



## 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 €<sup>1.)</sup>**

Sold circulation: **42,829<sup>2.)</sup>**

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

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> IVW IV/2017

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	0.25	100.0	
<b>Sex</b>			
Men	0.19	76.3	156
Women	0.06	23.7	47
<b>Age</b>			
14-19 years	0.01	6.0	85
20-29 years	0.04	17.2	125
30-39 years	0.06	23.4	167
40-49 years	0.07	26.0	162
50-59 years	0.04	17.5	96
60-69 years	0.02	8.4	63
>= 70 years	0.00	1.5	8
<b>Qualification</b>			
Comprehensive school	0.01	4.1	87
Sec. school (without apprenticeship)	18.0 0	1.4	0
Sec. school (with apprenticeship)	0.02	8.3	30
Secondary modern school	0.07	29.6	100
Grammar school	0.04	17.9	134
University	0.10	38.7	236
<b>Net income</b>			
less than 1,000.00 EUR	0.02	7.0	85
1,000 to 1,250 EUR	0.00	0.4	8
1,250 to 1,500 EUR	0.01	3.3	43
1,500 to 2,000 EUR	0.02	8.1	63
2,000 to 2,500 EUR	0.02	8.3	59
2,500 to 3,000 EUR	0.03	12.3	103
3,000 EUR and more	0.15	60.7	150

Source: ma 2018 I