

**ctFotografie**

# RATE CARD

**2024**



[www.ct.de/foto](http://www.ct.de/foto)

## EDITORIAL PROFILE

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.



## TOPICS

Advisor

Trends

Software

Photo drones

Instant photography

Techniques

Environment

Bodypainting

Product photography

Portrait

Tests

Master classes

Filter

Accessoires

Design



Lightroom

Video tutorials

Cameras

Artist portfolios

Photo printer

Wildlife photography

Reports

Workshops

Copter photography

Camera wifi

Tips

Landscape

Product tests

PUBLICATION SCHEDULE 2024

Issue 02/24	Issue 03/24	Issue 04/24	Issue 05/24	Issue 06/24	Issue 01/25
On sale March 01, 2024	On sale May 03, 2024	On sale July 05, 2024	On sale September 06, 2024	On sale November 01, 2024	On sale December 27, 2024
Space close February 05, 2024	Space close April 08, 2024	Space close June 10, 2024	Space close August 12, 2024	Space close Oktober 07, 2024	Space close December 02, 2024
Materials February 08, 2024	Materials April 11, 2024	Materials June 13, 2024	Materials August 15, 2024	Materials Oktober 10, 2024	Materials December 05, 2024

Extra:

c't Fotografie special issue:	
On sale	Nov 29, 2024
Space close	Nov 04, 2024
Materials	Nov 07, 2024

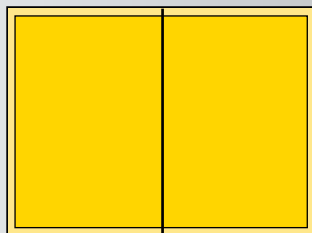
# TOPICS 2024



ISSUE 02/24	ISSUE 03/24	ISSUE 04/24
TOPICS	TOPICS	TOPICS
Analogue photography	Smartphone photography with test smartphone cameras	Travel cameras
New cameras under test	Tablets for photographers	Tripods for photographers
Wedding photography	Alternatives to Photoshop and Lightroom	AI: A blessing and a curse
Panorama software	Configuring cameras yourself	Sports photography
ISSUE 05/24	ISSUE 06/24	ISSUE 01/25
TOPICS	TOPICS	TOPICS
New camera launches put to the test	Fast full-frame cameras	Introduction to photography with flash
Lenses: Standard zooms	Photography with cinema lenses	Digitise slides and negatives
Photo books	Macro photography with lens test	Camera innovations put to the test
Photo bags	Architectural photography	Guide to telephoto zoom lenses

# 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      137 × 260  
 b) 210 × 216\*    146 × 297\*

b/w: € 2,560 | 4c: € 3,990

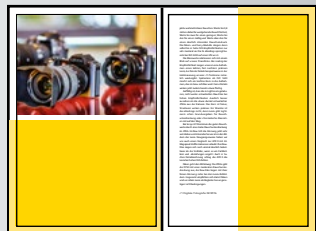
## 2/3 Page



- a) 185 × 171      122 × 260  
 b) 210 × 195\*    130 × 297\*

b/w: € 2,455 | 4c: € 3,525

## 1/2 Page



- a) 185 × 128      90 × 260  
 b) 210 × 152\*    103 × 297\*

b/w: € 1,875 | 4c: € 2,690

## 1/3 Page



- a) 185 × 84      58 × 260  
 b) 210 × 107\*    71 × 297\*

b/w: € 1,290 | 4c: € 1,860

# RATES AND SIZES

## 1/4 Page



- a) 90 × 128      185 × 62  
 b) 103 × 152\*      210 × 80\*

b/w: €990 | 4c: €1,445

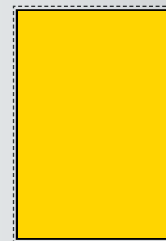
## 1/4 Page



- a) 43 × 260  
 b) 53 × 297\*

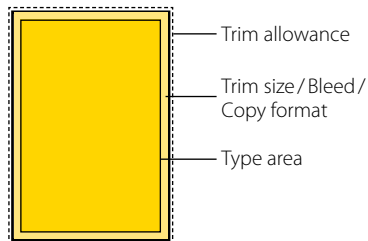
b/w: €990 | 4c: €1,445

## Cover page



210 × 297 **4c only!**

C2 and C4: €6,500 | C3: €5,980



**Trim size:** 210 mm × 297 mm

**Type area:** 185 mm × 260 mm

**All sizes:** width × height in mm

\* Trim allowance:

head 6 mm, gutter 3 mm, face 3 mm, foot 3 mm  
Minimum size 1/4 page

Other sizes and special colors on request.  
All rates without tax.

# AD SPECIALS

## Loose inserts



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

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

## Bind-ins



- Printed materials fixed to the magazine
- Min. quantity: national subscription
- Maximum size 210 mm × 297 mm (wxh)
- Minimum size 140 mm × 140 mm (wxh)
- Split / partial coverage possible

**Rate: 2 pages € 79 per 1,000**  
**4 pages € 109 per 1,000**

## Tip-ons



- Postcards as example
- Only in connection with a master advertisement covering the entire circulation, minimum size 1/1 page
- Min. quantity: national subscription
- Split / partial coverage possible

**Rate: € 79 per 1,000**

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

<b>Publisher:</b>	Christian Heise, Ansgar Heise, Christian Persson
<b>Managing Director:</b>	Ansgar Heise, Beate Gerold
<b>Chief Editor:</b>	Torsten Beeck, Volker Zota
<b>Publishing Company &amp; Ad Dept.:</b>	Heise Medien GmbH & Co. KG Karl-Wiechert-Allee 10, 30625 Hanover
<b>Phone:</b>	+49 (0) 5 11/53 52-0
<b>Fax:</b>	+49 (0) 5 11/53 52-200
<b>Year:</b>	23nd year 2024
<b>Rate Card:</b>	No. 23, effective Jan 01, 2024
<b>Publication:</b>	6 times a year
<b>Place of Publication:</b>	Hanover
<b>Ad Director:</b>	Michael Hanke +49 (0) 5 11/5352-167 michael.hanke@heise.de
<b>Bank Account:</b>	Sparkasse Hannover IBAN DE98 2505 0180 0000 0199 68 BIC SPKH DE 2H
<b>Terms of Payment:</b>	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.
<b>Printing method:</b>	Insides: Web Offset (CMYK) Cover: Sheetfed Offset (CMYK)
<b>Processing:</b>	Adhesive bond

<b>Printer / Shipping address:</b>	Vogel Druck und Medienservice GmbH Leibnizstraße 5, 97204 Höchberg
<b>Discounts:</b>	Upon acceptance within 12 months:  <b>Frequency:</b>  2 and more ads 5 % 4 and more ads 10 % 6 and more ads 15 %
<b>Placements:</b>	Placements can't be guaranteed except for cover pages.
<b>Special formats:</b>	On request only.
<b>Agency commission:</b>	15 %

## Genereal business terms and conditions:



The current GTC apply, which can be found at <https://mediadaten.heise.de/en/home/gtc/>

<b>Circulation:</b>	Total circulation: 14,662 copies Total paid circulation: 14,160 copies Paid subscription: 9,364 copies (IVW III/2023)
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# 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](http://www.eci.org). Only if the correct proof parameters are adhered to, your ad can be converted according to the tolerances customary in the process.

**Proof cover:** The cover proofs are to be set up 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](http://www.eci.org). Only if the correct proof parameters are adhered to, your ad can be converted according to process-standard tolerances.

The proofs for the contents and cover pages must be created from the supplied data.

**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](mailto: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](mailto: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.



[ct-fotografie.de](http://ct-fotografie.de)

## 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.*



TKPs

**Leaderboard**  
(728 × 90)

€29

**Skyscraper**  
(max. 160 × 600)

€29

**Medium  
Rectangle**  
(300 × 250)

€39

**Wallpaper**  
(728 × 90 +  
160 × 600)

€49

**Half Page Ad**  
(300 × 600)

€49

**Billboard**  
(max. 970 × 250)

€49

**Sitebar**  
(dynamic)

€49

# 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*).

**52%** give advice more often and are considered as **photo experts**.

**140,000 readers** belong to the **innovators / trendsetters**.

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

**71%** attach great importance to **being thoroughly informed** in order to understand backgrounds and contexts better.

**170,000 readers** always receive **interesting suggestions and ideas** when reading magazines.

## Verlagsbüro ID GmbH & Co. KG

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30916 Isernhagen, Germany  
Phone: +49 (0)511/616595-0  
Fax: +49 (0)511/616595-55  
E-mail: [service@verlagsbuero-id.de](mailto:service@verlagsbuero-id.de)  
Internet: [www.verlagsbuero-id.de](http://www.verlagsbuero-id.de)

**Ines Walter** (Ltg.) -25,  
[walter@verlagsbuero-id.de](mailto:walter@verlagsbuero-id.de)

**Irmgard Ditgens** -10,  
[ditgens@verlagsbuero-id.de](mailto:ditgens@verlagsbuero-id.de)

## Heise Medien GmbH & Co. KG

### Sales Director

Simon Tiebel  
Phone: +49 (0)511/53 52-890  
E-mail: [simon.tiebel@heise.de](mailto:simon.tiebel@heise.de)

### Disposition

Maik Fricke  
Phone: +49 (0)511/5352-165  
E-mail: [maik.fricke@heise.de](mailto:maik.fricke@heise.de)

January	February	March	April	May	June	July	August	September	October	November	December
1	1	1 Sale 2/24	1	1	1	1	1	1	1	1 Sale 06/24	1
2	2	2	2	2	2	2	2	2	2	2	2 01/25
3	3	3	3	3 Sale 03/24	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4 Extra	4
5	5 02/24	5	5	5	5	5 Sale 04/24	5	5	5	5	5
6	6	6	6	6	6	6	6	6 Sale 05/24	6	6	6
7	7	7	7	7	7	7	7	7	7 06/24	7	7
8	8	8	8 03/24	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10 04/24	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12 05/24	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14	14
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26	26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	27	27	27 Sale 01/25
28	28	28	28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29	29	29 Sale Extra	29
30		30	30	30	30	30	30	30	30	30	30
31		31		31		31	31		31		31