

New cameras in test

Panasonic has now introduced the second generation of its mirrorless full-frame cameras, the Lumix S5 II and S5 II x, showing that they are still committed to the L-mount and the alliance with Leica. We'll be testing the camera in the lab and in practice to see how it holds up in a competitive field.

331,000
readers
per issue

AWA 2022

Repro photography

We not only present the tools for repro photography such as tripods and lighting, but also explain the different techniques. The article shows the possibilities to archive artworks, historical books or similar or to present them for an exhibition catalog.

Image management

If you simply import all your photos into Lightroom, you will quickly be faced with a data chaos. Therefore, it is especially important to manage your photos carefully and systematically. In this article, we'll show you the basic structure of data management in Lightroom Classic.

Photo backpacks for every occasion

Theoretically, a cardboard box is enough to transport the photo equipment. But it doesn't like moisture, isn't stable, has no interior compartments or padding, its appearance is poor and the carrying comfort is miserable. This defines the requirements for a suitable transport system. We present a selection of photo backpacks from cheap to high-end.

Slim photo kit for on the go

There are many reasons to slim down your photo bag. Not only will your spine thank you, but the number of missed moments when changing lenses will be smaller. A few tricks will make your photo bag lighter. It starts with the decision for a certain camera or the choice of lenses and ends with the question: „Do I need a tripod?“

DATES

On sale

May 02, 2023

Space close

April 03, 2023

Materials

April 06, 2023

FORMAT	TYPE AERA	BLEED*	B/W	4C
2/1 page	390 x 260	420 x 297	€ 7,125	€ 10,290
1/1 page	185 x 260	210 x 297	€ 3,560	€ 5,200
3/4 page	185 x 193 137 x 260	210 x 216 146 x 297	€ 2,560	€ 3,990
2/3 page	185 x 171 122 x 260	210 x 195 130 x 297	€ 2,455	€ 3,525
1/2 page	185 x 128 90 x 260	210 x 152 103 x 297	€ 1,875	€ 2,690
1/3 page	185 x 84 58 x 260	210 x 107 71 x 297	€ 1,290	€ 1,860
1/4 page	185 x 62 43 x 260 90 x 128	210 x 80 53 x 297 103 x 152	€ 990	€ 1,445
cover page 2 and 4				€ 6,500
cover page 3				€ 5,980

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

Consulting & Sales

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
Internet: www.verlagsbuero-id.de

Ines Walter (Ltg.): -25
Irmgard Ditgens: -10