

Instant cameras and smartphone printers

Instant cameras and smartphone printers are classic gifts for Christmas. The small devices are popular with teenagers as well as at family celebrations or children's birthdays. We took a look at four cameras from Polaroid, Fujifilm instax and Lomography and compared two printers from Fujifilm instax and Canon. In addition, there is an overview of the offers on the market.

Megadap

On mirrorless Z models, Nikon has abandoned autofocus support for older AF and AF-D lenses. They previously relied on the rod autofocus of SLR cameras. The Nikon FTZ adapter allows connection to the camera, but the lenses have to be focused manually. Not all of them are well suited for this, because manual focusing with them was intended more as an emergency solution. Sometimes their adjustment paths are short and not very precise. One solution is the Megadap MTZ 11 autofocus adapter, which allows manual optics with an F bayonet to be focused automatically. And another piece of good news is that lenses from other manufacturers can also be connected to the MTZ 11 and use the autofocus function.

Sony A7 IV in test

All-rounder between the worlds: With the A7 IV, Sony raises its „entry-level“ class to a new level. A new sensor and a beefier body underline the camera's upscale claim. But this has its price [-] not only in the purchase. We compare how good the Sony A7 IV really is with the Canon EOS R6, among others.

Test: Photo bags

The manufacturers of photo bags want to score points with photographers by offering concise design and clever detail solutions. We present a brief check of the strengths and weaknesses of current models.

368,000
Readers
per issue

AWA 2021

SIZE	TYPE AERA	BLEED*	B/W	4C
2/1 page	390 x 260	420 x 297	€ 6,850	€ 9,550
1/1 page	185 x 260	210 x 297	€ 3,425	€ 4,775
3/4 page	185 x 193 137 x 260	210 x 216 146 x 297	€ 2,640	€ 3,680
2/3 page	185 x 171 122 x 260	210 x 195 130 x 297	€ 2,360	€ 3,255
1/2 page	185 x 128 88 x 260	210 x 152 103 x 297	€ 1,800	€ 2,475
1/3 page	185 x 84 58 x 260	210 x 107 71 x 297	€ 1,240	€ 1,650
1/4 page	185 x 62 43 x 260 90 x 128	210 x 80 53 x 297 103 x 152	€ 950	€ 1,300
cover page 2 and 4				€ 5,990
cover page 3				€ 5,250

DATES 01/22

PRINT RUN

36,000 copies

ON SALE

27 December 2021

SPACE CLOSE

29 November 2021

MATERIALS

02 December 2021

Magazine format: 210 x 297 mm
Fixed placement: + 10 %
All rates plus VAT

Advertising on the magazine DVD, rates upon enquiry
* Bleed: 3 mm bleed margin

Verlagsbüro ID GmbH & Co. KG
Jathostr. 10a
30916 Isernhagen, Germany
Phone: +49 [0]511 616595-0
Fax: +49 [0]511 616595-55
E-mail: service@verlagsbuero-id.de
Web: www.verlagsbuero-id.de

Ines Walter (LtG.): -25
Irmgard Ditzgens: -10
Colien Burghardt: -40