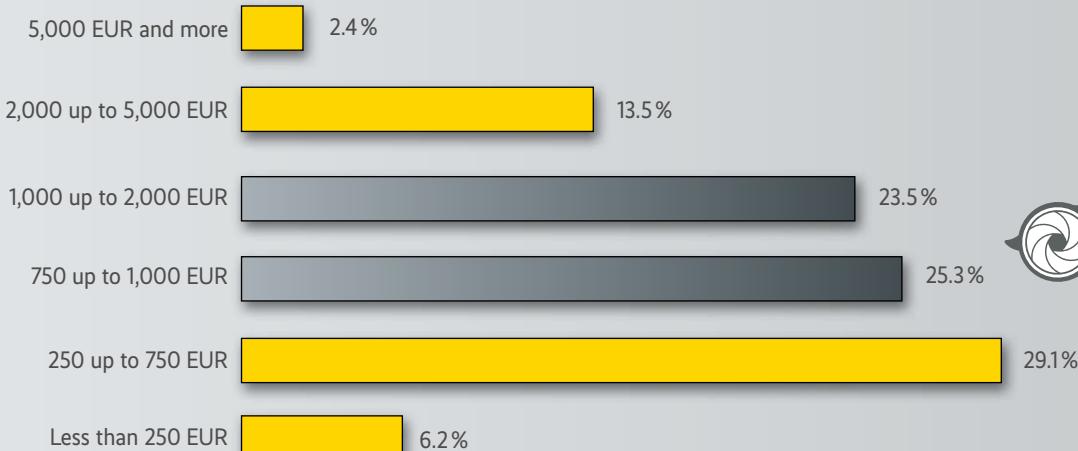
## WHAT DO YOU USE c't FOTOGRAFIE FOR?



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

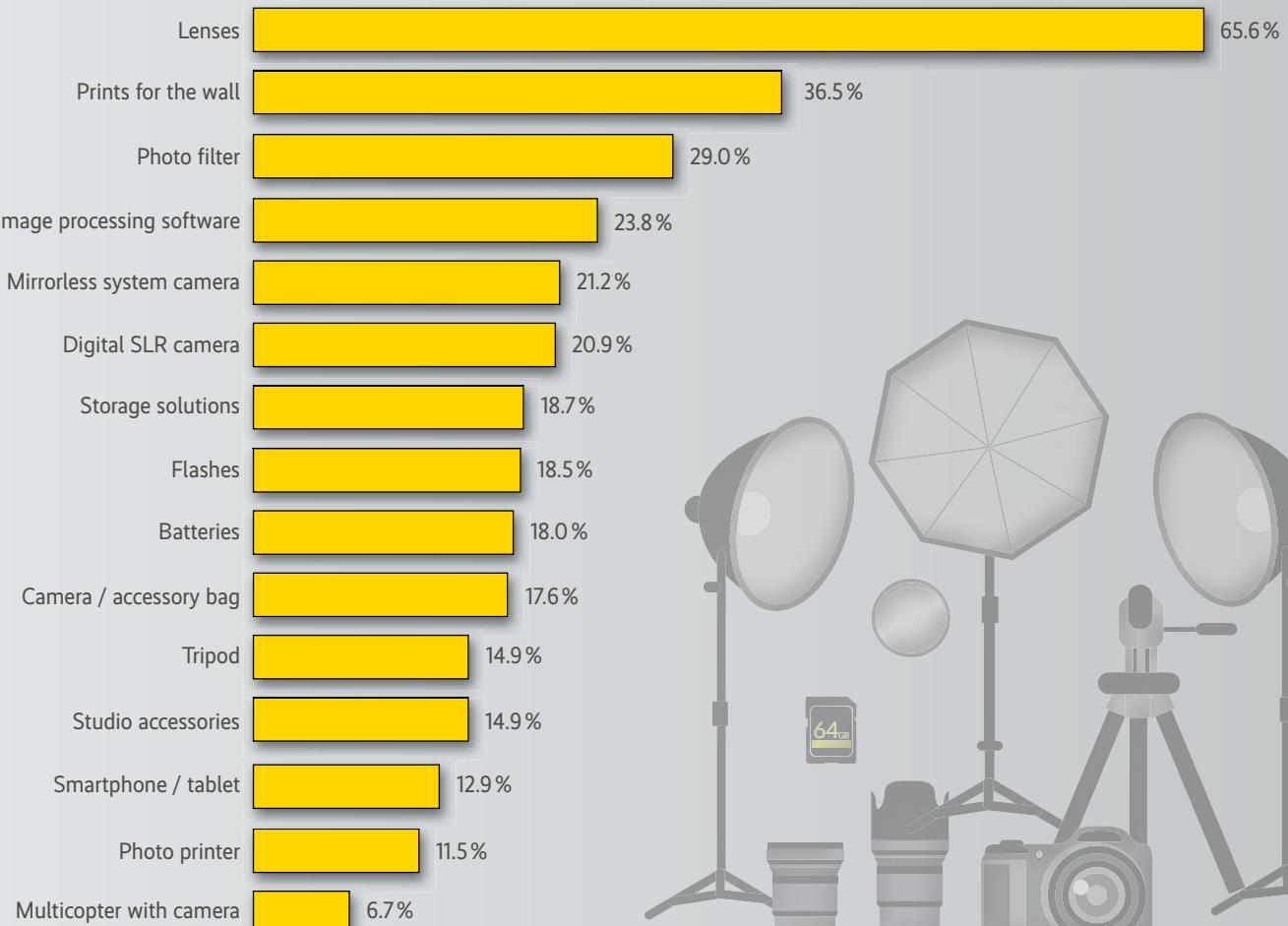
Source: c't Fotografie Reader survey 2017, n=1,516

## WHAT IS YOUR BUDGET FOR PHOTOGRAPHY PER YEAR?



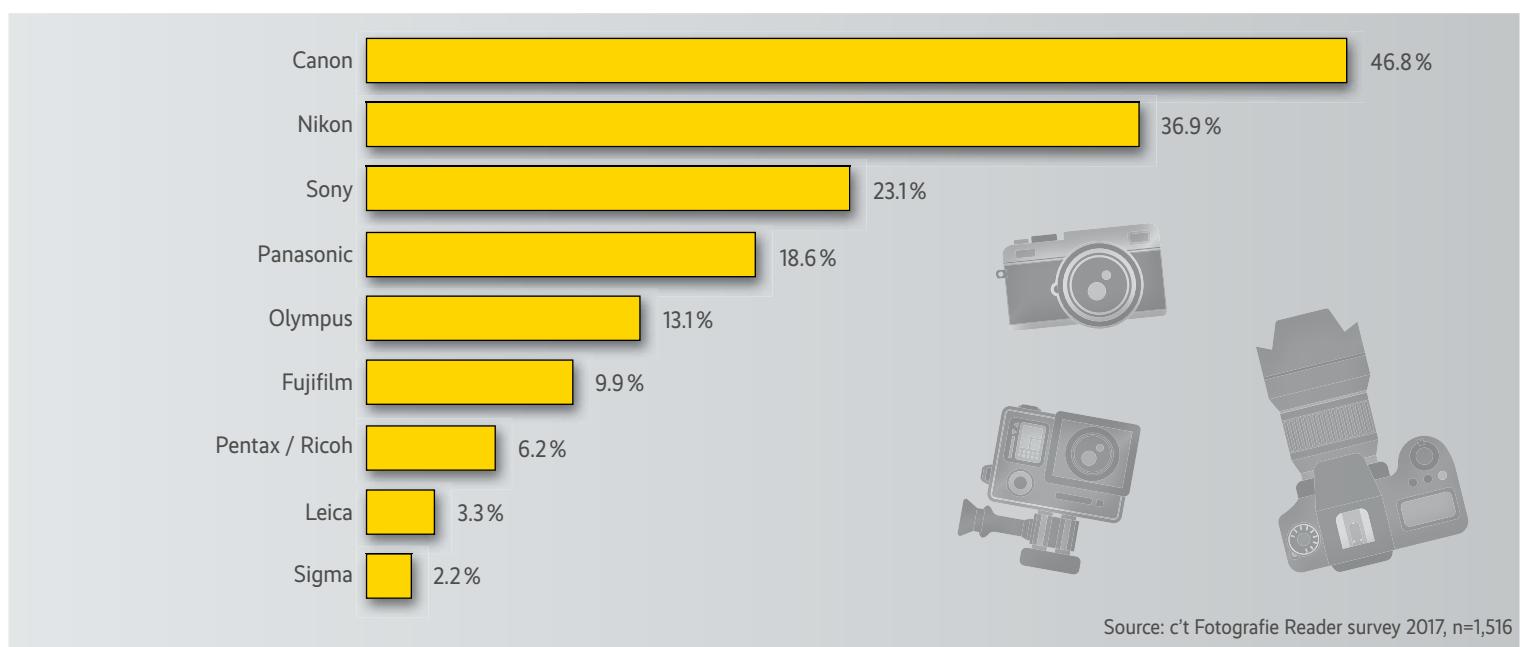
Source: c't Fotografie Reader survey 2017, n=1,516

## WHICH PURCHASES ARE YOU PLANNING DURING THE NEXT 12 MONTHS?

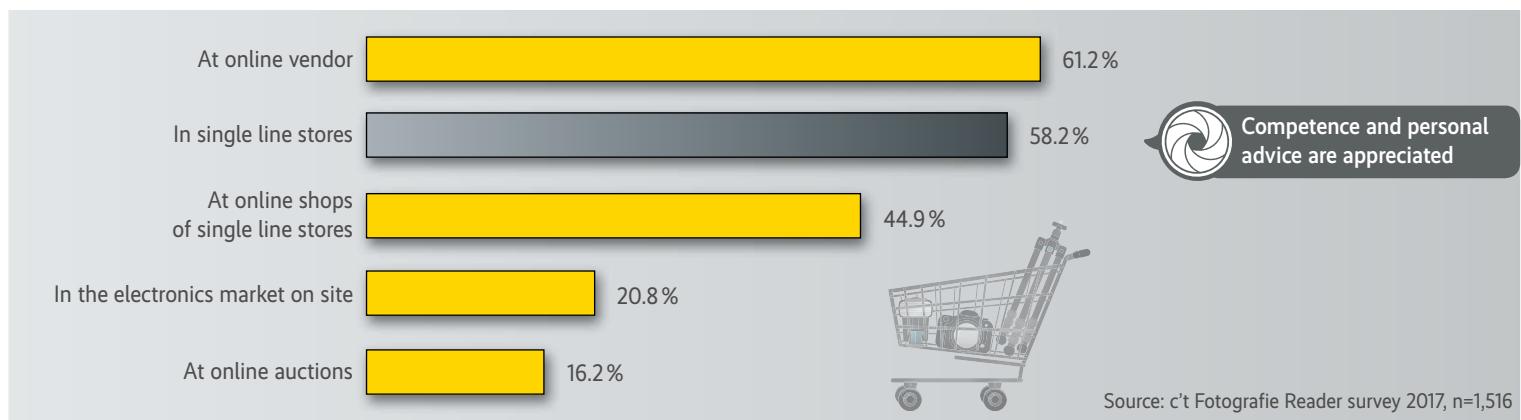


Source: c't Fotografie Reader survey 2017, n=1,516

## OF WHICH OF THE FOLLOWING CAMERA BRANDS DO YOU USE?



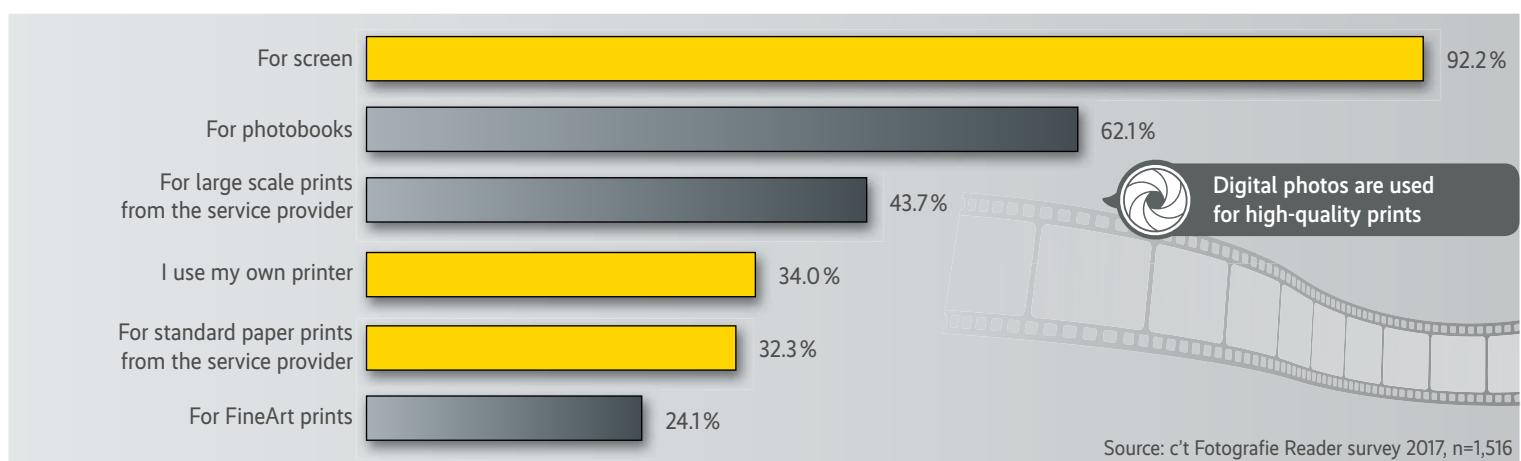
## WHERE DO YOU PREFERABLY PURCHASE YOUR PHOTOGRAPHY PRODUCTS?



Competence and personal advice are appreciated



## HOW DO YOU USE YOUR PHOTOS?



Digital photos are used for high-quality prints

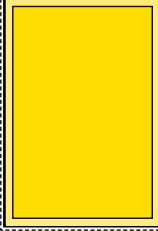
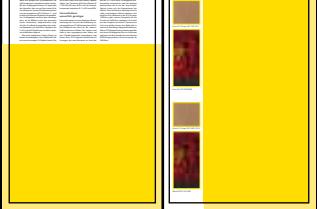
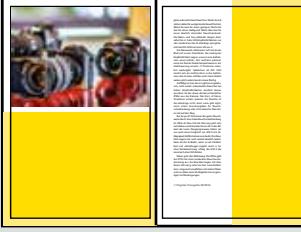
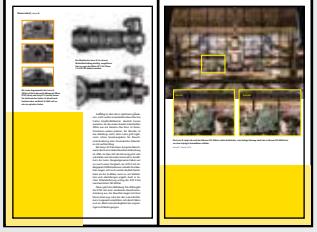
# PUBLICATION SCHEDULE 2017

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

Furthermore:

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

## RATES AND SIZES

Cover Page	1/1 Page	3/4 Page	2/3 Page
 210 x 297 <b>4c only!</b>	 a) 185 x 260 b) 210 x 297* b/w: 3,425 €   4c: 4,775 €	 a) 185 x 190 b) 210 x 216* b/w: 2,640 €   4c: 3,680 €	 a) 185 x 171 b) 210 x 195* b/w: 2,360 €   4c: 3,255 €
1/2 Page	1/3 Page	1/4 Page	1/4 Page
 a) 185 x 128 b) 210 x 152* b/w: 1,800 €   4c: 2,475 €	 a) 185 x 84 b) 210 x 107* b/w: 1,240 €   4c: 1,650 €	 a) 90 x 128 b) 103 x 152* b/w: 950 €   4c: 1,300 €	 a) 43 x 260 b) 53 x 297* b/w: 950 €   4c: 1,300 €

**Trim size:** 210 mm x 297 mm**Type area:** 185 mm x 260 mm**All size:** width x 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

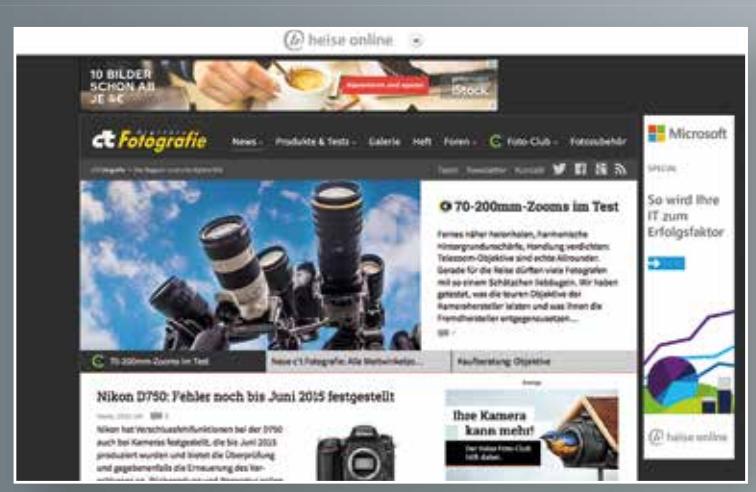
### CPMs

Leaderboard (728x90)	Skyscraper (max. 160x600)	Medium Rectangle (300x250)	Wallpaper (728x90 + 200x600)	Half Page Ad (300x600)	Billboard (max. 970x250)
€ 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/](http://www.heise.de/mediadaten/online/gallery/)

TechSpecs: [www.heise.de/mediadaten/online/service/](http://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**

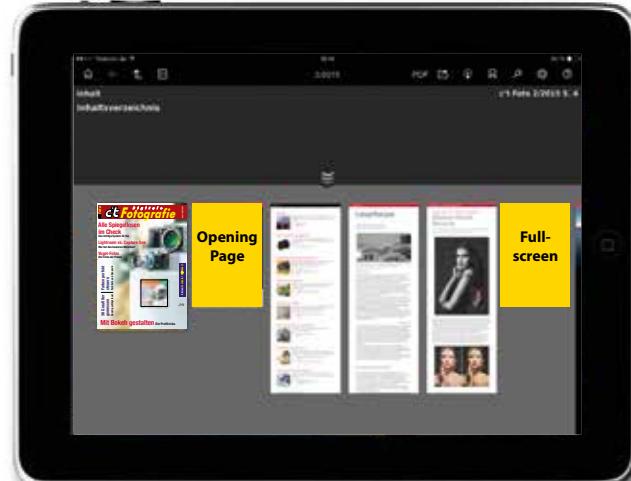
#### Fullscreen

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

Contact us:

**Publishing House**

## Heise Medien GmbH & Co. KG

**Michael Hanke**  
Group Sales Director  
Phone: +49 (0)511 53 52 167  
E-mail: michael.hanke@heise.de

**Simon Tiebel**  
Sales Manager c't Fotografie  
Phone: +49 (0)511 53 52 890  
E-mail: simon.tiebel@heise.de

**Maik Fricke**  
Disposition  
Phone: +49 (0)511 53 52 165  
E-mail: maik.fricke@heise.de

**Advertising Sales Office**

## Verlagsbüro ID GmbH & Co. KG

Jathostr. 10a  
30916 Isernhagen, Germany  
Phone: +49 (0)511 616 595 0  
Fax: +49 (0)511 616 595 55  
E-mail: service@verlagsbuero-id.de  
Internet: www.verlagsbuero-id.de

**Irmgard Ditgens** (Ltg.) -0,  
ditgens@verlagsbuero-id.de

**Ines Walter** -25,  
walter@verlagsbuero-id.de

**Susanne Sinß** -35  
sinss@verlagsbuero-id.de