

FOTOHITS MAGAZINE



FOTOHITS Magazine ranks among the leading periodicals on the semipro and professional german photo market. For this reason, **FOTOHITS'** focal points are premium products and challenging but practical photographic topics for better imaging results.

FOTOHITS offers the entire bandwidth of modern media solutions. The ePaper version is available not only for Apple's iPad, but also for Android tablets, PCs and smartphones.

Thanks to its responsive design, the high traffic website fotohits.de offers an optimized access from mobile devices. Furthermore, **FOTOHITS** stands for a close integration of print and online activities with social media like Facebook.

As a member of the Technical Image Press Association (TIPA), **FOTOHITS** is part of the jury that elects annually the world's best photo and imaging products and awards them with the prestigious TIPA Awards.



FOTOHITS is Germany's special interest magazine for ambitious photographers.

PROFESSIONAL TESTING

FOTOHITS operates its own fully equipped camera test lab. Professional conducted tests examine and measure the important characteristics of cameras and lenses regarding performance, features and handling. Furthermore, our testers also frequently examine interesting photo equipment like tripods, flash units, monitors and more.



FOTOHITS TIMETABLE

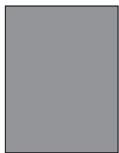
ISSUE NO. / ISSUE	PUBLICATION DATE	AD DEADLINE	PRINTING MATERIALS
02/2024	08.01.2024	06.12.2023	13.12.2023
03/2024	05.02.2024	10.01.2024	17.01.2024
04/2024	04.03.2024	07.02.2024	14.02.2024
05/2024	08.04.2024	06.03.2024	13.03.2024
06/2024	06.05.2024	02.04.2024	09.04.2024
07/2024	03.06.2024	08.05.2024	15.05.2024
08/2024	01.07.2024	05.06.2024	11.06.2024
09/2024	05.08.2024	10.07.2024	15.07.2024
10/2024	02.09.2024	07.08.2024	13.08.2024
11/2024	07.10.2024	04.09.2024	13.09.2024
12/2024	04.11.2024	07.10.2024	14.10.2024
01/2025	02.12.2024	06.11.2024	11.11.2024

Digital print data:	PDF 1.3, Color profile: ISO Coated v2 300%
Screen ruling:	60 l/cm / 150 lpi (300 dpi)
Bleed margin:	3 mm each on outer edges, combined 3 mm perforation margin. Format corners: 2,5 mm set-off.
Solid black areas:	For multi-colour printing jobs, solid black areas should be back filled with additional 40% Cyan
Over/ under filling:	When combining image bar elements, it will be necessary to overfill or underfill.
UCR/max surface coverage:	In colour structures, the sum total of all colours must not exceed 300% surface coverage in neutral image depths.
Binding colour proof:	Offset print ISO coated V2 standard (with Ugra/Fogra media wedge)
Printed proof to:	Walstead Central Europe, Walstead Kraków Sp. z o.o., ul. Obrońców Modlina 11, 30-733 Kraków, Poland
Delivery of data:	By E-Mail to anzeigen@fotohits.de

AD RATES & FORMATS

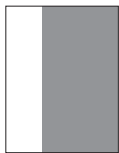
FORMATS:

1/1



215 x 280 mm

3/4 portrait



145 x 280 mm

3/4 landscp



215 x 205 mm

2/3 portrait



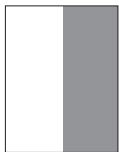
135 x 280 mm

2/3 landscp



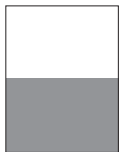
215 x 185 mm

1/2 portrait



105 x 280 mm

1/2 landscp



215 x 142 mm

1/3 portrait



75 x 280 mm

1/3 landscp



215 x 95 mm

1/4 landscp



215 x 70 mm

NEW! SNAPSHOT: QUICK TEST OF NOVELTIES

New products are presented in short in the printed FOTO HITS magazine. In addition, we publish this test on the digital channels www.fotohits.de, Facebook and Youtube. We produce a clip that describes the new product in one to three minutes with photos of the manufacturer, a short statement and mini-test / sample image, etc.

Scope of services:

Test, editorial preparation for fotohits.de and social networks

€ 3.490,-

PRICES IN EURO

1/1 7.200,-

3/4 5.400,-

2/3 4.800,-

1/2 3.600,-

1/3 2.400,-

1/4 1.800,-

X-MAS-SPECIAL

In our Christmas special you have the opportunity to present your top sellers in the pre-Christmas season.



NEW!

Exclusive discount offer:

1/1 page advertorial in the printed issue plus announcement via teaser on the cover page:

€ 3.000,-

FREQUENCY DISCOUNTS

Frequency		Quantity	
from 4 Ads	5%	from 2 pages	5%
from 6 Ads	8%	from 4 pages	8%
from 12 Ads	12%	from 8 pages	12%
from 18 Ads	15%	from 10 pages	15%
from 24 Ads	20%	from 12 pages	20%

SUPPLEMENTS

FOTOHITS Print Run
(Retail and subscriptions) ¹⁾

Total edition

up to 25 gram: € 140,- ²⁾ (per Thousand)

up to 50 gram: € 170,- ²⁾ (per Thousand)

¹⁾ ask for current print run ²⁾ plus postage

GATEFOLD COVER

Individual design of the inner face flap



€ 6.900,-

WWW.FOTOHITS.DE

The print magazine's powerful online companion

Modern – responsive – up-to-date: If you are heading for photo enthusiasts, semi pros and professional photographers with a high purchasing power on the internet, you are perfectly right on fotohits.de.

Classic banners, native advertising, advertising in our newsletter or cross-media interactive formats: We at **FOTOHITS** share our offices with BetterNet's internet experts and programmers who are in care of many very big photo websites. This is why we are able to implement cutting edge online advertising ideas for you which makes us different from any other photo magazine.

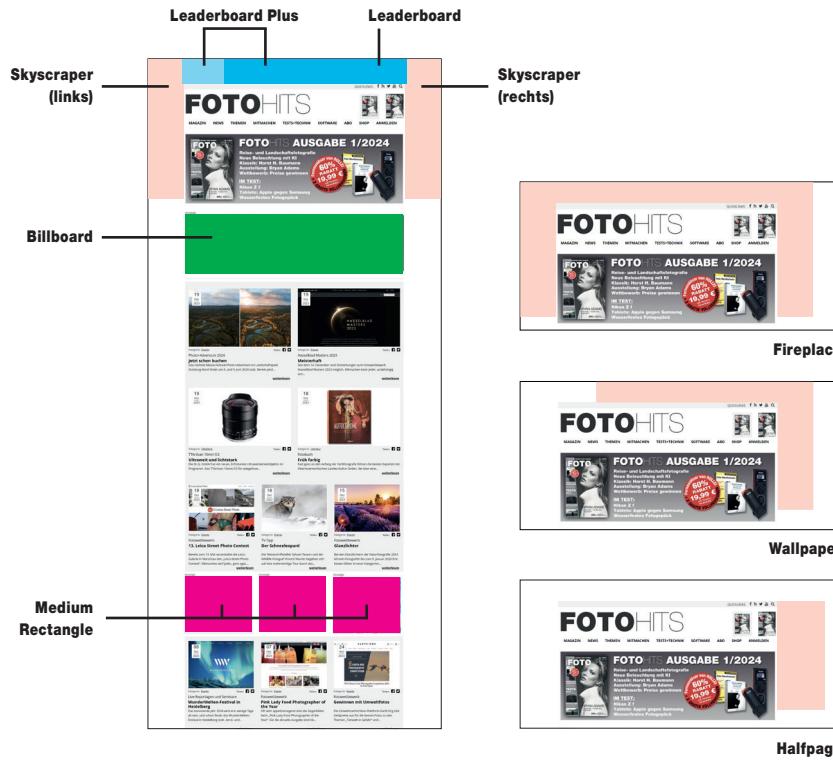
If you don't have online advertising material, please don't hesitate to ask us. We will develop it for you: fast, reliable and at a fair price.

FOTOHITS.DE is a highly efficient platform for your online advertising campaigns – with 275.000 page impressions and 57.000 unique visitors per month at the maximum. Delivery to desktop devices: 55%, mobile devices: 45%

All statistical data refers to the period from 1.11.2022 to 31.10.2023

The screenshot displays the FOTOHITS ONLINE website interface. At the top, there is a navigation menu with links for MAGAZIN, NEWS, THEMEN, MITMACHEN, TESTS+TECHNIK, SOFTWARE, ABO, SHOP, and ANMELDEN. The main content area features a large banner for 'FOTOHITS AUSGABE 1/2024'. The banner includes the magazine cover, a red circular badge stating 'Fernauslöser von Rollei 60% RABATT 19,99 € GRATIS VOLLVERGÄBLICH', and text about 'Reise- und Landschaftsfotografie', 'Neue Beleuchtung mit KI', and 'Klassik: Horst H. Baumann'. Below the banner is a Samsung advertisement for the 'Portable SSD T9', highlighting 'High Performance für Profi-Anwender' and 'Mehr erfahren'. The bottom section shows a 'Kategorie: Statist' header and a 'FOTOHITS AUSGABE 1/2024' banner with similar promotional text. Social media icons for Facebook and Twitter are visible in the bottom right corner.

AD RATES & FORMATS, ONLINE



Ad media ¹	Format in Pixel	CPM ²
Leaderboard	728 x 90	40 €
Leaderboard, Plus	970 x 90	55 €
Billboard	970 x 250	50 €
Skyscraper (links)	160 x 600	40 €
Skyscraper (rechts)	160 x 600	40 €
Fireplace	-	75 €
Wallpaper	-	75 €
Medium Rectangle	300 x 250	60 €
Halfpage	300 x 600	40 €

Ad format for mobile devices

Phone

Large Mobile Banner	300 x 100
Mobile Banner	320 x 50
Medium Rectangle	300 x 250

Tablet

Leaderboard	728 x 90
Medium Rectangle	300 x 250
Wide Skyscraper	160 x 600

¹ additional banner formats on request. Important: please choose a mobile banner format as well to ensure optimal delivery.

² minimum 500 Euro

FOTOHITS NEWSLETTER

QUOTA WINNER: THE FOTOHITS-NEWSLETTER

The **FOTOHITS** newsletter system gives the recipients the choice between daily, weekly or monthly delivery. Since the recipients are signing for it voluntarily, our subscribers are a highly interested and attentive audience.

You can use our newsletter for your promotions: with image-ads, text-ads or advertorials, which we will happily create for you. **But we can also dedicate a special FOTOHITS newsletter exclusively to your message. This extra edition of our newsletter will be sent separately from the usual delivery. This way, your message will get maximum attention – an opening rate of 34% reinforces this.**

altogether

approx. **32.000**
photo enthusiasts receive the
FOTOHITS newsletter¹.

“Send promotion messages mixed with current news from the world of photography directly to your target group: the FOTOHITS newsletter.”

Newsletter	Price ²
Ad (640 × 255)	40 €
Special newsletter	80 €
Advertorial	50 €

¹ as of November 2023

² Cost per Mille
(Cost per 1.000 newsletter subscribers)

Newsletter Ad



FOTOHITS
Newsletter vom 12.11.2023

FOTO AUSGABE 12/2023

Back Friday kommt früher.
Sicher Kaufangebote
[button]

LUMIX
64MP
128MP
256MP
LUMIX
LUMIX
LUMIX

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Schneider-Spezial
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Special (Dedicated) Newsletter



FOTOHITS
Service-Newsletter vom 12.11.2023

FRIDAY

Back Friday
Sicher Kaufangebote
[button]

LUMIX
64MP
128MP
256MP
LUMIX
LUMIX
LUMIX

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**PRINTABLE PDF
FILES:** PDF (for details, see p. 3) to:
anzeigen@fotohits.de

**SEND INSERTS &
PRINT PROOFS** Walstead Central Europe, Walstead Kraków Sp. z o.o.
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**MAGAZINE
PRICES:** two-year subscription national: € 188,40
two-year subscription AT-CH-EU: € 248,40
two-year subscription digital: € 95,76
annual subscription national: € 94,20
annual subscription AT-CH-EU: € 124,20
annual subscription digital: € 47,88
single issue: € 7,90, e-paper: € 3,99

PUBLICATION: 12 x per year (monthly)

PAYMENT TERMS: 30 days net after date of invoice

PRINT RUN: Actual circulation Print + E-Paper + Ready:
on average 16.260 copies

Source: Moderner Zeitschriftenvertrieb MZV, VDS, Ready,
Publisher