



BASIC DATA

First launched: 1949
Frequency of publication: monthly
Day of delivery: fridays
Copy price: € 5,00
Size of magazine: 215 x 280

Memberships: IVW, AWA
Online offer: www.fotomagazin.de

Print run: 87,433 copies
Total circulation: 49,412 copies
Paid circulation: 48,714 copies
Subscriptions: 8,606 copies
(IVW II/2009)

Coverage: 350,000 readers (AWA 2009)

Base rates 2009: 1/1 page 4c: € 10,600.-
1/1 page black and white: € 7,956.-



CONCEPT

fotoMAGAZIN is one of the most read photographic magazines in Europe. **fotoMAGAZIN**, the modern monthly magazine for photographers and imaging, shows the highlights from the world of pictures. Internationally known top photographers report on current trends, professionals give valuable practice tips to help the reader take better photographs. Well-grounded technical reports on the latest developments and competent product tests with clear and relevant assessments, the special credit points of **fotoMAGAZIN**, are an indispensable help when new purchases are being considered.

Special emphasis is put on high-quality join-in offers such as tests, competitions and workshops.

MAIN FEATURES OF READERSHIP STRUCTURE ACCORDING TO AWA 2009

Gender: male (73%)
Age: 20 to 49 years (54%)
Education: High School with A-level, university degree (76%)
Occupation: business-managers, employees and civil servants in leading positions; self-employed (36%)
Household net income: € 3,000 plus (45%)

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