MEDIA FACTS

Publication: 11 issues per year
Copy price: € 7.50
Advertisement price 1/1 page 4c: € 10,950

Circulation report IVW IV/2019
- Print run: 35,316 copies
- Print run sold: 19,983 copies
- Print run distributed: 20,451 copies
- Subscriptions: 10,202 copies

EDITORIAL CONCEPT

Product innovations + 50 years of experience + purchasing advice & photo practice = ColorFoto

ColorFoto – in-depth camera and lens tests, extremely detailed measurements and over 45 years of test experience coupled with extensive practice, from camera use to image composition.

ColorFoto – also the pictures of the photo community photographers, their portfolios, their tips, their stories. It is the entire world of photography, from news to exhibitions.

Categories
- News
- Cameras
- Lenses
- Knowledge
- Accessories
- Photo practice + Software
- Printers and scanners
- Special
- Ranking
- Accelerated tests
READER INTEREST

Does the future belong to the SLR or the mirrorless camera?

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>SLR</th>
<th>Mirrorless</th>
</tr>
</thead>
<tbody>
<tr>
<td>over 20 years</td>
<td>21%</td>
<td>69%</td>
</tr>
<tr>
<td>less than 5 years</td>
<td>23%</td>
<td>75%</td>
</tr>
</tbody>
</table>

„The future is mirrorless“

What is the ideal sensor format?

<table>
<thead>
<tr>
<th>Sensor Format</th>
<th>35 mm</th>
<th>APS-C</th>
<th>Micro Four Thirds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeframe</td>
<td>57%</td>
<td>23%</td>
<td>8%</td>
</tr>
<tr>
<td>over 20 years</td>
<td>28%</td>
<td>38%</td>
<td>10%</td>
</tr>
</tbody>
</table>

„Newcomers are open to all systems. Established photographers prefer the 35 mm format.“

How important is the smartphone as a second camera?

<table>
<thead>
<tr>
<th>Importance</th>
<th>over 20 years</th>
<th>less than 5 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>very important</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>important</td>
<td>35%</td>
<td>33%</td>
</tr>
<tr>
<td>don’t know</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>irrelevant</td>
<td>40%</td>
<td>38%</td>
</tr>
</tbody>
</table>

„50% find the smartphone important or very important“

For which themes do you generally buy ColorFoto?

- Camera tests
- Lens tests
- News
- Camera practice
- Photo practice
- Specials
- Special tests for RAW, AF or IS comparative tests with multiple cameras
- Picture editing
- Image composition

„Tests and purchasing advice are the core theme in ColorFoto“

THE TARGET GROUP

Dedicated amateurs ->Photography = Hobby Photographers who are willing to invest and ambitious
Advice-givers + experts
Average age: 50.2 years old

Basis Reader survey ColorFoto 2018

TERMINE

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication</th>
<th>Closing date for advertisements</th>
<th>Closing date for print documents</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/2020</td>
<td>08/01/20</td>
<td>04/12/19</td>
<td>09/12/19</td>
<td></td>
</tr>
<tr>
<td>03/2020</td>
<td>12/02/20</td>
<td>16/01/20</td>
<td>21/01/20</td>
<td></td>
</tr>
<tr>
<td>04/2020</td>
<td>11/03/20</td>
<td>13/02/20</td>
<td>18/02/20</td>
<td></td>
</tr>
<tr>
<td>05/2020</td>
<td>15/04/20</td>
<td>17/03/20</td>
<td>20/03/20</td>
<td>27/05/ - 30/05/20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>photoskina</td>
</tr>
<tr>
<td>06/2020</td>
<td>13/05/20</td>
<td>15/04/20</td>
<td>20/04/20</td>
<td></td>
</tr>
<tr>
<td>07 - 08/20</td>
<td>17/06/20</td>
<td>18/05/20</td>
<td>22/05/20</td>
<td></td>
</tr>
<tr>
<td>09/2020</td>
<td>05/08/20</td>
<td>09/07/20</td>
<td>14/07/20</td>
<td>04/09’ - 09/09/20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>IFA</td>
</tr>
<tr>
<td>10/2020</td>
<td>09/09/20</td>
<td>13/08/20</td>
<td>18/08/20</td>
<td></td>
</tr>
<tr>
<td>11/2020</td>
<td>14/10/20</td>
<td>17/09/20</td>
<td>22/09/20</td>
<td></td>
</tr>
<tr>
<td>12/2020</td>
<td>11/11/20</td>
<td>15/10/20</td>
<td>20/10/20</td>
<td></td>
</tr>
<tr>
<td>01/2021</td>
<td>09/12/20</td>
<td>12/11/20</td>
<td>17/11/20</td>
<td></td>
</tr>
</tbody>
</table>

We will be happy to inform you of the focal points of each issue in advance in our subject preview.
Please contact Dr. Michael Hackenberg • Telefon: 089 25536 1114 • mhackenberg@wekanet.de
COLORFOTO – ADVERTISEMENT PRICES AND FORMATS 2020

Price list no. 49 from 01/01/2020

Editorial section

B+W, 2c, 3c, 4c
€ 10,950

Bleed*

B 210 x H 207 mm

€ 5,800

1/1 page

Type area

B 186 x H 260 mm

1/2 page

Type area

B 186 x H 130 mm

1/3 page

Type area

B 186 x H 86 mm

1/4 page

Type area

B 90 x H 130 mm

€ 3,000

Type area

B 186 x H 64 mm

Type area

B 90 x H 90 mm

Type area

B 58 x H 90 mm

Type area

B 70 x H 90 mm

Type area

B 43 x H 90 mm

€ 1,500

€ 1,000

€ 750

B 105 x H 297 mm

B 105 x H 297 mm

B 105 x H 297 mm

B 52 x H 297 mm

Bleed*: 4 mm trim on periphery

Crossover advertisements In the case of advertisements to be printed across the gutter, two separate pages are to be delivered. Please pay attention to gutter excess

Bleed advertisements: In the case of bleed advertisements graphic and text elements must be at least 1.5 cm from the outer edge.

All prices are plus the statutory rate of value-added tax, bleed and gutter printing without charge. Further formats on request.

Further information on ColorFoto can be found at: www.weka-media-publishing.de

An additional link in the e-paper of WEKA apps (Google Play and App Store) is possible for 200 euros.

AD INSERTS AND EDITORIAL SUPPLEMENTS

Sample to publisher in triplicate

Inserts

Not subject to discount

min.

W 105 x H 148 mm

max.

W 190 x H 270 mm

€ 105 ‰ to 25 g weight. For each further 5 g begun an additional € 8.50.

Partial inserts € 125 ‰.

Minimum number with partial editions/insert splitting: 20,000 copies.

Sample to publisher in triplicate

Supplements

Not subject to discount

min.

W 105 x H 148 mm

max. magazine format

W 210 x H 280 mm

Bleed pages must have a trim of 4 mm.

Supplements must be delivered folded and in untrimmed form, with an additional margin of 3 mm.

Minimum number with partial editions/supplement splitting: 20,000 copies.

Classifieds section:

B+W, 2c, 3c, 4c

1/1 page

€ 3,000

1/2 page

€ 1,500

1/3 page

€ 1,000

1/4 page

€ 750

Sample to publisher in triplicate

Format: W 200 x H 270

Format: W 148 x H 210

Editorially independent, exclusively sponsored booklets from a manufacturer on a special theme. Including concept, creation and layout at incomparable prices. Get your offer! Prices and other options as well as information on precise delivery please on request.
TECHNICAL DATA

Delivery times for CD/DVD, contact card, special inserts
2 working days after closing date for print material
Printed materials may not be delivered interlinked

Delivery address
On request

Printing, processing
4-colour web offset printing to Euroscale, adhesive binding
Please request our reproduction and proof instructions. No liability is assumed for standard colour tolerances.

Paper/ICC profile
Cover: 200 g/m² gloss image print, ICC profile: icoseated_v2_eci.icc (Fogra 39L)
Contents: 75 g/m² improved LWC gloss, ICC profile: PSO_LWC_Improved_eci.icc (Fogra 45L)

Trimmed format
(= magazine format) 210 mm wide x 297 mm high
Minimum trim tolerance: 4 mm on all open sides

Printed documents and digital data transfer
Please send us your digital data via data carrier, e-mail or FTP. Please request the precise specifications and further details from your customary contact. File names must be issued according to the following example: Advertising customer_CoFo_issue (example: Tamron_CoFo_01_20)

Your contact for printed documents and digital data transfer

SPECIAL PRINTS

Take advantage of our special print service to make even more profitable use of our editorial reporting. We create your special print (115 g/m² wood-free white, gloss, image print) with your corporate logo, on request with additional information from your company.

Dr. Michael Hackenberg will be happy to inform you about prices, formats, print runs, individual configurations • Telephone: +49-89-25556-1114 • mhackenberg@wekanet.de

PUBLISHER DETAILS

Address of publisher
WEKA MEDIA PUBLISHING GmbH • Richard-Reitzner-Allee 2 • D-85540 Haar bei München • Tel: +49-89-25556-1000 • Fax: +49-89-25556-1196

Managing Directors
Kurt Skupin
Dirk Waasen

Bank details
HypoVereinsbank München • IBAN: DE81 7002 0270 0035 7049 65 • SWIFT (BIC) : HYVEDEMMXXX

Terms of payment
Invoice amount is payable net and without deduction 14 days after invoice date.
2% cash discount for payment within 8 days of invoice date.
VAT no. DE814112256

Head of Sales
Dr. Michael Hackenberg • Telephone: +49-89-25556-1114 • mhackenberg@wekanet.de
(responsible for advertising)

Director Digital Media
Franziska Hertwig • Telephone: +49-89-25556-1144 • fherwig@wekanet.de

Sales Manager Digital
Manuel Lienich • Telephone: +49-89-25556-1344 • mlienich@wekanet.de

Ad scheduling
Petra Otte • Telephone: +49-89-25556-1479 • potte@wekanet.de

Editor-in-Chief ColorFoto
Werner Lütjens • Telephone: +49-89-25556-1731 • wluettgens@wekanet.de

Crossmedia Projects Manager
Monika Klein • Telephone: +49-89-25556-1200 • mkleinr@wekanet.de

Year of founding 1970 • Place of publication Haar bei München • Frequency of publication 11 issues per year • Purchase price € 7.50 individual price • € 75.90 domestic subscription

Homepage www.colorfoto.de • Media facts can be found at www.weka-media-publishing.de/mediadaten/print •