



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.“

Josef Reitberger, Editor-in-Chief

KEYFACTS

Frequency: **monthly**

Day of publication: **Wednesday**

Copyprice: **6.50 €**

Basic rate (1/1 page 4c): **11,000 €^{1.)}**

Sold circulation: **42,857^{2.)}**

Editor-in-Chief: **Josef Reitberger**

Source: ¹⁾ Prices valid from 01.01.2017., ²⁾ IVW II/2017

READERS PROFILE

	Mill.	Percent	Index
Total	0.21	100.0	
Sex			
Men	0.17	82.1	167
Women	0.04	17.9	35
Age			
14-19 years	0.02	7.2	102
20-29 years	0.04	18.4	133
30-39 years	0.06	27.0	193
40-49 years	0.05	22.9	143
50-59 years	0.03	14.3	79
60-69 years	0.01	6.4	48
>= 70 years	0.01	3.9	22
Qualification			
Comprehensive school	0.01	5.6	120
Sec. school (without apprenticeship)	0.01	3.1	39
Sec. school (with apprenticeship)	0.03	14.6	52
Secondary modern school	0.06	27.7	93
Grammar school	0.04	18.3	137
University	0.07	30.7	187
Net income			
less than 1,000.00 EUR	0.03	12.3	148
1,000 to 1,250 EUR	0.00	2.3	49
1,250 to 1,500 EUR	0.01	2.5	33
1,500 to 2,000 EUR	0.02	7.7	59
2,000 to 2,500 EUR	0.02	10.2	73
2,500 to 3,000 EUR	0.03	14.2	117
3,000 EUR and more	0.11	50.9	126

Source: ma 2017 II