

ADVERTISEMENT RATE CARD NO. 17 • Valid as of 01.01.2018



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## MAGAZINE PROFILE



## CHIP FOTO-VIDEO Germany's renowned photo magazine

The digital revolution has fundamentally changed photography. It has never been easier to capture good pictures and share them with others. Worldwide, no other hobby fascinates more people than photography. And owing to smartphones, everyone can take pictures - anywhere, anytime.

Nevertheless, true high-quality pictures require a proper camera - and this is where CHIP FOTO-VIDEO comes in: practical hands-on tests & purchase advice on cameras, lenses and accessories. Valuable tips for better photos. Impressive pictorial worlds from all fields of photography.

The magazine reports independently and up-to-date on everything that interests photographers. Every month an extensive editorial staff produces each issue with their own test laboratory, photo studio - and loads of enthusiasm.

CHIP FOTO-VIDEO is part of the CHIP brand family.

## PUBLISHER DATA

### Publisher

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### Guaranteed Sold Circulation

30.000 copies

### Terms of Payment

Net payment due within 30 days of invoice date. A cash discount of 2% will be granted, if full payment is received in advance of the first day of sale and provided no previous invoices are outstanding. Late payment interest penalty as per paragraph 11 of the General Terms and Conditions will be charged according to the German Overdraft Credit Law. All prices are net and listed in Euros (€). The legal rate of VAT will be added where applicable. Direct bank debiting is possible.

### General Terms and Conditions

For a copy of the general terms and conditions applying to order processing please contact the publisher or visit [bcn.burda.de/service/download-center/](http://bcn.burda.de/service/download-center/)

### Frequency of Publication

Monthly

### First Day of Sale

First Wednesday in month (subject to change)

### Place of Publication

Munich, Germany

### PZN

526867

### Latest Updates

[www.pz-online.de](http://www.pz-online.de)

### Advertisement Copy Material

DUON-Portal 

### Technical Specifications and Delivery:

For current technical specifications and delivery information, please visit:

[www.duon-portal.de](http://www.duon-portal.de).

PDF format is available for download.

### Delivery of Printing Materials:

All ad copy materials must be delivered electronically via the DUON-Portal.

For support please contact:

Phone: +49 40. 37 41. 17 50

Email: [support@duonportal.de](mailto:support@duonportal.de)

### General legal notice:

The warranty claims specified in the publisher's general terms and conditions apply only when the certified technical requirements and standards published on the DUON portal have been fulfilled. This also holds when data is provided without a proof.

Advertisements can also be booked via OBS



(Online Booking System):

[www.obs-portal.de](http://www.obs-portal.de)

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All dates, deadlines and technical specifications for Ad Specials are available at [www.adspecial-portal.de](http://www.adspecial-portal.de)

## STANDARD RATES AND DISCOUNTS

### Standard Ad Rate

colour or b/w                      1/1 page                      **11,000.-€**

### Discounts

#### Frequency Scale

from 3 ads	3 %
from 6 ads	5 %
from 9 ads	10 %
from 12 ads	15 %
from 15 ads	20 %
from 18 ads	25 %
from 24 ads	35 %

#### Volume Scale

from 3 pages	5 %
from 6 pages	10 %
from 9 pages	15 %
from 12 pages	20 %
from 15 pages	25 %
from 18 pages	30 %
from 24 pages	40 %

## ADVERTORIAL PRINT AND ONLINE

For formats and prices of editorially structured advertorials (print and online) from the Publisher or from CREATIVE WORKS, please see the Promotion Costs brochure [here](#).

## FORMATS AND PRICES

Prices in Euros			Editorial Section	Market Section <sup>2</sup>
Size in fractions of page	Advertising Formats <sup>1</sup> width x height (in mm)		color or b/w	color or b/w
	Type Area	Trim Size <sup>1</sup>		
1/1	175 x 240	215 x 280	11,000.-	4,400.-
2/3	upright	115 x 240	7,700.-	3,080.-
	across	175 x 165		
1/2	upright	85 x 240	5,780.-	2,310.-
	across	175 x 120		
1/3	upright	55 x 240	4,030.-	1,610.-
	across	175 x 80		
1/4	upright	53 x 280	3,160.-	1,270.-
	2 columns	107,5 x 140		
	across	215 x 70		
<b>Advertisements with or without print across gutter</b>				
2/1	390* x 240	430 x 280	22,000.-	8,800.-

### Special Placements

Cover Pages	Inside Front Cover	12,650.-
	Inside Back Cover	12,100.-
	Back Cover	13,200.-
1/1 page, 1st right/left hand page in magazine		12,100.-
Opening Spread	Inside Front Cover + Page 3	24,750.-
Placement Surcharge - Environment		+ 10%

### Additional formats and sizes available upon request.

<sup>1</sup> Repro sizes +3 mm bleed allowance on all sides. For full technical specifications, please visit [www.duon-portal.de](http://www.duon-portal.de)

<sup>2</sup> The Market Section is the economical advertising-only section featuring editorial-free space at the best rates.

\* The widths stated apply to advertisements printed across the gutter.

## SCHEDULE 2018

Issue Number	Calendar Week	First Day of Sale	Booking & Cancellation Deadline	Ad Copy Material Deadline	Insert Delivery Deadline	Special Topics*
02/2018	1	03.01.2018	07.12.2017	11.12.2017	18.12.2017	CES Highlights
03/2018	6	07.02.2018	15.01.2018	17.01.2018	24.01.2018	
04/2018	10	07.03.2018	12.02.2018	14.02.2018	21.02.2018	
05/2018	14	04.04.2018	08.03.2018	12.03.2018	19.03.2018	
06/2018	18	02.05.2018	06.04.2018	10.04.2018	17.04.2018	
07/2018	23	06.06.2018	09.05.2018	14.05.2018	22.05.2018	Travel-Special
08/2018	27	04.07.2018	11.06.2018	13.06.2018	20.06.2018	
09/2018	31	01.08.2018	09.07.2018	11.07.2018	18.07.2018	
10/2018	36	05.09.2018	10.08.2018	14.08.2018	22.08.2018	15 Years CHIP FOTO-VIDEO   photokina Preview
11/2018	40	04.10.2018	10.09.2018	12.09.2018	19.09.2018	
12/2018	45	07.11.2018	12.10.2018	16.10.2018	23.10.2018	
01/2019	49	05.12.2018	12.11.2018	14.11.2018	20.11.2018	CHIP Xmas-Promotion

\*Subject to change.

	Circulation excl. Subscription*	Subscription Circulation	
<b>Bound inserts</b>			
up to 4 pages	€ 105 ‰	€ 140 ‰	Trim size: 215 x 280 mm (width x height). Other formats upon inquiry. Delivery folded and untrimmed (bleed allowance of 3 mm per side). Prices per thousand copies or part thereof on paper up to 170 g/m <sup>2</sup> . Prices for bound inserts with heavier paper upon request.
up to 6 pages	€ 125 ‰	€ 160 ‰	
up to 8 pages	€ 145 ‰	€ 190 ‰	
up to 12 pages	€ 175 ‰	€ 240 ‰	
up to 16 pages	€ 200 ‰	€ 275 ‰	
more than 16 pages	Prices upon request		
<b>Tip-Ins</b>			
Postcard up to 10 g	€ 60 ‰	€ 90 ‰	Tip-in only possible in combination with a 1/1 carrier ad. Additional postage charged for product samples and objects 2.5 mm or thicker (prices upon request).
Other tip-ins up to 20 g	€ 75 ‰	€ 105 ‰	
Other tip-ins over 20 g	Prices upon request		
<b>Loose inserts</b>			
up to 20 g	€ 105 ‰	€ 140 ‰	Minimum size: 105 x 148 mm (DIN A6) Maximum size: 205 x 270 mm
up to 30 g	€ 115 ‰	€ 160 ‰	
up to 40 g	€ 125 ‰	€ 180 ‰	
up to 50 g	€ 135 ‰	€ 200 ‰	
over 50 g	Prices upon request		

Prices apply for the booking of at least the entire domestic circulation.

- Smaller split runs (e.g. Nielsen area or federal states) are possible for a 20 % per ‰ surcharge.
- Minimum split run for all ad specials is 20,000 copies
- The publisher reserves the right to shift split run bookings

\* "Circulation excl. Subscription" consists of the combined print runs for newsstand retail sale, in-flight copies and others. Technical surcharges and production costs do not qualify for discounts or commissions.

**Calculation:** Calculation based on the print run listed in the IVW Quarterly Report current at order confirmation.

**Delivery Terms:** Delivery is based on the print run listed in the IVW Quarterly Report current at order confirmation plus 2% surplus.

# CHIP DIGITAL-IMAGING COMBINATION



Prices in Euros	CHIP Digital-Imaging Combi CHIP + CHIP FOTO-VIDEO
<b>Combination Discount</b>	5 %
<b>Net Contacts</b>	1.87 million
<b>Size</b> in fractions of page colour or b/w	
1/1	27,740.-
1/2	14,570.-
1/3	10,165.-
1/4	7,970.-

## With the CHIP Digital-Imaging Combination, you benefit from an:

- Extensive Reach:  
over 1.87 million contacts with a male reader share of 88%.
- An Envious Readership:  
with an ave. age of 37 years and an ave. net household income of 3,457. €.
- Outstanding Cost Efficiency:  
with a total CPT of 15.27 €, CHIP Digital-Imaging Combination is among the most economically efficient men's magazine-combinations in Germany.

Combination prices are only valid on parallel bookings. Additional formats on request. All prices include the combination discounts, qualify for other discounts, as well as agency commission and are subject to VAT, where applicable.



## READERSHIP PROFILE

	Tsd.	%		Index	
Total	213	100			
<b>Gender</b>					
Men	175	82			167
Women	38	18	35		
<b>Age</b>					
14 - 19 years	15	7			102
20 - 29 years	39	18			133
30 - 39 years	57	27			193
40 - 49 years	49	23			143
50 - 59 years	30	14	79		
60 years and older	22	10	33		
<b>Education</b>					
Pupil in general school	12	6			120
Sec. school without apprenticeship	6	3	39		
Sec. school with apprenticeship	31	15	52		
Secondary modern school	59	28	93		
Higher education entrance qual.	39	18			137
Polytechnic or university degree	65	31			187
<b>Net Household Income</b>					
Less than € 1,000	26	12			148
€ 1,000 until less than € 2,000	27	13	49		
€ 2,000 until less than € 3,000	52	24	94		
From € 3,000	108	51			126

**„We offer our readers orientation and user value with comprehensive purchasing advice and intelligent solutions.“**

Josef Reitberger Editor in chief CHIP FOTO-VIDEO

### CHIP FOTO-VIDEO readers are...

**Young** with an average age of 40 years

**Smart** with 49 % having qualifications higher education or polytechnic/university degree

**High Earners** with an average net household income of 3,178. Euro (General population average is 2,918. Euro)

### Advisors:

I often get requests for advice on the topic of digital technology.  
INDEX: **174**

### Big Spenders:

I have a monthly disposable income of 750 Euro or more  
INDEX: **147**

### Quality Conscious:

When it comes to technical products, I am will to spend a lot of money for the very best quality.  
INDEX: **192**

Source: ma 2017 II, b4p 2017 I, ACTA 2016

Use our media services for your next media plan, market/media structural analysis or media run ranking.

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