

# PROFI FOTO

MEDIA FOR PROFESSIONAL PHOTOGRAPHY

ProfiFoto  
is a member of...

arbeitskreis  
**adf**  
digitale fotografie

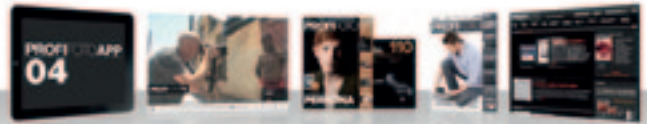


**MEDIA**  
INFORMATION

# 2012

GFW PHOTOPUBLISHING GMBH  
HOLZSTR. 2 / MEDIA TOWER  
40221 DÜSSELDORF  
+ 49 (0) 211 39009-0  
FAX + 49 (0) 211 39009-55  
[www.profffoto.de](http://www.profffoto.de)





## PROFI FOTO IS GERMANY'S LEADING MEDIA BRAND FOR PROFESSIONAL PHOTOGRAPHERS AND EVERYONE WHO ASPIRES TO BECOME A PRO.

ProfiFoto has been enjoying a continuous growth in readership online and offline among its premium target audience: The magazine is Germany's most prominent publication for professional photographers (according to an independent survey\*) and also remains the undisputed market leader on the European market for professionals thanks to above average image indices (pan European TIPA survey 2011). As a cross-media premium brand in the GFW publication program, ProfiFoto keeps setting standards – in terms of format and content as well as its sophisticated target group, which has immense purchase power. It achieves these results not only in print, but also online and on the iPad and all Android tablets.



- Month after month, **the print version of ProfiFoto in Print and the PDF tablet App** provide more than 100 pages of reports on the latest photo technology and professional photography news.
- **ProfiFoto SPEZIAL**, the magazine within a magazine for all ProfiFoto readers is published as a fixture with each issue and always covers the latest topics of special interest. The 20-page supplement offers additional reader benefits and is enclosed with the complete circulation of the magazine.
- On a quarterly basis, ProfiFoto also reaches professional photo retailer customers with its free, high volume circulation (40,000 copies!) of **Line Extender FlashLight**.
- The website **profifoto.de** works as a complement to the print issue and is chockfull of additional information and services, including numerous videos, tutorials and the **ProfiFoto TV podcast**, which is released along with each new issue to provide supplementary information to the magazine content and many other topics.
- The magazine website is updated several times a day with the latest news and is available as a **free e-mail newsletter**
- The interactive **ProfiFoto App presents four times a year a multimedia prepared Best-of** taking advantage of the innovative opportunities to address the premium target group of the publication in the cross media array of several ProfiFoto media standards. This makes it possible to deliver budget price moving image campaigns directly to the target group without wastage as a result of optimum placement.
- The annually published **ProfiFoto ProductGuide** will inform as the annual manual for professional photo technology and provide information about important products for professional photo studios, labs and media production.

**Consequently, ProfiFoto is the number one crossmedia partner in the professional photography market.**

*\*Survey conducted by Adobe Systems among professional photographers*





## PUBLICATION SCHEDULE

**photokina-issue**  
= No. 10/2012 (EVT 18. September)

ISSUE NO.	ISSUE	FIRST SALES DATE	AD DEADLINE	ART WORK DEADLINE
<b>1-2/2012</b>	January/February	21.12.2011	11.11.2011	01.12.2011
FlashLight <b>1/2012</b>	Quarter 1/2012	21.12.2011	25.11.2011	05.12.2011
<b>3/2012</b>	March	22.02.2012	13.01.2012	02.02.2012
<b>4/2012</b>	April	28.03.2012	17.02.2012	08.03.2012
<b>5/2012</b>	May	25.04.2012	16.03.2012	04.04.2012
FlashLight <b>2/2012</b>	Quarter 2/2012	30.04.2012	10.04.2012	13.04.2012
<b>6/2012</b>	June	23.05.2012	13.04.2012	02.05.2012
<b>7-8/2012</b>	July/August	27.06.2012	16.05.2012	06.06.2012
<b>9/2012</b>	September	22.08.2012	13.07.2012	02.08.2012
<b>10/2012</b>	<b>October (photokina issue)</b>	<b>18.09.2012</b>	<b>10.08.2012</b>	<b>29.08.2012</b>
FlashLight <b>3/2012</b>	Quarter 3/2012 (photokina)	18.09.2012	24.08.2012	31.08.2012
<b>11/2012</b>	November	24.10.2012	14.09.2012	04.10.2012
<b>12/2012</b>	December	21.11.2012	12.10.2012	31.10.2012
<b>1-2/2013</b>	January/February	19.12.2012	09.11.2012	29.11.2012
FlashLight <b>1/2013</b>	Quarter 1/2013	21.12.2012	18.11.2012	08.12.2012
APP NO.	ISSUE	PUBLICATION DATE	AD DEADLINE	FILES DUE
<b>5</b>	Quartal 1/2012	Dec. 2011	18.11.2011	25.11.2011
<b>6</b>	Quartal 2/2012	May 2012	20.04.2012	27.04.2012
<b>7</b>	Quartal 3/2012 (photokina)	18.09.2012	17.08.2012	24.08.2012
<b>8</b>	Quartal 1/2013	Dec. 2012	16.11.2012	23.11.2012

# ADVERTISING FORMATS OF THE PROFIFOTO FAMILY

## ProfiFoto Magazine

Circulation 22,500



## with ProfiFoto Spezial



## ProfiFoto website

with 95,000 page impressions  
and 13,935 newsletter subscribers



## ProfiFoto FlashLight Line-Extender

Circulation 40,000



## ProfiFoto App

for iPad and Android



## ProfiFoto TV

Podcast companion of the magazine



We develop and support your campaign idea through cross media channels aiming it at the core target group, while also linking it expediently with our digital storytelling



# PROFIFOTO ADVERTISING PRICES AND FORMATS 2012

Price List No. 43  
Effective January 1, 2012

PAGE SECTIONS		Bleed Margin all sides 3 mm	FORMATS		GROSS PRICES IN EURO			
			Width / mm	Height / mm	black/white	2-colour	3-colour	4-colour
<b>1/1</b>	<b>ProfiFoto</b>		<b>235</b>	<b>306</b>	<b>3,000.–</b>	<b>4,500.–</b>	<b>4,800.–</b>	<b>5,200.–<sup>1)</sup></b>
	FlashLight		210	297				<b>1,980.–<sup>2)</sup></b>
<b>3/4</b>	<b>ProfiFoto</b>	<b>Vertical</b>	<b>160</b>	<b>306</b>	<b>2,250.–</b>	<b>3,375.–</b>	<b>3,600.–</b>	<b>3,900.–</b>
		<b>Horizontal</b>	<b>235</b>	<b>218</b>				
	FlashLight	Vertical	146	297				
		Horizontal	210	211.25				<b>1,485.–</b>
<b>2/3</b>	<b>ProfiFoto</b>	<b>Vertical</b>	<b>144</b>	<b>306</b>	<b>2,000.–</b>	<b>3,000.–</b>	<b>3,200.–</b>	<b>3,465.–</b>
		<b>Horizontal</b>	<b>235</b>	<b>195</b>				
	FlashLight	Vertical	127	297				
		Horizontal	210	189				<b>1,320.–</b>
<b>1/2</b>	<b>ProfiFoto</b>	<b>Vertical</b>	<b>113.50</b>	<b>306</b>	<b>1,500.–</b>	<b>2,250.–</b>	<b>2,400.–</b>	<b>2,600.–</b>
		<b>Horizontal</b>	<b>235</b>	<b>149</b>				
	FlashLight	Vertical	101	297				
		Horizontal	210	144.50				<b>990.–</b>
<b>1/3</b>	<b>ProfiFoto</b>	<b>Vertical</b>	<b>75</b>	<b>306</b>	<b>1,000.–</b>	<b>1,500.–</b>	<b>1,600.–</b>	<b>1,735.–</b>
		<b>Horizontal</b>	<b>235</b>	<b>103</b>				
	FlashLight	Vertical	67	297				
		Horizontal	210	100				<b>660.–</b>
<b>1/4</b>	<b>ProfiFoto</b>	<b>1-column</b>	<b>62</b>	<b>306</b>	<b>750.–</b>	<b>1,125.–</b>	<b>1,200.–</b>	<b>1,300.–</b>
		<b>2-column</b>	<b>113.50</b>	<b>149</b>				
		<b>4-column</b>	<b>235</b>	<b>80</b>				
	FlashLight	1-column	56	297				
		2-column	101	144.50				
		4-column	210	77.75				<b>495.–</b>
<b>1/8*</b>	<b>ProfiFoto</b>	<b>1-column</b>	<b>47,50</b>	<b>135</b>	<b>375.–</b>	<b>565.–</b>	<b>600.–</b>	<b>650.–</b>
		<b>2-column</b>	<b>100</b>	<b>65</b>				
		<b>4-column</b>		<b>30</b>				

\*only in the classified section

1) incl. 1/1 page in FlashLight

2) free of charge when booking 1/1 page in ProfiFoto

All of the stipulations below are subject to the General Terms and Conditions for Advertising and Third Party Inserts

# PROFI FOTO ONLINE

Advertising Format	Format in Pixels	CPT Views*
Superbanner	990 x max. 100	45 Euro
Leaderboard / BigSizeBanner	728 x 90	40 Euro
Billboard	728 x 180	50 Euro
Wide SkyScraper	160 x 600	40 Euro
SkyScraper	120 x 600	35 Euro
Expandable SkyScraper	160 x 600 bis 300 x 600	50 Euro
Wallpaper / Tandem Ad	728 x 90 + 160 x 600 bzw. 120 x 600	75 Euro
Content Ad / Rectangle	300 x 250	40 Euro
Anzeige im Newsletter	660 x 300	50 Euro

Visits per month (status quarter 10/2011):  
AdViews: 95,102, Unique Visitors: 24,994

\*Minimum order amount EUR 500 Euro

## DELIVERY OF DATA

To place the advertisements quickly and easily, we require the following details at least 3 working days prior to release pr E-Mail to banner@gfw.de. This includes advertiser, campaign, media time table advertisements, Click-URL, capacity and the contact person for further inquiries (e-mail and telephone).

## REPORTING

As an online customer, you will have access to the real time statistics reporting the results of your banner campaigns. As a result, you will be able to receive the latest updates on your campaign status 24/7.

**NO BANNER? PLEASE CONTACT US, WE WILL DESIGN YOUR PROFESSIONAL BANNER AT A REASONABLE PRICE.**

# PROFI FOTO APP

The interactive **ProfiFoto App** with its multimedia premium content takes advantage of the innovative options of digital storytelling and sets photo media standards. The iPad version offers advertising customers diverse new opportunities to reach the magazine's premium target groups through the cross-media combination of the different ProfiFoto media formats. As a result, it is possible to for instance to transport video campaigns at a budget price directly to the target group without wastage as a result of optimum placement.

## PRICES FOR MULTIMEDIA ADVERTISING

**2,300 Euro** for complete artwork\* delivered to us with up to two interactive elements

\* PDF in vertical or horizontal format; 1024 x 768 pixels, plus video, etc.

**3,800 Euro** if the artwork still has to be produced\*\* with up to two interactive elements

\*\* We will design and program your ad/advertorial based on your copy, image or video material

**300 Euro**

for each additional interactive element

# PROFI FOTOTV

The podcast that accompanies every new print issue. Provides additional information on the content of the issue and additional professional photo scene topics – right from the TV studio. Always online at profifoto.de. Advertisers have the option to book advertising presentations and product infomercials in the studio or the integration of company and product videos in the **ProfiFoto podcast**. One-time cost per issue: 1,498 € (minimum term 1 month)

Advertising Format	Format	Price
ProfifotoTV Podcast	Live presentation	1,498 Euro flat rate

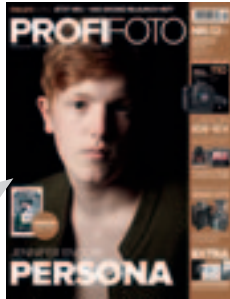
**PROFI FOTO MARKET REPORT 2012:** The complete, comprehensive and detailed ProfiFoto Market Report is available to anyone interested for a licensing fee of EUR 1,498.--. For more information please contact m.dietrich@gfw.de, telephone +49 (0) 211 – 39009 - 53

FULL-PAGE ADVERTISING PUBLISHED IN THE PROFIFOTO PURCHASING MAGAZINE WILL BE PUBLISHED FREE OF CHARGE IN FLASHLIGHT.



A magazine with a vast circulation, **FlashLight** is the free ProfiFoto Line-Extender. This complimentary magazine contains highlights excerpted from the regular publication. Per issue, we print 40,000 copies, which are distributed by approximately 100 qualified professional photo retailers in Germany, Austria and Switzerland as well as by more than 100 colleges, universities and vocational schools who offer photography curriculums. Consequently, ProfiFoto provides a topical information medium to the professional photography sector, which reaches specialized retail customers as well as up and coming photographer talent in training. Professional photo supply customers get to enjoy qualified expert information on topics relevant to their discipline free of charge, while the retailers involved have at their disposal an interesting customer loyalty generating and informative tool, which is absolutely unique in this format.

**SALES CONCEPT**



**Pay Magazine**  
Print circulation 22,500

Sold through:  
Newsstands  
Subscribers



Sold through:  
All professional photo retailers in Germany, Austria and Switzerland  
Students of photography  
Rental studios

**Customer Magazine**  
Print circulation 40,000

**PROFESSIONAL AND SEMI-PROFESSIONAL PHOTOGRAPHERS**

Total print circulation: 62,500 copies

tributed circulation: 56,083 copies

Readers: 112,166





## EDITOR-IN-CHIEF

Thomas Gerwers, DGPh  
Buero GRG, Muermeln 83 B, 41363 Juechen  
Tel.: +49 (0) 21 65 - 87 21 73  
Fax: +49 (0) 21 65 - 87 21 74  
eMail: profifoto@buero-grg.de

## Advertising

Michaela Dietrich, Tel. +49 (0) 2 11 3 90 09-53, m.dietrich@gfw.de  
Walter Hauck, Tel. +49 (0) 2 11 3 90 09-27, w.hauck@gfw.de  
Michaela König, Tel. +49 (0) 2 11 3 90 09-25, m.koenig@gfw.de

**MAGAZINE DIMENSIONS** 235 mm wide x 306 mm high  
**TYPESETTING AREA** 205 mm wide x 306 mm high

**PRICE PER MILLIMETER** Per single-column, 46 mm wide millimeter line € **2.75**  
(format of 1/8 page and smaller:  
Placement in classified advertisement section)

**COPY SECTION PRICE** Per mm height at width of 46 mm € **3.85**  
Per mm height at width of 97 mm € **7.70**

**PRICES FOR OCCASIONAL ADS** Per single-column printed line private classifieds € **2.50\*\***

(classified typesetting about 30 characters)  
Commercial € **5.00\***

Minimum size classified ads: 3 lines  
\*no discount  
\*\*no discount, no agency fee

Code fee inclusive offer postage € **6.00**

**MULTI-COLOURED ADS** Subject to use of the European colour scale is valid. Tonalities, which cannot be achieved by European colour scale, will be charged separately. Special colours available upon request. Equalization of colour is option. No warranty can be provided for print quality in the absence of a binding colour proof.

**SPECIAL PLACEMENT SURCHARGES** 2nd and 4th cover page as well as binding placement instructions **Surcharge 10 %**

## PUBLISHER

GFW PhotoPublishing GmbH  
Holzstr. 2 / Media Tower,  
40221 Düsseldorf, Germany  
Tel.: +49 (0) 211 / 39009 - 0  
Fax: +49 (0) 211 / 39009 - 55  
info@gfw.de  
www.profifoto.de

## POSTAL ADDRESS

Postfach 26 02 41, 40095 Düsseldorf, Germany

## MANAGING DIRECTORS

Thomas Gerwers, Walter Hauck, Frank Isphording,  
Dr. Martin Knapp

## ZAHLUNGS-MÖGLICHKEITEN

Deutsche Bank AG, Düsseldorf (Sortcode 300 700 10) 2 032 779  
Postbank Essen (Sortcode 360 100 43) 102 151-435

## PAYMENT OPTIONS

30 days after date of invoice net cash, if paid within 15 days after invoice date, deduct cash discount of 2 %.

## DISCOUNTS

subject to purchase over a 12 month period

### Multiplication Discounts

From 3 ads 3 %  
From 5 ads 5 %  
From 10 ads 10 %  
From 15 ads 15 %  
From 20 ads 20 %

### Volume Discounts

From 2 pages 3 %  
From 4 pages 5 %  
From 5 pages 10 %  
From 7 pages 15 %  
From 10 pages 20 %

## DRUCKVERFAHREN

Offset, auf holzfreiem weißen Bilderdruckpapier, 115 g/m<sup>2</sup>, Klebebindung

## DIGITALE DRUCKDATEN

**High-End-PDF** (PDF/x-1a oder PDF/x-3)  
DATA Screen ruling: 60 i/cm (300 dpi)

**INSERTS (no discount)** Up to 25 g single weight, per thousand plus postage  
 Format maximum 225 mm wide x 296 mm high  
 23,000 copies for total circulation required € **195.-**

**STAPLED INSERT** Two-page insert € **3,800.-**  
 Four-page insert € **5,400.-**  
 Eight-page insert € **7,000.-**

**DELIVERY** Inserts must be delivered no later than 10 days prior to the publication date, advance sample requested. Postage paid.

**DELIVERY ADDRESS** D+L Printpartner  
 Schlavenhorst 10, 46395 Bocholt, Germany

**PUBLICATION FREQUENCY** 10 times a year

**PUBLICATION LOCATION** Düsseldorf, Germany

**MAGAZINE PRICE** Domestic annual subscription rate € **70.-**  
 newsstand price per copy € **7.80**

**Target Group** Professional photographers, up and coming photographers in training, photography and digital studios, semi professionals, high end amateurs, professional users, photo service providers, photo and advertising agencies, photography supply buyers at various institutions, government agencies and schools

Trim: on each and every outside 3mm  
 format corners: With 3 mm parallel offset  
 Black full-surface: Using multiple-colour printing, the solid black surface should be back filled with 40% Cyan.  
 Over / under filling: Combining print coat elements, they must be over or under filled in an appropriate way.  
 UCR/maximum area coverage: Total of all colours in neutral print depth should not exceed 300% area coverage.  
 Coloured matched proof: ISO-coated V2 standard with Ugra/Fogra-media wedge  
 Deliver data via CD-ROM or e-mail

<b>Circulation Analysis</b>	<b>PROFIFOTO</b> (Status Quarter 3/2011)
Print run	22,500
Total circulation	16,483
Print run sold	16,108
Subscribers	7,112
Newsstand sales	8,417
iscellaneous sales	579
Free copies	375

	<b>PROFIFOTO FLASHLIGHT</b>
Print run	40,000
Total circulation	39,600

**Reader Survey Data** Reader survey conducted in conjunction with the pan-European TIPA survey; ratings can be found at [www.fotohits.de/mediadaten.html](http://www.fotohits.de/mediadaten.html)

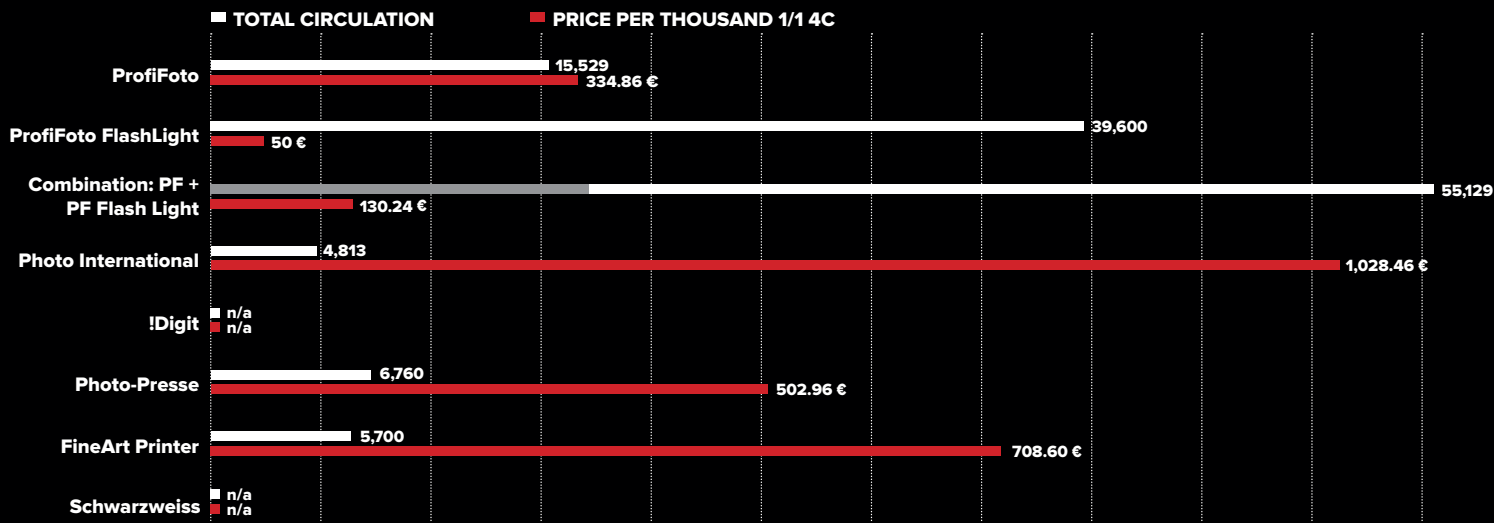
**PROFIFOTO APP** For technical data, please contact us directly.

**PROFIFOTO PRODUCT GUIDE** Please see separate media data



## COMPARISON OF PRICE PER THOUSAND – PROFESSIONAL PHOTOGRAPHY MAGAZINES

PROFIFOTO boasts the highest circulation and the lowest price per thousand among all magazines for professional photography in Germany. When combined with ProfiFoto Flashlight, the price is actually discounted by another 50%!



## COMPARISON OF CIRCULATION/PRICE PER THOUSAND – PROFESSIONAL PHOTOGRAPHY MAGAZINES

Title	Publ. Freq.	Ad prices		Print run	Subs. circ.	Newsstand sales	Sales circ. subscribers + newsstand	CPT <sup>1)</sup>		Publisher
		1/1 bw	1/1 4c					bw	4c	
PROFIFOTO	10x	3,000	5,200	22,500	7,112	8,417	15,529	193.19	334.86	GFW
ProfiFoto FlashLight	4x	1,980	1,980	40,000	39,600	customer mag.	39,600	50.00	50.00	GFW
Combination: PF + PF FL	s.a.	4,980	7,180	62,500	46,712	8,417	55,129	90.33	130.24	GFW
Photo International	6x	3,200	4,950	14,000	2,648*	2,165**	4,813	664.87	1,028.46	Hess
Digit!	6x	1,700	2,800	n/a	n/a	n/a	n/a	n/a	n/a	Klie
PP Photo-Prese	24x	2,200	3,400	8,715	6,760	only subscription	6,760	325.44	502.96	Klie
FineArt Printer	4x	4,039	4,039	10,200	2,400	3,300	5,700	708.60	708.60	willMagazine
Schwarzweiss	6x	2,650	4,570	6,530	n/a	n/a	n/a	n/a	n/a	Tecklenborg

<sup>1)</sup> Price per thousand based on sold circulation as information regarding total circulation has not been provided.

Source: Specifications of publishing company or media-daten-Verlag, Wiesbaden, Germany.

Status: 3rd quarter 2011

<sup>1)</sup>Status 2006, not updated since by the publisher

\*\* Based on a market survey conducted by the Deutscher Pressevertrieb