



## CHIP FOTO-VIDEO - GERMANY'S GREAT PHOTOGRAPHY MAGAZINE

### WHY CHIP FOTO-VIDEO?

- ✓ A ten member editorial staff with a dedicated test laboratory and photography studio together with loads of enthusiasm make Germany's most successful photo magazine.
- ✓ CHIP FOTO-VIDEO is Germany's best selling photography magazine.

### USP

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

Moritz Wanke, Editor-in-Chief

### KEYFACTS

Frequency: **monthly**

Day of publication: **Wednesday**

Copyprice: **6.95 €**

Basic rate (1/1 page 4c): **11,000 €<sup>1.)</sup>**

Sold circulation: **39,618<sup>2.)</sup>**

Editor-in-Chief: **Moritz Wanke**

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> IVW III/18

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	0.22	100.0	
<b>Sex</b>			
Men	0.18	80.6	164
Women	0.04	19.4	38
<b>Age</b>			
14-19 years	0.01	3.9	55
20-29 years	0.06	24.9	178
30-39 years	0.03	15.3	108
40-49 years	0.05	23.3	145
50-59 years	0.04	19.9	109
60-69 years	0.02	10.1	76
>= 70 years	0.01	2.6	15
<b>Qualification</b>			
Comprehensive school	0.00	1.9	42
Sec. school (without apprenticeship)	10.00	0.8	0
Sec. school (with apprenticeship)	0.02	8.4	32
Secondary modern school	0.07	30.1	101
Grammar school	0.03	15.3	109
University	0.10	43.4	254
<b>Net income</b>			
less than 1,000.00 EUR	0.01	5.0	66
1,000 to 1,250 EUR	33.00	1.5	0
1,250 to 1,500 EUR	0.01	3.2	45
1,500 to 2,000 EUR	0.02	8.1	63
2,000 to 2,500 EUR	0.03	12.0	84
2,500 to 3,000 EUR	0.03	12.7	113
3,000 EUR and more	0.13	57.6	135

Source: ma 2018 II