

**ct** Fotografie

# RATE CARD



2025

[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. With detailed workshops on topics such as night photography, nude photography, portrait shooting and landscape, readers improve their photographic skills. Articles on image editing, not only with Photoshop, show the way to the perfect picture step by step. Photo printing is equally important for professional and amateur photographers: which paper, which photo book, own printer or service provider?

Tough tests of cameras, lenses and accessories in our in-house measuring and test laboratories help readers to choose the right equipment. The editorial team does not just randomly test what comes onto the market, but presents a selection of the most important new releases and categorises them in the market offering. 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 on a wide range of topics.



# TOPICS

Advisor Trends Software Photo drones Instant photography

Techniques Environment Product photography Tests

Masterclasses Filters Accessories Portrait Design



Lightroom Video tutorials Cameras Artist portfolios

Photo printer Wildlife photography

Reports Workshops Copter photography

Camera WLAN Tips Landscape Product tests

## SCHEDULE 2025

Issue 02/25	Issue 03/25	Issue 04/25	Issue 05/25	Issue 06/25	Issue 01/26
On sale <b>February 28, 2025</b>	On sale <b>May 02, 2025</b>	On sale <b>July 04, 2025</b>	On sale <b>September 05, 2025</b>	On sale <b>October 24, 2025</b>	On sale <b>December 19, 2025</b>
Space close <b>February 03, 2025</b>	Space close <b>April 07, 2025</b>	Space close <b>June 10, 2025</b>	Space close <b>August 11, 2025</b>	Space close <b>September 29, 2025</b>	Space close <b>November 24, 2025</b>
Materials <b>February 06, 2025</b>	Materials <b>April 10, 2025</b>	Materials <b>June 13, 2025</b>	Materials <b>August 14, 2025</b>	Materials <b>October 02, 2025</b>	Materials <b>November 27, 2025</b>

Extra:

**c't Photography special issue:**On sale **November 21, 2025**Space close **October 27, 2025**Materials **October 30, 2025**

# TOPICS 2025



ISSUE 02/25
TOPICS
Photo country Germany
Websites for photographers
Photo backpacks in the test
Image composition

ISSUE 03/25
TOPICS
Macro photography
Test of new cameras
Indoor tripods in the test
Image editing programmes in comparison

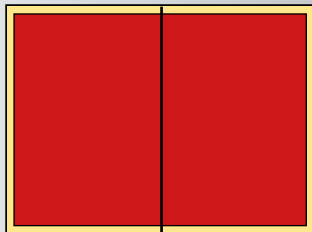
ISSUE 04/25
TOPICS
Landscape photography
Photography with camera and smartphone in comparison
Smartphone cameras in comparison
Mural prints in the test

ISSUE 05/25
TOPICS
Test of new cameras
Architectural photography
Photography with the drone
Photo book test

ISSUE 06/25
TOPICS
Portrait photography
Gifts for photographers
Camera repair
Apps for photographers

ISSUE 01/26
TOPICS
Street photography
Scanner for photographers
Camera straps in the test
Astrophotography

## RATES AND SIZES

**2/1 page**

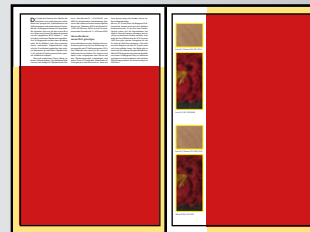
- a) Type area: 390 × 260  
b) Bleed: 420 × 297\*

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\*

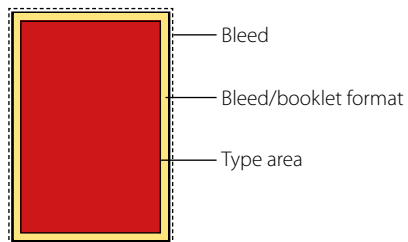
b/w: € 990 | 4c: € 1,445

## Cover page



210 × 297 **4c only!**

U2 and U4: € 6,500 | U3: € 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 (w×h)
- Minimum size 105 mm × 148 mm (w×h)

**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 (w×h)
- Minimum size 140 mm × 140 mm (w×h)
- 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 must be delivered properly packaged - in handy packets placed loosely on pallets. Please send us 5 samples in advance. For items with a thickness more than 2,5 mm, the post office charges additional fees, which will be passed on separately.

**Shipping address:** Vogel Druck und Medienservice GmbH - Warenannahme - Leibnizstraße 5 - 97204 Höchberg

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.



# 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.

**Run time: 4 weeks | Rate: € 3,500**

*All further details on processing on request.*



# c't PHOTOGRAPHY ONLINE

Taking pictures has never been as easy as it is today: 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 aspects of digital photography. Technology trends and the latest cameras, lenses and accessories are covered as well as photographic art, introductions to important photographers and image processing.

In addition, the editorial team tests cameras and lenses, as well as accessories such as flash units, memory cards, tripods, image output devices and photo printers in the in-house photo laboratory according to current ISO standards.



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

## CPMs

Leaderboard (728 × 90)	Skyscraper (max. 160 × 600)	Medium Rectangle (300 × 250)	Wallpaper (728 × 90 + 160 × 600)	Half Page Ad (300 × 600)	Billboard (max. 970 × 250)	Sitebar (dynamic)
€ 29	€ 29	€ 39	€ 49	€ 49	€ 49	€ 49

## PODCAST



## NEW! CLICK BOOM FLASH

### The podcast from c't Fotografie

Stories from the world of photography

New episodes every fortnight.

Listen now at:

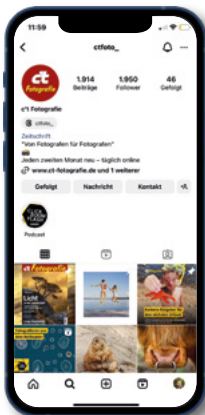
[click-boom-flash.podgee.io](http://click-boom-flash.podgee.io)



### STARTER PACK:

Your spot in four episodes  
over two months  
for only € 1,990

## SOCIAL MEDIA CAMPAIGNS



### USP:

Your advert will only be displayed in the audience of c't and c't Fotografie on Facebook and Instagram.

### Advantage:

They reach followers in a private usage situation and thus create a new touchpoint within the customer journey.

### PACKAGES:

Performance	Run time	Rate
500 Clicks	2 weeks	€ 1,990
1,000 Clicks	4 weeks	€ 3,990
2,000 Clicks	6 weeks	€ 6,990

# READERSHIP

**261,000 readers** per issue



**The typical c't photography reader** is **51 years** old on average.



**54%** have a **higher School education.**



**The typical c't photography reader** has an average **net household income of € 4,583.**



**121,000 readers** show a **high Ready to spend** on cameras, lenses, photographic equipment.



**231,000 readers** decide on the **Purchase of computers/accessories.**



**39,000 readers** are planning to buy a high-quality **digital camera.**

## STATEMENTS

**246,000 readers** are **passionate about photography** (*frequently + occasionally*).

**49%** often give advice and are considered **photo experts**.

**134,000 readers** are among the **innovators/trendsetters.**

**179,000 readers** are **heavy readers**, they usually read very thoroughly, especially the longer articles.

**74%** attach great importance to **being thoroughly informed** in order to better understand backgrounds and contexts

**180,000 Readers** always receive **interesting suggestions and ideas** when reading magazines.

## PUBLISHER'S DETAILS

<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>	24th year 2025
<b>Rate list:</b>	No. 24, effective Jan 01, 2025
<b>Place of publication:</b>	Hanover
<b>Sales Director:</b>	Simon Tiebel +49 (0) 511/5352-890 simon.tiebel@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

**Print / Shipping  
address:**

Vogel Druck und Medienservice GmbH  
Leibnizstraße 5, 97204 Höchberg

**Discounts:**

Upon acceptance within 12 months:

**Frequency:**

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:**

Only on request.

**Agency commission:**

15 %

**General business  
terms and condi-  
tions:**

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

**Circulation:**

Distribution: 13,207 copies  
Sales: 12,998 copies  
Subscription: 8,286 copies  
(IVW III/2024)

# 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 „Fogra 51 PSOcoated v3“ 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 „Fogra 51 PSOcoated v3“ 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

**Verlagsbüro ID GmbH & Co. KG**

Jathostr. 10a  
30916 Isernhagen  
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)

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**Heise Medien GmbH & Co KG****Sales Management**

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**Disposition**

Maik Fricke  
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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	1	1	1	1	1	1	1	1	1
2	2	2	2	<b>2 Sale 03/25</b>	2	2	2	2	2	2	2
3	<b>3 02/25</b>	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	<b>4 Sale 04/25</b>	4	4	4	4	4
5	5	5	5	5	5	5	5	<b>5 Sale 05/25</b>	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	<b>7 03/25</b>	7	7	7	7	7	7	7	7
8	8	8	8	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	<b>10 04/25</b>	10	10	10	10	10	10
11	11	11	11	11	11	11	<b>11 05/25</b>	11	11	11	11
12	12	12	12	12	12	12	12	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
15	15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	<b>19 Sale 01/26</b>
20	20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	<b>21 Sale Extra</b>	21
22	22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	<b>24 Sale 06/25</b>	<b>24 01/26</b>	24
25	25	25	25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	<b>27 Extra</b>	27	27
28	<b>28 Sale 2/25</b>	28	28	28	28	28	28	28	28	28	28
29		29	29	29	29	29	29	<b>29 06/25</b>	29	29	29
30		30	30	30	30	30	30	30	30	30	30
31		31		31		31	31		31		31

**Booking deadline**



Karl-Wiechert-Allee 10 - 30625 Hannover - Germany - Fax: +49 (0) 511 53 52-200 - [www.ct.de/media](http://www.ct.de/media)