



From photo enthusiasts to professional photographers: **FOTOHITS** is Germany's high-circulation special interest magazine for ambitious photographers.

In its 12th year, **FOTOHITS Magazine** is supporting the ongoing professionalization of its readership, which is clearly visible in the results of the readership survey 2015 performed by TIPA (see page 5). An increasing purchasing power accompanies this professionalization. So **FOTOHITS'** focal points shift to premium products and complex photographic issues for a highly motivated target group of ambitious amateurs, semi-professionals and professional photographers.

FOTOHITS offers the entire bandwidth of modern media solutions: **FOTOHITS Magazine** and its supplement **FOTOHITS Special** are the printed flagships. The line extender **FOTOHITS Flashlight** is a free customer magazine distributed by German photo retailers, aiming at those photo enthusiasts that normally won't buy photo magazines. The ePaper version of **FOTOHITS** 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.

PROFESSIONAL TESTS



The **FOTOHITS** test lab at BetterNet is also the official test lab of the Technical Image Press Association (TIPA). On behalf of TIPA several cameras are examined and evaluated for their photographic and video performance. The tests are available for publication to TIPA member magazines world-wide.



CROSS-MEDIA SOLUTIONS

FOTOHITS FLASHLIGHT



Customers of the most important German photo retailers receive **FOTOHITS Flashlight** as a free customer magazine. It conveys selected content and ads from the retail magazine to a large, interested readership.

FOTOHITS SPECIAL



FOTOHITS specials are supplied as a “mag within a mag” and in an “outstanding” DIN-A4 “uber-format”. They cover photographic issues as well as your products – so you can even get an entire magazine for your individual presentation.

FOTOHITS DE



Photographic news on a daily base are the core content of **www.fotohits.de**. The website also offers many interactive elements, including sponsored online lotteries to get in contact with readers of **FOTOHITS**.

FOTOHITS NEWSLETTER



Ads in the **FOTOHITS** newsletter will reach the target group of high end amateurs and professional users. The newsletter is sent on a daily, weekly and monthly base. Readers are supplied with current news or get additional PR information right on time.

FOTOHITS SOCIAL MEDIA

On Facebook and Twitter the posts from **FOTOHITS** get more and more “Followers” and “Likes” from photo enthusiasts.



FOTOHITS E-PAPER

The **FOTOHITS** ePaper edition is published as additional and alternative version of the printed magazin. It contains the same contents in a new medium with convenient functions for reading and searching.



THIS IS HOW CROSS-MEDIA WORKS

INTERACTIVE HITECH-EXPLORER



The new **FOTOHITS** HiTech Explorer is a perfect example for the successful cross-media integration between print and online. The product presentation in the print magazine is detailed by an interactive online application which allows to explore interactively all interesting features. Newsletter and banner will also attract pure online readers and lead to entertaining explorer applications.

“Print – Interactive Online – Banner – Newsletter: This is how successful cross-media advertising works.”

CUSTOMER SPECIAL PRINT & E-PAPER

A whole issue just for you and your products: The **FOTOHITS** SPECIALS in an “outstanding” A4 uber-format are not only a highlight in print. Additionally, they're in reach for all users of our e-paper-apps for android, iOS and visitors of fotohits.de – free of charge!



FOTOHITS TO GO! E-PAPER FOR ALL END DEVICES

After the successful launch of the tablet and desktop versions, the brand new smartphone edition of the **FOTOHITS** ePaper app is available. The editorial content is the same as in the print edition, but clickable links and short links in the articles provide a seamless integration of magazine texts and link targets like related websites, test images, photo competitions and more.



FOTOHITS READER COMPOSITION



Since **FOTOHITS** was established it took part in the periodic reader surveys of the Technical Image Press Association (TIPA). The extensive analysis informs about the structure of the readership. Also it confirms the position of **FOTOHITS** as one of Germany's most important special interest magazines for photographers.

READER COMPOSITION

A typical **FOTOHITS**-reader is a male “**best ager**” with a **higher-than-average household income**. Essentially, he is interested in the practical aspects of photography, in didactic articles and comprehensive camera tests. He photographs with 2.3 cameras, which are mainly equipped with **APS-C** and **full format** sensors. He sees **FOTOHITS Magazine as an important periodical: competent, up-to-date, inspiring and entertaining.**

His photographic equipment is state-of-the-art, he invests in accessories almost the same amount of money as in his cameras. Furthermore he advises others on buying photo products.

Parallel to the professionalisation of the magazine and the editorial concept, the number of readers who have an available **net income of more than 5.000 Euro has more than doubled between 2007 and 2015**. On the other hand, the number of readers having a household income of under 1.500 Euro extensively decreased to 6% – which is one third of 2007.



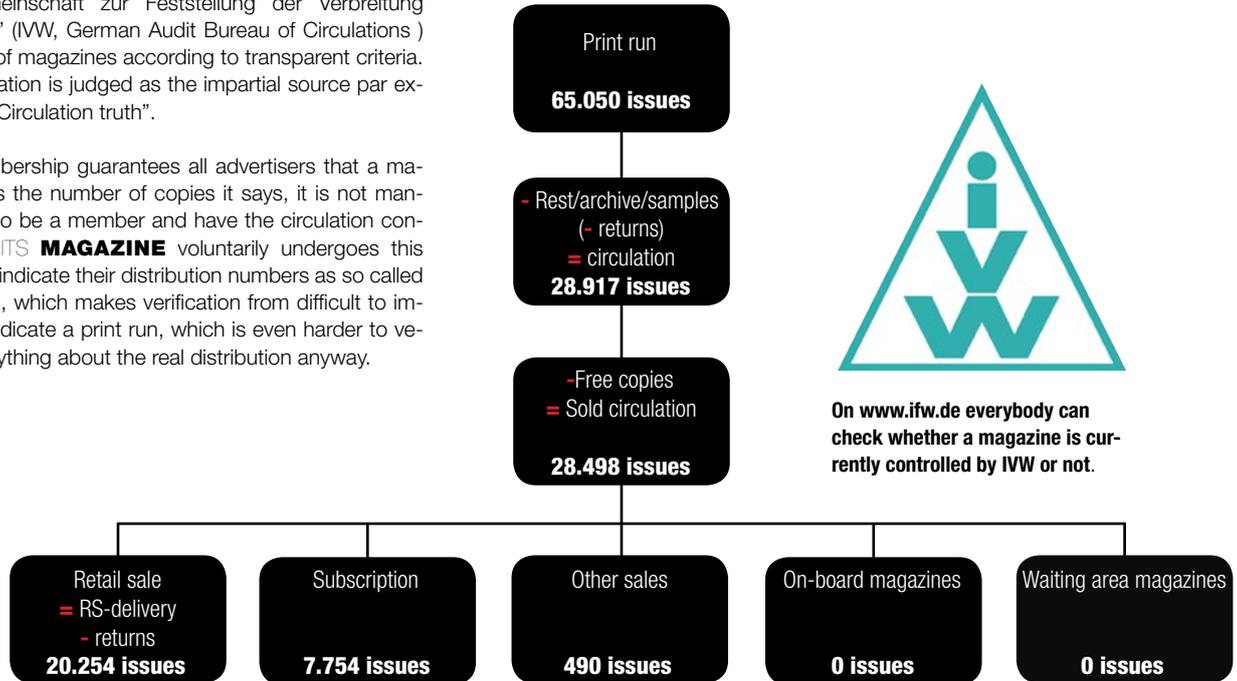
FOTOHITS MAGAZIN

FOTOHITS MAGAZINE IS IWV CERTIFIED

The "Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V." (IWV, German Audit Bureau of Circulations) checks the circulation of magazines according to transparent criteria. That's why the organization is judged as the impartial source par excellence in respect of "Circulation truth".

Although an IWV membership guarantees all advertisers that a magazine really distributes the number of copies it says, it is not mandatory for a publisher to be a member and have the circulation controlled. While **FOTOHITS MAGAZINE** voluntarily undergoes this control, non-members indicate their distribution numbers as so called "publisher's statement", which makes verification from difficult to impossible. Others just indicate a print run, which is even harder to verify and doesn't say anything about the real distribution anyway.

THE CIRCULATION



CIRCULATION TRANSPARENCY

CIRCULATION EQUALS NOT CIRCULATION

The so called “hard circulation”¹ of a magazine is seen as the most important “valuta” for ad clients. Based on IVW figures, the media magazine DWDL.de regularly compiles this data for comparison. It writes:

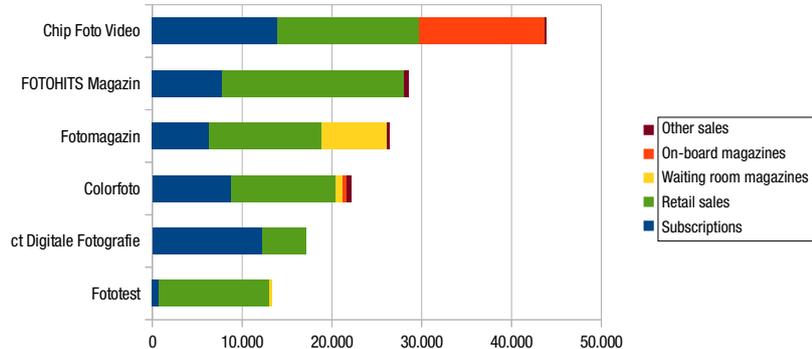


“The column ‘hard circulation’ considers only retail sales with a regular price and subscriptions, but no on-board magazines, waiting area magazines or other extremely discounted sales which are used by publishing houses for circulation cosmetics – so the trend describes better how well a title really did in the recent quarter.”

According to the comparison DWDL.de has published for IVW quarters 3/2015 and 3/2016, among the big photo magazines only **FOTOHITS MAGAZINE** registered a growth in its “hard circulation” compared to last year. In the subcategory “Retail Sale”, the growth reached a remarkable eight percent.

Among the big German photo magazines, only FOTOHITS Magazine registered a growth in its “hard circulation”¹ compared to 2015.

Total sales¹



“Hard circulation” Q3/2015 vs. Q3/2016²



¹ Source: IVW data for the 3rd quarter 2016, www.ivw.de

² “Hard Circulation” = Retail Sales + Subscription

Source: www.dwdl.de/zahlenzentrale/58332/ivw_32016_so_hoch_ist_die_harte_aufgabe_wirklich/page_13.html

ISSUE No. / ISSUE	PUBLICATION DATE	AD DEADLINE	PRINTING MATERIALS
1-2/2017 January/February (8 weeks sales period)	12.12.2016	18.11.2016	23.11.2016
3/2017 March	06.02.2017	11.01.2017	18.01.2017
4/2017 April	06.03.2017	08.02.2017	15.02.2017
5/2017 May	10.04.2017	15.03.2017	22.03.2017
6/2017 June	08.05.2017	12.04.2017	19.04.2017
7-8/2017 July/August	12.06.2017	17.05.2017	24.05.2017
9/2017 September	01.08.2017	06.07.2017	13.07.2017
10/2017 October	04.09.2017	09.08.2017	16.08.2017
11/2017 November	09.10.2017	12.09.2017	19.09.2017
12/2017 December	06.11.2017	11.10.2017	18.10.2017
1-2/2018 January/February (8 weeks sales period)	11.12.2017	15.11.2017	22.11.2017

Digital print data:	High-End-PDF (PDF/x-1a or PDF/x-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:	3 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:	Weiss Druck GmbH, Mr Knein, Hans-Georg-Weiss-Straße 7, D-52156 Monschau-Imgenbroich
Delivery of data:	By E-Mail to anzeigen@fotohits.de or CD-ROM to BetterNet GmbH, Friedrich-Ebert-Anlage 60, D-69117 Heidelberg

AD RATES AND FORMATS

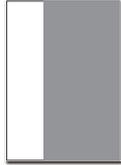
FORMATS:

1/1



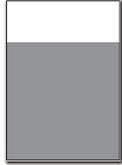
210 x 297 mm

3/4 portrait



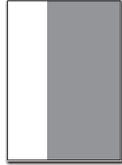
141 x 297 mm

3/4 landscp



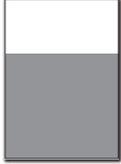
210 x 220 mm

2/3 portrait



135 x 297 mm

2/3 landscp



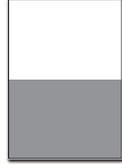
210 x 195 mm

1/2 portrait



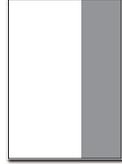
100 x 297 mm

1/2 landscp



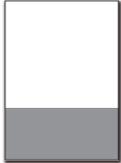
210 x 146 mm

1/3 portrait



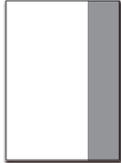
71 x 297 mm

1/3 landscp



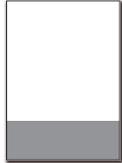
210 x 96 mm

1/4 portrait



57 x 297 mm

1/4 landscp



210 x 72 mm

1/4 2columns



100 x 96 mm

PRICES IN EURO

1/1	9.200,-
3/4	6.900,-
2/3	6.134,-
1/2	4.600,-
1/3	3.067,-
1/4	2.300,-

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%

PRIVILEGED PLACEMENTS

2nd and 4th cover page and on the editorial page | 10% surcharge

SUPPLEMENTS

- **FOTO-HITS overall print run** (incl. customer magazine) = **81.000 copies¹**
- **FOTO-HITS retail edition print run:** (Retail and subscriptions) = **65.050 copies¹**

total edition	magazine edition
up to 25 Gramm: €70,- ²	€ 95,-
up to 40 Gramm: €95,- ²	€ 110,-
up to 50 Gramm: €110,- ²	€ 140,-

¹ please ask for actual print run ² plus postage

FOTO-HITS FOTOGUIDE

1/6 product spots as advertorial in FotoGuide: Inexpensive, but effective.

1 x: € 250,-
6 x: € 225,-



ADRESS-SHEET (ABO EDITION)

Directly into the core-group: Your promotion on the address sheet of the subscription print run.

	A4 one side	A4 both sides
	€ 75,-	€ 140,-

FOTOHITS ONLINE

WWW.FOTOHITS.DE

The print magazine's powerful online companion

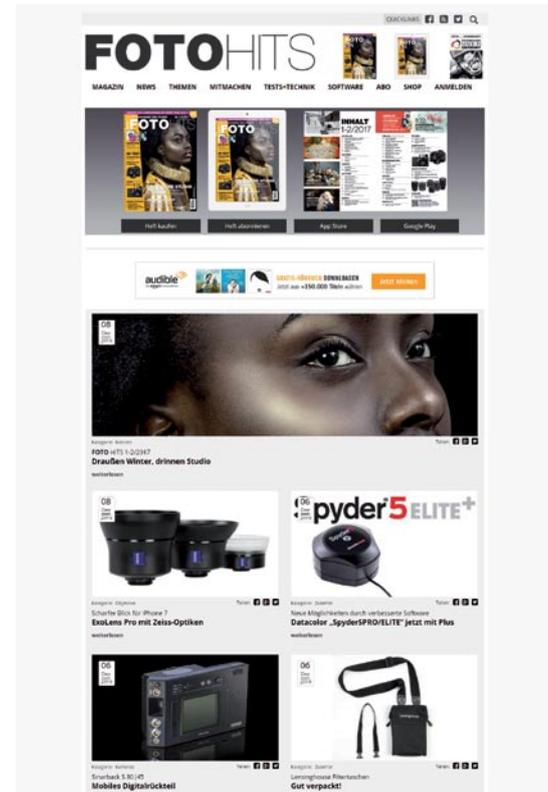
Modern – responsive – up-to-date: If you are heading for photo enthusiasts, semi pros and professional photographers with a high purchasing power on the internet, you are perfectly right on fotohits.de.

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.

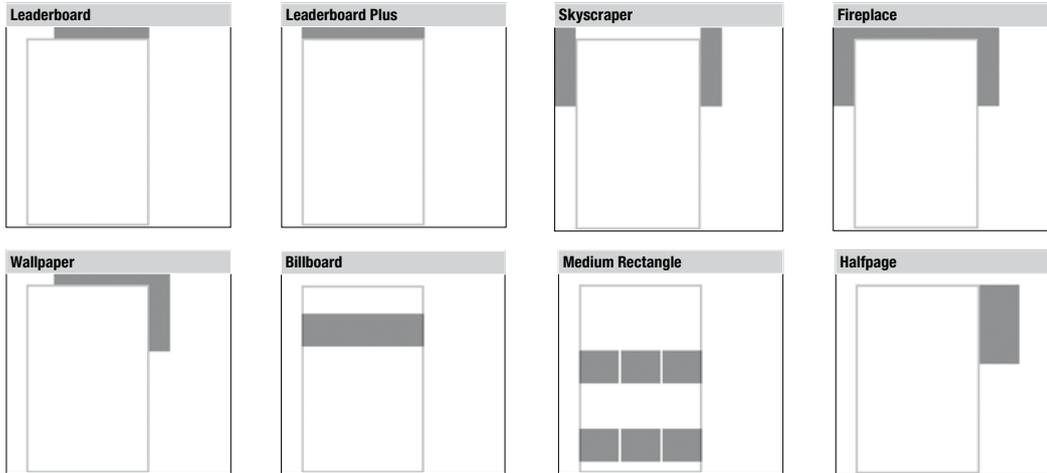
If you don't have online advertising material, please don't hesitate to ask us. We will develop it for you: fast, comfortable and at a fair price.

FOTOHITS.DE is a highly efficient platform for your online advertising campaigns – with 66.547 registered readers, an average of 200.000 page impressions and 35.000 unique visitors per month.

All statistical data refers to 2016

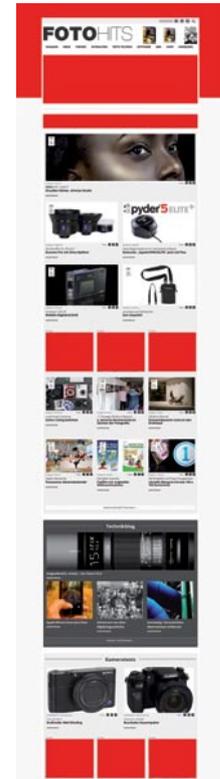


AD RATES & FORMATS, ONLINE



Werbemittel ¹	Format in Pixel	TKP ²
Leaderboard	728 x 90	40 €
Leaderboard, Plus	940 x 90	55 €
Billboard	940 x 250	50 €
Skyscraper (left)	160 x 600	40 €
Skyscraper (right)	160 x 600	40 €
Fireplace	-	75 €
Wallpaper	-	75 €
Medium Rectangle	300 x 250	60 €
Halfpage	300 x 600	40 €

“Advertising on www.fotohits.de is effective and flexible. In addition to the main banner formats we realize complex special requests individually and professionally.”



¹ additional banner formats on request

² minimum 500 Euro

FOTOHITS NEWSLETTER

QUOTA WINNER: THE FOTOHITS-NEWSLETTER

The fact that the recipient may feel disturbed is the worst thing that a newsletter can do.

The **FOTOHITS** newsletter system – a BetterNet development – gives the recipients the choice between a 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.

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

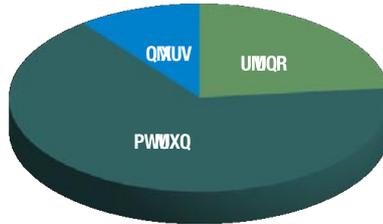
Newsletter recipients¹:

2.967 daily

18.692 weekly

6.623 monthly

28.282 in total

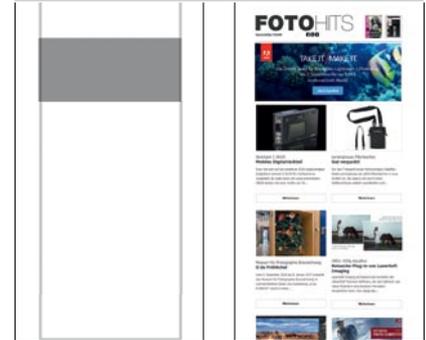


Newsletter	Price ²
ad (640 x 255)	40 €
special newsletter	60 €
advertorial	50 €

¹ Date October 2016

² Cost per thousand exposures
(Cost per 1.000 newsletter subscribers)

Newsletter Ad



Special (Dedicated) Newsletter



SPECIAL ADS

SPECIAL AD FORMATS, ONLINE

- Online-advertorial & native advertising
- Interactive “Hitech Explorer”
- Webinars on products
- Creating specials for the ePaper app
- Individual photo contests
- “Readers test ...” (in addition to editorial stories and tests readers will test your products)
- Got own ideas?

“Banner advertising is not the whole story. In times of massive use of ad blockers, there are numerous attractive alternatives and additions to send your message to the web community.”

Online Advertorial

The screenshot shows a web page from FOTOHITS with the title "Report" and a sub-header "TAKE IT, MAKE IT". The main content is an article titled "Bildbearbeitung komplett Adobe Creative Cloud". The article text discusses the benefits of Adobe's cloud-based photo editing software, mentioning features like "intelligent" and "Photoshop" and how they can be used on various devices. At the bottom of the article, there is a portrait of a woman and a sidebar with navigation options.

Individual Photo Competitions

The screenshot shows a web page from FOTOHITS with the title "Aktionen" and a sub-header "SUPERMOND WETTBEWERB". The main content is an announcement for a photo competition titled "SUPERMOND WETTBEWERB Mitmachen und Gewinnen". The announcement features a night photograph of a church with a full moon in the sky. Below the image, there is text describing the competition, including the deadline and the prize. At the bottom, there is a section titled "Bilder einsenden" with instructions on how to submit photos.

Contests / Test By Readers

The screenshot shows a web page from FOTOHITS with the title "Aktionen" and a sub-header "Wettbewerb". The main content is an announcement for a contest titled "Leica Sigma 120mm F4 DE HSM | Art". The announcement features a close-up photograph of the lens. Below the image, there is text describing the contest, including the deadline and the prize. At the bottom, there is a section titled "Testen" with instructions on how to test the lens.

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PRINT-PROOFS TO: Am Handwerkerzentrum, D-52156 Monschau-Imgenbroich
MAGAZINE National: annual subscription € 35; single issue € 3,50;
PRICES: E-paper: € 2,99; E-paper annual subscription: € 29,99

PUBLICATION: 10 x per year (monthly with two double issues)

PAYMENT TERMS: 30 days net after date of invoice

PRINT RUN: **FOTOHITS** Magazin (IVW: quarter 3/2016):

Print run: 65.050

Distributed circulation: 28.917, sold circulation: 28.498
of which subscribers: 7.754, retail sale: 20.254
other retail: 490, complimentary copies: 419



FOTOHITS Flashlight (Publisher's statement):

Print run: approx. 18.500

Distributed copies: approx. 18.400
Distribution via photo retailers

**TOTAL
PRINT RUN:**

FOTOHITS Magazin + **FOTOHITS** Flashlight

Print run: approx. 82.000

Distributed circulation total: 47.317

Important for your advertising impact: If your promotional content does not contravene the interest of the stationary photo retail, your ad will be taken over in the total edition without any further charge, meaning that it is published also in the customer magazine **FOTOHITS Flashlight** which is distributed via Germany's top photo retailers directly at the POS.