

PHOTO

International

www.photo-international.de



RATE CARD 2018

Founded in 1954 PHOTO International is one of the eldest magazines for photography in Germany. The main readership is the group of professional photographers, semi-pros and hobby-photographers with some experience. More than 30% of the readership are exclusive readers.

All issues of the magazine contain a technical part where new products, techniques, digital imaging, high-end presentation of photo art etc. were introduced. The other part presents selected portfolios, photo series as well as information from the international scene of photographers.

Print no. 55
valid 2018

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Prepress parameters

The following information will help you to coordinate your data for an optimized printing result on our sheet offset machines.

screen: bw and 4c 70 L/cm

bleed: 3 mm at all sides

colours: Euroscale DIN 16539

trim size formats: text elements or images running into bleed must allow at least 10mm from the gutter and 5 mm from the other sides

GUIDE FOR DESKTOP DOCUMENTS

1. Screen and solution

Please choose the solution of the pictures at minimum with 300 dpi. Also make sure, that lines won't be defined less than 0,15 mm or 0,425 points.

2. Bleeds and overfilling

Overfilling should be defined as 0,1 mm or 0,283 Pts.

Trim-Ads should have 3 mm bleed at all sides.

Please integrate markers for the bleed in the print file.

3. Printing data

We are asking for electronic printing data in pdf-format (min. X-1a, ISO coated Fogra 27) with embedded fonts and one digital proof according to Eurostandard.

Advertisement – adress:

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Online

specification and price on request

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RATES in Euro

ADVERTISING FORMATS

in mm

format	RATES			format type area		format trim size (plus 3 mm blend)	
	b/w	2 colors	3-4 colors	high	wide	high	wide
1/1 page	2.976	4.092,-	4.650,-	190,0 x 258,0	-	215,0 x 280,0	-
3/4 page	2.232	3.069,-	3.487,-	141,5 x 258,0	-	160,0 x 280,0	-
2/3 page	1.984	2.728,-	3.100,-	125,0 x 258,0	-	142,0 x 280,0	-
1/2 page	1.488	2.046,-	2.325,-	92,5 x 258,0	190,0 x 126,5	105,0 x 280,0	215,0 x 137,5
1/3 page	992	1.364,-	1.550,-	60,0 x 258,0	190,0 x 82,5	68,5 x 280,0	215,0 x 90,0
1/4 page	744	1.023,-	1.162,-	44,0 x 258,0	190,0 x 61,0	50,0 x 280,0	215,0 x 66,5
2/1 page	5.952	8.184,-	9.300,-	410,0 x 258,0	-	430,0 x 280,0	-

For further formats please contact us.

SCHEDULE 2018

issue	first day of sale	closing date	copy date for printers copy
1/18	20.12.17	22.11.17	29.11.17
2/18	28.02.18	31.01.18	07.02.18
3/18	25.04.18	28.03.18	04.04.18
4/18	27.06.18	30.05.18	06.06.18
5/18	29.08.18	01.08.18	08.08.18
6/18	31.10.18	02.10.18	10.10.18
1/19	19.12.18	21.11.18	28.11.18