RATE CARD

www.ct.de/foto
c't Fotografie is published every two months and is one of the highest-circulation photography magazines in Germany. Readers improve their photographic skills with detailed workshops on topics such as night photography, nude photography, portrait shootings and landscapes. Articles on image editing, not only with Photoshop, show step by step the way to the perfect picture. Photo printing is equally important for professionals and hobby photographers: Which paper, which photo book, own printer or service provider?

Rigorous tests of cameras, lenses and accessories in in-house measurement and test labs help readers choose the right equipment. The editors don’t randomly test what comes on the market, but present a selection of the most important new releases and place them in the context of what the market has to offer. Almost every issue contains reports on photo accessories, including flashes, tripods, studio equipment, photo bags and backpacks.

c’t Fotografie is aimed at photo-loving amateurs who want to take pictures instead of snapshots, as well as professional photographers who want comprehensive information and inspiration from a wide range of topics.
## PUBLICATION SCHEDULE 2024

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**Extra:**

**c’t Fotografie special issue:**

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RATES AND SIZES

2/1 Page
a) Type area: 390 × 260
b) Bleed: 420 × 297*
b/w: €7,125 | 4c: €10,290

1/1 Page
a) 185 × 260
b) 210 × 297*
b/w: €3,560 | 4c: €5,200

3/4 Page
a) 185 × 190
b) 210 × 216*
a) 137 × 260
b) 146 × 297*
b/w: €2,560 | 4c: €3,990

2/3 Page
a) 185 × 171
b) 210 × 195*
a) 122 × 260
b) 130 × 297*
b/w: €2,455 | 4c: €3,525

1/2 Page
a) 185 × 128
b) 210 × 152*
90 × 260
b) 103 × 297*
b/w: €1,875 | 4c: €2,690

1/3 Page
a) 185 × 84
b) 210 × 107*
a) 58 × 260
b) 71 × 297*
b/w: €1,290 | 4c: €1,860
The Leica SL can be considered "modern" in comparison to the Nikon D750 and Sony A7 II, despite its relatively high price.

The Nikon D750 is equipped with 1400 117 Phases-AF and 25 contrast-AF points, whereas the Leica SL offers P, A, T (S) and M modes. The Leica SL is oriented towards manual control.

Leica SL allows for optically variable focusing, but only up to 6 bursts per second with ISO values of 100-3200.

The Nikon D750 has a wireless connection (WLAN, NFC, Micro-USB, HDMI) and is compatible with memory cards (SDXC/SDHC/SDHC UHS-I/II, CompactFlash, CFast, MicroSDHC/SDXC UHS-I/II).

The Leica SL has a 1:2.8-4/24-90 ASPH lens, whereas Nikon D750 has a 1:1.4 lens, making the Leica SL optically superior in lower light conditions.

The Leica SL also supports GPS data input. However, the GPS connection may not work with all smartphones.

The Leica SL is lighter than the A7 II, although it is still considered heavy. The Leica SL has a 0.28 s shutter speed and a maximum burst of 6 frames per second.

The Leica SL has a 1.12 megapixel sensor, which is slightly higher than the Nikon D750's 1.08 megapixel sensor. This makes the Leica SL more suitable for low-light photography, although it may be less suitable for action shots.

The Leica SL has a native high ISO setting of 6400, whereas the Nikon D750 has a maximum of 3200.

The Leica SL has a built-in sensor for Moiré patterns, which is not present in the Nikon D750.

The Leica SL includes a 210 mm × 297 mm cover page, with a 4c only print option.

Other sizes and special colors are available upon request, and all rates are without tax.
Loose inserts

- can be added to the entire circulation, national subscription
- Min. quantity: national subscription
- Maximum size 195 mm × 280 mm (w×h)
- Minimum size 105 mm × 148 mm (w×h)

Rate: € 109 per 1,000 up to 25g other weights on request

Extra charge for split circulation/partial coverage: 10 %

Loose inserts, bound inserts, and tip-ons must be suitable for mechanized processing and be packed in the exactly appropriate way – in handy packs stacked loosely on pallets. Please send us 5 samples before placing the order. For items with a thickness more than 2,5 mm, the post office charges additional fees, which are passed on separately.

**Ship Ad Specials to:** Vogel Druck und Medienservice GmbH • Warenannahme • Leibnizstraße 5 • 97204 Höchberg • Germany

Shipping cartons for all ad specials must be labeled as follows: From • For c’t Fotografie issue • Number of inserts in carton • Name of the advertising company

Please check with us directly further rates, technical data and current circulation figures for calculating the print run.
## PUBLISHER’S CONDITIONS

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### Publisher:
Christian Heise, Ansgar Heise, Christian Persson

### Managing Director:
Ansgar Heise, Beate Gerold

### Chief Editor:
Torsten Beeck, Volker Zota

### Publishing Company & Ad Dept.:
Heise Medien GmbH & Co. KG
Karl-Wiechert-Allee 10, 30625 Hanover

### Phone:
+49 (0) 5 11/53 52-0

### Fax:
+49 (0) 5 11/53 52-200

### Year:
23nd year 2024

### Rate Card:
No. 23, effective Jan 01, 2024

### Publication:
6 times a year

### Place of Publication:
Hanover

### Ad Director:
Michael Hanke
+49 (0) 5 11/5352-167
michael.hanke@heise.de

### Bank Account:
Sparkasse Hannover
IBAN DE98 2505 0180 0000 0199 68
BIC SPKH DE 2H

### Terms of Payment:
The invoice amounts are payable within 10 days from the invoice date without any deduction. In case of direct debit authorization or advance payment 2% discount.

### Printing method:
Insides: Web Offset (CMYK)
Cover: Sheetfed Offset (CMYK)

### Processing:
Adhesive bond

### Discounts:
Upon acceptance within 12 months:

- 2 and more ads 5%
- 4 and more ads 10%
- 6 and more ads 15%

### Placements:
Placements can’t be guaranteed except for cover pages.

### Special formats:
On request only.

### Agency commission:
15%

### General business terms and conditions:
The current GTC apply, which can be found at https://mediadaten.heise.de/en/home/gtc/

### Circulation:
Total circulation: 14,662 copies
Total paid circulation: 14,160 copies
Paid subscription: 9,364 copies (IVW III/2023)
TECHNICAL DETAILS

PRINTING METHOD

Inside: Web offset (CMYK)
Cover: Sheetfed offset (CMYK)
Size: Trimmed size: 210 × 297 mm
Bleed: 6 mm head, 3 mm foot, 3 mm face, 4 mm gutter
Cutting marks must be included.

ARTWORK

Fonts: Fonts must be embedded in the print PDF.
Other: The min. line thickness is 0.2 mm. Motifs with very fine structures and copy dot files can lead to moiré formation and must be avoided.

Recommended data formats:

We require print-ready PDF files in PDF/X format

File names:
A unique file designation must always be selected, consisting of: „publication“, „issue number“, „Advertiser name“, „ad format“, „printing method“ e.g. „DigiFoto0116Microsoft_1x2h_Offset“.

Resolution:
Half tone: min. 300 dpi, line: min. 800 dpi

Proof content:
The content proofs are to be created in 4-color mode based on the „ISOcoated_v2“ standard for PS1 offset printing. The corresponding profiles are available for download at www.eci.org. Only if the correct proof parameters are adhered to, your ad can be converted according to process-standard tolerances.

Address for proofs:
Vogel Druck und Medienservice GmbH
Roland Schuster, Auftragsmanagement
Leibnizstraße 5
97204 Höchberg, Germany
If you have any questions about color matching or proofs or need ICC profiles, please contact Roland Schuster, phone: +49 (931) 400 - 2178, e-mail: roland.schuster@vogel-druck.de.

Technical processing
Address for printing PDFs:
Vogel Druck und Medienservice GmbH
Leibnizstraße 5, 97204 Höchberg, Germany
Please supply color space-matched proofs for advertisements.
Please send your print documents to the address above.
Complaints due to incorrect artwork cannot be accepted.

Questions about data delivery
E-mail: produktion@vogel-druck.de
Remote access: User and password will be communicated
c’t FOTOGRAFIE ONLINE

Taking pictures has never been easier: The digital revolution has made one of our most important communication media available at lightning speed, easier to handle and also cheaper. c’t Fotografie reports in detail on all topics of digital photography. Technical trends and the latest cameras, lenses and equipment are covered, as well as photographic art, introductions to important photographers and image editing. More than 200,000 uploaded images and well over 25,000 active users characterize the photo gallery.

In addition, the editorial team tests cameras and lenses, as well as equipment such as flash units, memory cards, tripods, image output devices and photo printers in the in-house photo lab according to current ISO standards. The photo club, the paid section of c’t Fotografie online, features articles from past print issues, exclusive camera and lens tests, and special offers and promotions.

Online Advertorial

Position your brand message in an eye-catching way

Score points with your own content in the heise online environment! With guaranteed visibility, we ensure that heise Foto users become aware of your company, products and solutions.

Duration: 4 weeks | Price: € 3,500

All further details on processing upon request.
READERSHIP

263,000 readers per issue

The typical c’t Fotografie reader is on average 49 years old.

35% have a higher education.

The typical c’t Fotografie reader has an average HH net income of 4,456 euros.

131,000 readers show a high willingness to spend on cameras, lenses and photographic equipment.

221,000 readers decide about the purchase of computer/equipment.

64,000 readers plan to buy a high quality digital camera.

STATEMENTS

253,000 readers take pictures passionately (often + now and then). 71% attach great importance to being thoroughly informed in order to understand backgrounds and contexts better.

52% give advice more often and are considered as photo experts. 170,000 readers always receive interesting suggestions and ideas when reading magazines.

140,000 readers belong to the innovators/trendsetters.

192,000 readers are heavy readers, they usually read very thoroughly, especially the longer articles.
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**Booking deadline**