



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: **6.50 €**

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

Sold circulation: **38,837^{2.)}**

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

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ IVW II/18

READERS PROFILE

	Mill.	Percent	Index
Total	1.61	100.0	
Sex			
Men	1.44	89.2	181
Women	0.17	10.8	21
Age			
14-19 years	0.18	11.2	161
20-29 years	0.47	29.3	210
30-39 years	0.37	22.7	161
40-49 years	0.28	17.5	109
50-59 years	0.23	14.2	78
60-69 years	0.07	4.1	30
>= 70 years	0.02	1.1	6
Qualification			
Comprehensive school	0.12	7.4	162
Sec. school (without apprenticeship)	0.06	3.5	45
Sec. school (with apprenticeship)	0.14	8.7	33
Secondary modern school	0.45	28.2	94
Grammar school	0.38	23.3	166
University	0.46	28.8	168
Net income			
less than 1,000.00 EUR	0.12	7.4	98
1,000 to 1,250 EUR	0.05	3.2	73
1,250 to 1,500 EUR	0.04	2.4	35
1,500 to 2,000 EUR	0.15	9.0	70
2,000 to 2,500 EUR	0.16	9.7	68
2,500 to 3,000 EUR	0.16	10.1	90
3,000 EUR and more	0.94	58.1	136

Source: ma 2018 II