

ct Fotografie

RATE CARD



20

26

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 2026

Issue 02/25	Issue 03/25	Issue 04/25	Issue 05/25	Issue 06/25	Issue 01/26
On sale February 27, 2026	On sale May 08, 2026	On sale July 03, 2026	On sale September 04, 2026	On sale October 23, 2026	On sale December 18, 2026
Space close February 02, 2026	Space close April 13, 2026	Space close June 08, 2026	Space close August 10, 2026	Space close September 28, 2026	Space close November 23, 2026
Materials February 05, 2026	Materials April 16, 2026	Materials June 11, 2026	Materials August 13, 2026	Materials October 01, 2026	Materials November 26, 2026

Extra:

c't Photography special issue:	
On sale	November 02, 2026
Space close	October 09, 2026
Materials	October 12, 2026

TOPICS 2026



ISSUE 02/26

TOPICS

Nature photography

Street photography

Camera apps on smartphones

Host your own AI image generator

ISSUE 03/26

TOPICS

Cinema cameras and lenses

Masks in Lightroom

**Rooftop tents for nature
photographers**

Festival photography

ISSUE 04/26

TOPICS

Photographing pets

**Analog photography (cameras,
lenses, film)**

Filter for the camera

Architectural photography

ISSUE 05/26

TOPICS

Travel/Reportage Photography

Photoshop alternatives

Photo calendar

Panorama techniques

ISSUE 06/26

TOPICS

Self-portrait

Photo gifts

Macro photography

Image editing

ISSUE 01/26

TOPICS

Minimalist photography

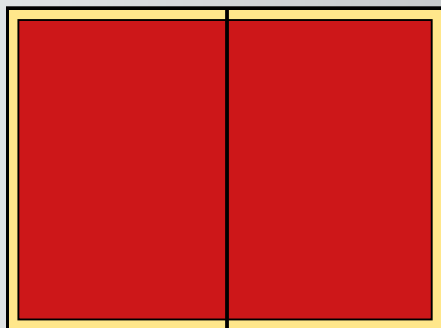
Print photos yourself

Image ideas for photographers

Astrophotography

RATES AND SIZES

2/1 page



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

b/w: 7.125 € | 4c: 10,290 €

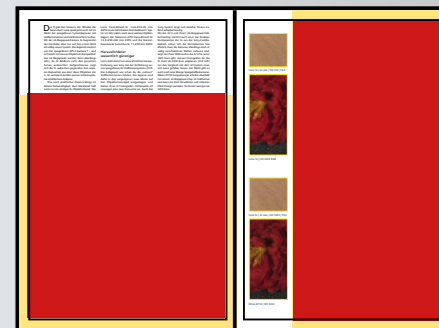
1/1 page



- 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

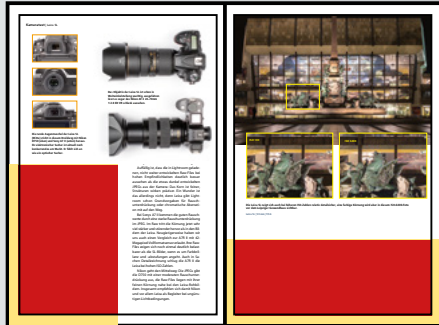


- a) 185 × 84 58 × 260
b) 210 × 107* 71 × 297*

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*

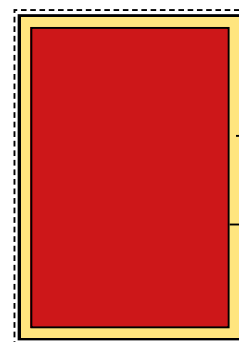
b/w: € 990 | 4c: € 1,445

Cover page



210 × 297 **4c only!**

U2 and U4: € 6,500 | U3: € 5,980



Bleed

Bleed/booklet format

Type area

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

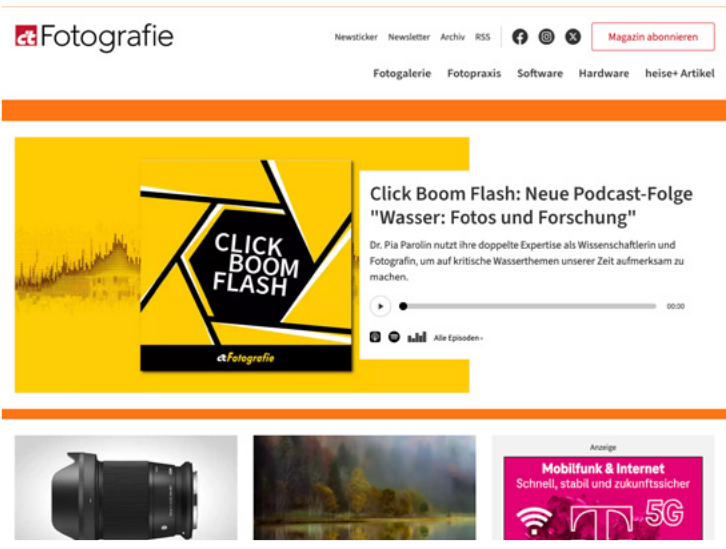
All further details on processing on request.



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


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

NEWSLETTER ROTATION AD




Inspiration, tips, and tricks from professionals, as well as the most important photo news of the week at.

Every saturday | 6,500 subscribers




Personal topic overview and exclusive background information on each new issue of c't.

Every second Thursday | 108,000subscribers



What remains of the hype? Spotlight on current trends and assessment of their future development.

Every second Thursday | 6,000 subscribers




Reach top decision-makers in ministries and Authorities.

Every second Thursday | 2,500 subscribers


Required reading for fans of open source software: Discover innovative open-source applications.

Every second Friday | 7,800 subscribers




New hardware, new tools – what is worthwhile and what is not.

Every second Monday | 2,000 subscribers



For c't subscribers only: nerdy expertise and exclusive background information from the editorial team at .

Every Tuesday | 90,000 subscribers



Receive information about the contents and where to purchase c't special editions at.

several times a year | 8,000 subscribers





Targeting the right audience



Guaranteed visibility and range



Trustworthy editorial environment



High technical relevance

CpM: € 85

Minimum volume: 20,000 ad impressions

View specifications

PODCAST

**NEW! CLICK BOOM FLASH**
The podcast from c't Fotografie

Stories from the world of photography

New episodes every fortnight.

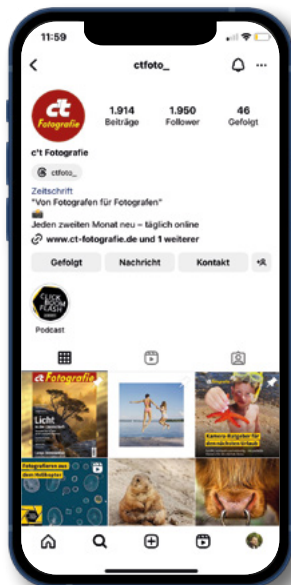
Listen now at:

click-boom-flash.podigee.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

256,000 readers per issue



The typical c't photography reader is **48,3 years** old on average.



50% have a **higher School** education.



The typical c't photography reader has an average **net household income of € 4,856**.



123,000 readers show a **high Ready to spend** on cameras, lenses, photographic equipment.



214,000 readers decide on the **Purchase of computers/accessories**.



23,000 readers are planning to buy a high-quality **digital camera**.

STATEMENTS

245,000 readers are **passionate about photography** (*frequently + occasionally*).

53% often give advice and are considered **photo experts**.

122,000 readers are among the **innovators/trendsetters**.

158,000 readers are **heavy readers**, they usually read very thoroughly, especially the longer articles.

71% attach great importance to **being thoroughly informed** in order to better understand backgrounds and contexts
160,000 Readers always receive **interesting suggestions and ideas** when reading magazines.

PUBLISHER'S DETAILS

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: 25th year 2026

Rate list: No. 25, effective Jan 01, 2026

Place of publication: Hanover

Sales Director: Simon Tiebel
+49 (0) 511/5352-890
simon.tiebel@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

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 %

Genereal business terms and conditions: 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. 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. 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.

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

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
Internet: www.verlagsbuero-id.de

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Heise Medien GmbH & Co KG

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E-mail: 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 02/26	2	2 EVT Extra	2	2	2	2	2	2	2	2
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