

FOTOHITS

PHOTOGRAPHY AND FILM

MEDIA KIT 2026



**FOTOHITS MAGAZINE
IS MEMBER OF:**



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.

PROFESSIONAL TESTING

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, as well as photo products such as photo books or wall art.

FOTOHITS
1/2026

EXZELLENT

HYBRIDE SOFORTBILDKAMERAS

FOTOHITS
2/2026

SEHR GUT

TAMRON 70-180 MM F2,8 DI III VC VXD G2

FOTOHITS
2/2026

KAUFEMPFEHLUNG

AURA FRAMES AURA WALDEN

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

FOTOHITS Timetable

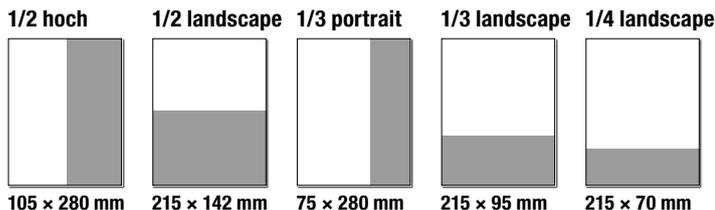
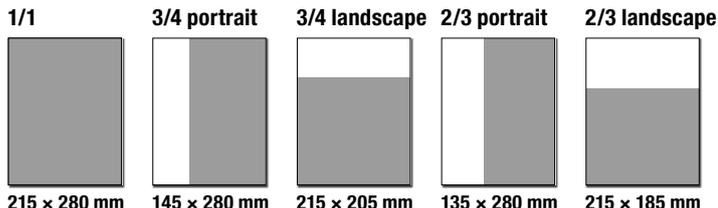


ISSUE	PUBLICATION DATE	AD DEADLINE	PRINTING MATERIALS
02/2026	19.01.2026	17.12.2025	22.12.2025
03/2026	16.02.2026	22.01.2026	27.01.2026
04/2026	16.03.2026	19.02.2026	24.02.2026
05/2026	20.04.2026	24.03.2026	27.03.2026
06/2026	18.05.2026	21.04.2026	24.04.2026
07/2026	15.06.2026	19.05.2026	22.05.2026
08/2026	20.07.2026	25.06.2026	30.06.2026
09/2026	17.08.2026	23.07.2026	18.07.2026
10/2026	14.09.2026	20.08.2026	25.08.2026
11/2026	12.10.2026	17.09.2026	22.09.2026
12/2026	09.11.2026	15.10.2026	20.10.2026
01/2027	07.12.2026	12.11.2026	17.11.2026

Digital print data:	PDF 1.3 x-1a, Profil: ISO Coated v2 (contents) / ISO coated V3 (envelope)
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.
Binding colour proof:	ISOcoated_v2_eci.icc (inlay) / PSOcoated_v3.icc (envelope)
Printed proof to:	Vogel Druck und Medienservice GmbH, Leibnizstraße 5, 97204 Höchberg
Delivery of data:	By E-Mail to anzeigen@fotohits.de

FOTOHITS AD RATES & FORMATS

FORMATS



PRICES	
1/1	7.200 €
3/4	5.400 €
2/3	4.800 €
1/2	3.600 €
1/3	2.400 €
1/4	1.800 €

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%

BEILAGEN
FOTOHITS Print Run (Retail and subscriptions) ¹⁾
Total edition
up to 25 gram: on request
up to 50 gram: on request

GATEFOLD COVER	
Individual design of the inner face flap	
	6.900 €

X-MAS-SPECIAL



In our Christmas special you have the opportunity to present your top sellers in the pre-Christmas season. Our extra issue offers plenty of space to present them in an effective way. Last but not least, the supplement and its festive design guarantee an attractive environment for your products.

FOTOHITS also has another distribution channel open for the X-Mas Special as a digital product: "PhotoWeekly Extrablatt FOTO HITS" and thus approximately 50,000 registered subscribers as a digital magazine. A significant increase in digital reach!

¹ ask for current print run

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 big 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.

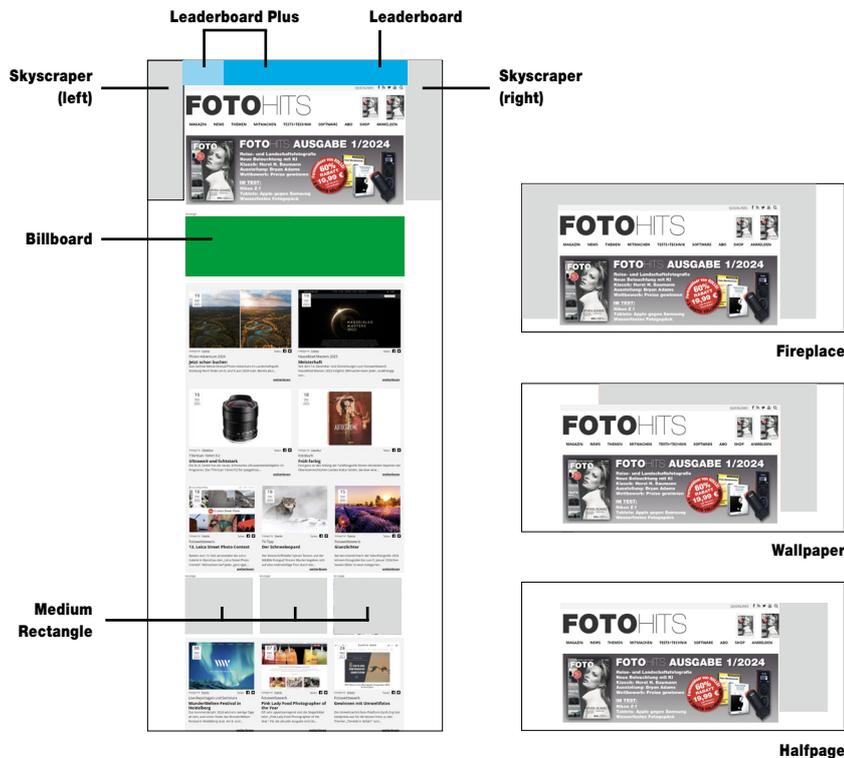
If you don't have online advertising material, please don't hesitate to ask us. We will develop it for you: fast, reliable and at a fair price

FOTOHITS.DE is a highly efficient platform for your online advertising campaigns – with 261.000 page impressions and 54.200 unique visitors per month at the maximum. Delivery to desktop devices: 55%, mobile devices: 45%

All statistical data refers to the period from 1.11.2024 to 31.11.2025

The screenshot shows the homepage of FOTOHITS ONLINE. At the top, there's a navigation menu with links for MAGAZIN, NEWS, THEMEN, MITMACHEN, TESTS-TECHNIK, SOFTWARE, ABO, and ANMELDEN. The main content area features the magazine cover for 'AUSGABE 02/2026' with headlines like 'Schwierige Bezeugung: Unterwegs in den USA der 1960er' and 'Epson Pano Awards: Weltbeste Weitwinkelfotos'. Below the cover is a section for 'Anzeige' (Advertisement) featuring a Sigma camera lens with the text 'THE BF CAMERA MADE IN AIZU, JAPAN' and the Sigma logo. The lower part of the page displays several article teasers with dates (e.g., 28. Jan 2026, 27. Jan 2026) and images, including lenses and a horse. Each teaser includes a category, a title, and a short description.

FOTOHITS AD RATES & FORMATS, ONLINE



Werbemittel ¹	Format in Pixel	TKP ²
Leaderboard	728 × 90 px	40 €
Leaderboard Plus	970 × 90 px	55 €
Skyscraper (links)	160 × 600 px	40 €
Skyscraper (rechts)	160 × 600 px	40 €
Fireplace	—	75 €
Wallpaper	—	75 €
Medium Rectangle	300 × 250 px	60 €
Halfpage	300 × 600 px	40 €

Ad format for mobile devices	Format
PHONE	
Large Mobile Banner	300 × 100 px
Mobile Banner	320 × 50 px
Medium Rectangle	300 × 250 px
TABLET	
Leaderboard	728 × 90 px
Medium Rectangle	300 × 250 px
Wide Skyscraper	160 × 600 px

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 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 32% reinforces this.

alltogether
approx. **31.500**
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 x 255 px)	40 €
Special newsletter	80 €
Advertorial	50 €

¹ as of November 2025

² Cost per Mille
(Cost per 1.000 newsletter subscribers)

Newsletter Ad

Special (Dedicated) Newsletter

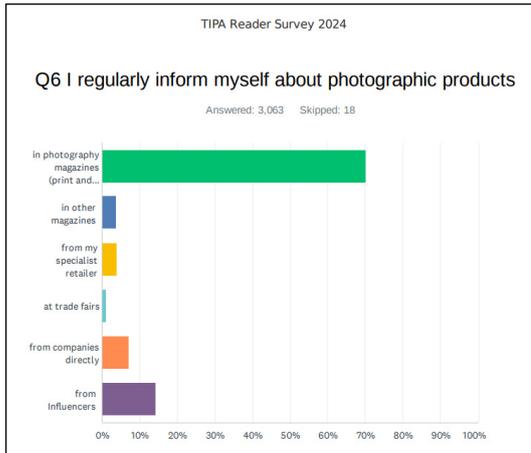
FOTOHITS READERS' SURVEY



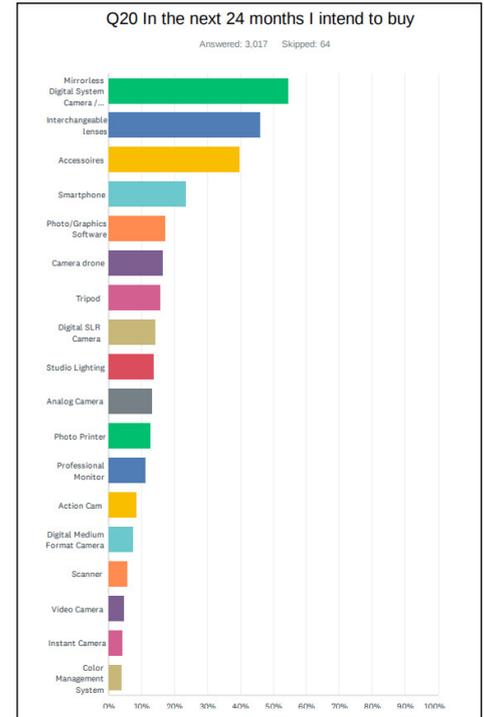
INTERESTS AND PURCHASING INTENTIONS OF READERS

As a full member of the renowned Technical Imaging Press Association (TIPA), FOTOHITS participated in the 2024 reader survey.

As a result, respondents see **photo magazines (print and digital) as the most trustworthy source of information**, followed by online photo sites. Interestingly, influencers are the least trusted source, as only 7.3% of respondents rely on them for photography-related information.



The survey shows **a strong willingness to invest** among the readership: 55% plan to buy a mirrorless camera, followed by interchangeable lenses (46%) and accessories (40%). Smartphones, software, and tripods also ranked high among expected purchases, indicating that photographers are focused on both camera systems and improving their overall workflow.



FOTOHITS

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annual subscription digital: 47,88 €
single issue: 7,90 €, e-paper: 3,99 €

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PAYMENT TERMS: 30 days net after date of invoice

PRINT RUN: Actual circulation Print + E-Paper
+ Ready: on average 14.600 copies

Source: Moderner Zeitschriftenvertrieb MZV,
VDS, Ready, Publisher

