

# DIGITÁLIS FOTÓ MAGAZIN

## MEDIA OFFER

### Information

Digitális Fotó Magazin was the first journal in Hungary to address the subject of digital images in a targeted way. Today there are other publications which have embraced this subject as part of their repertoire, but Digitális Fotó Magazin is the only one which outlines it in such a complex and versatile manner, providing a full overview.

The aim is to satisfy the demands both of photographers who are just becoming acquainted with the subject and of users of digital technology at a professional level. Along with technical information the contents include practical advice, assessments of images, aesthetic studies and interviews. The articles are readable, written in easy to understand language, and they are richly illustrated by a range of pictures. The editor in chief of the magazine, István Dékán, is a commercial photographer, specialist and author of many successful books.

### Characteristic Target Groups:

Our readers are mainly members of the 18 to 59 age group. We ensure nationwide coverage through our resellers and distributors. According to the consumer status of the target group they are characteristically of category A, B (30%) and C (37%), D, E (26%) i.e. people living in better financial circumstances than the average. They are characteristically active wage earners, members of the intelligentsia, with college or university or secondary school degree, who are working mainly in senior positions or as independent entrepreneurs.

### Appearance

The print run of the Digitális Fotó Magazin reaches 9,500 to 12,000 per issue. According to the statistics each published issue is read by an average of 4 people. The magazine will appear ten times in 2008, with a monthly frequency (there will be two combined issues). It is distributed by Lapker Rt. and alternative distributors (shops specialised in photography and computers), as well as by the publisher itself through direct channels.

The distribution data of Digitális Fotó Magazin are audited by MATESZ (the Hungarian Association for Control of Distribution). The data may be inspected on the Internet at [www.matesz.hu](http://www.matesz.hu)

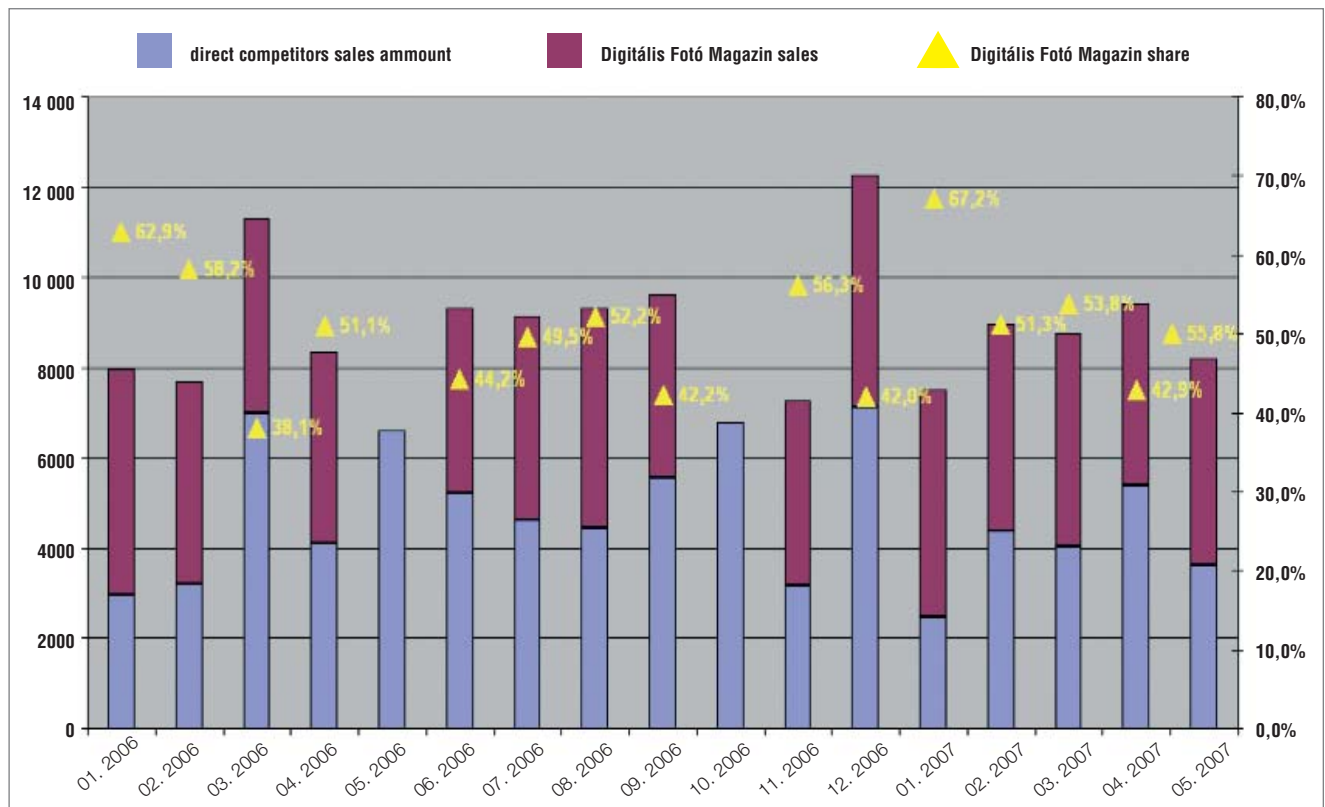
From 2007 we are member of TIPA (Technical Image Press Association). This independent league is collect 28 photographer magazines from different countries.



The Digitális Fotó Magazin is the hungarian member of TIPA

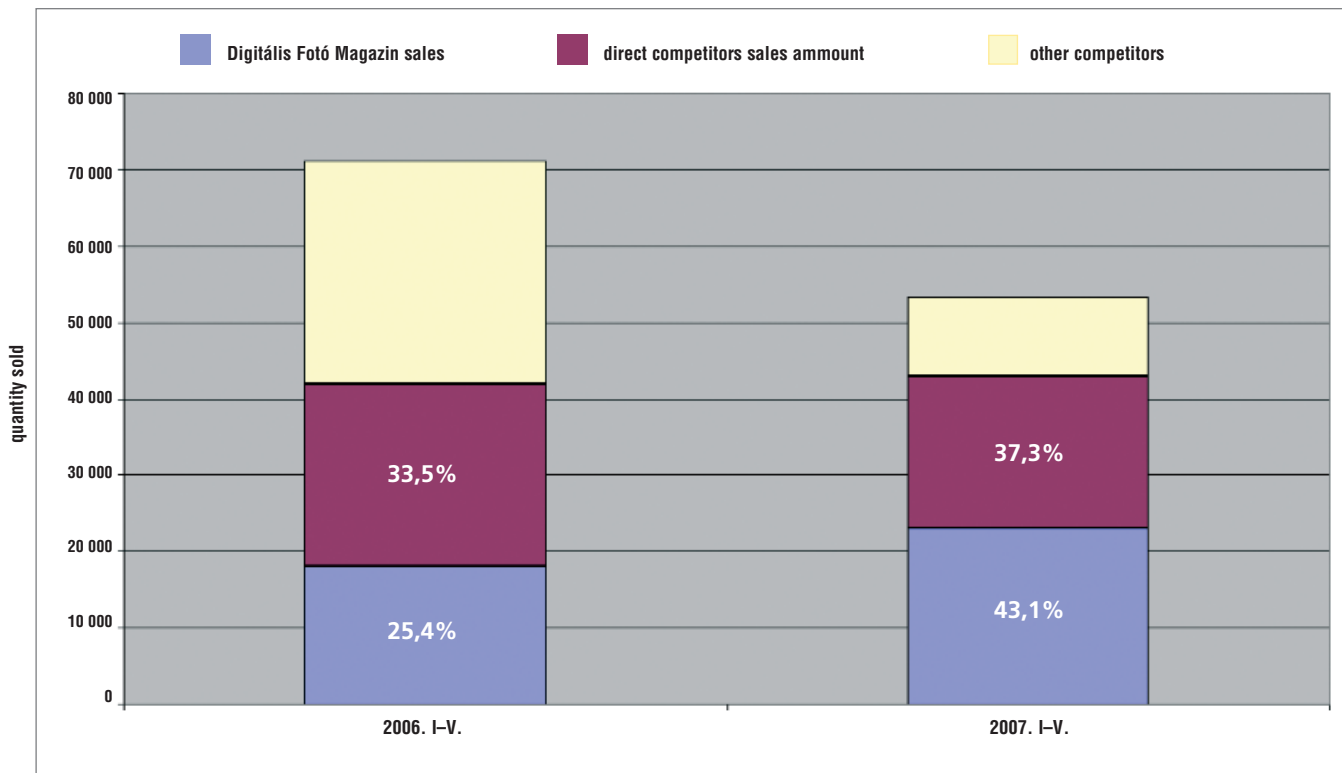
### Market positioning

Shares in the sales (survey by Lapker)

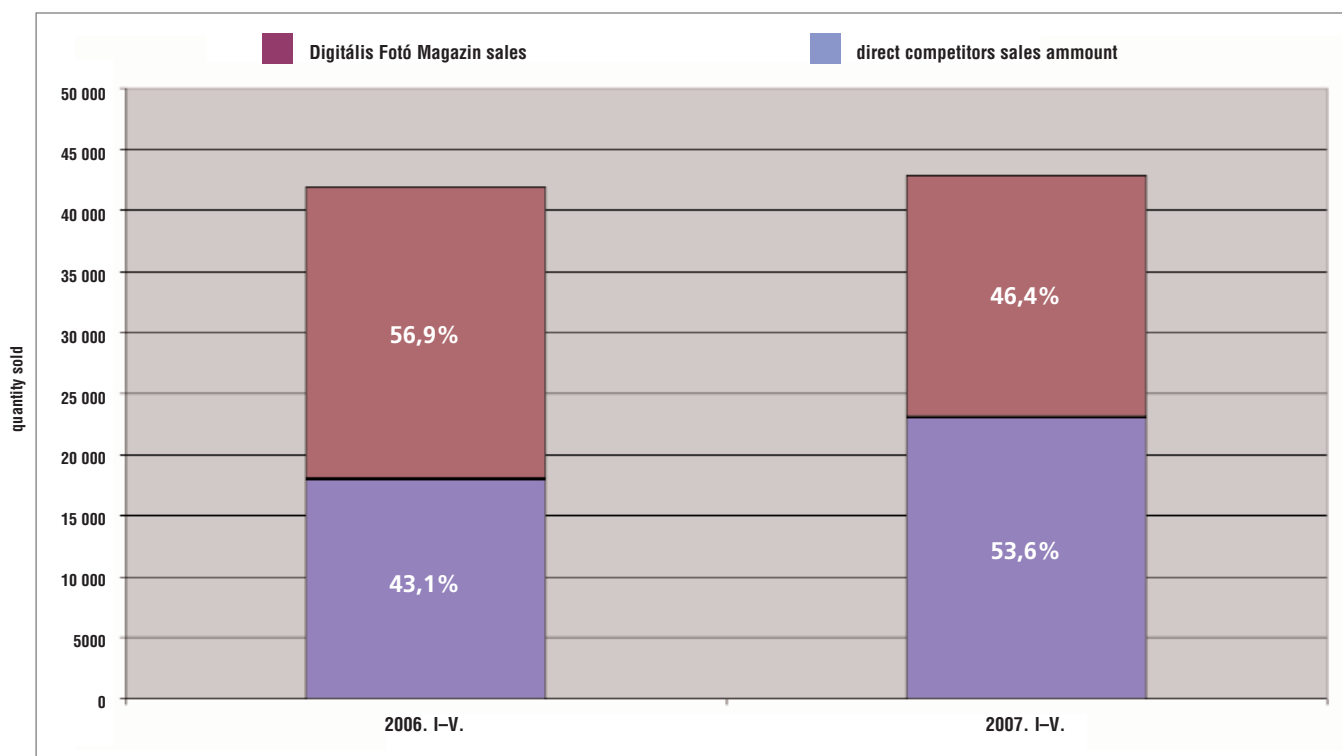


The magazin for the Lovers of Photography

## Market positioning in 2006–2007 first five months



## Market positioning in 2006–2007 first five months (without competitors)



## Main Columns of the Magazine

### News and Novelties

- Brief accounts on new devices, software and other novelties.

### Gallery

- Images by the world's most famous photographers, with interviews.

### History of Photography

- Series on outstanding artists in the history of photography.

### Photo Psychology

- Series with an analysis of the psychological impact mechanism of images.

### Digital Image

- Technical articles addressing the specialities of digital image.

### Tips and Tricks

- Use of photo retouching programmes with practical examples.

### Software

- Information on new software.

### Devices

- Test articles on lenses, printers, scanners, etc.

### Cameras

- Test articles on digital cameras.

### Comparisons

- Tables with data on digital cameras to help buyers and dealers.

### Evaluation of Images

- Analysis of readers' images in terms of technique and composition.

### Portfolio

- Interesting images by photo artists, with interviews.

### Photography

- General subjects of photography. Practical advice for themes of photos, studies on composition, etc.

### Recommendation

- Recommended exhibitions of photographic art.

### Format

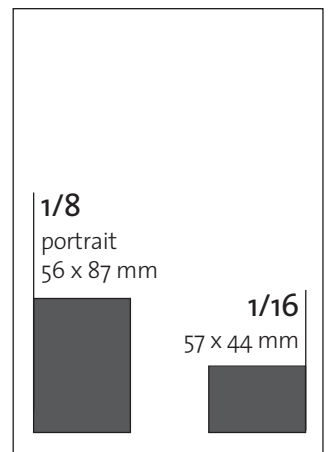
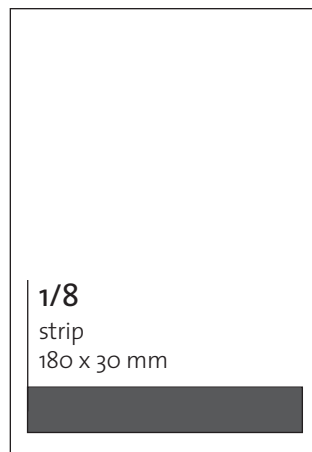
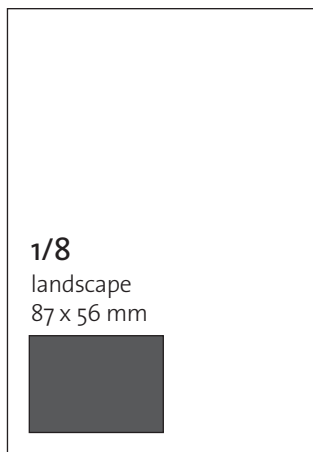
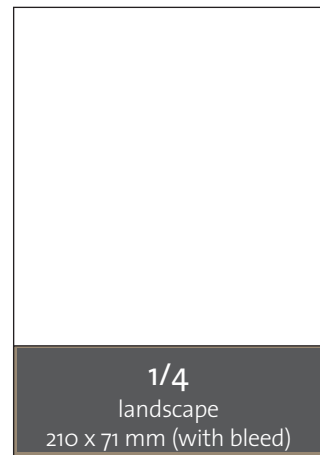
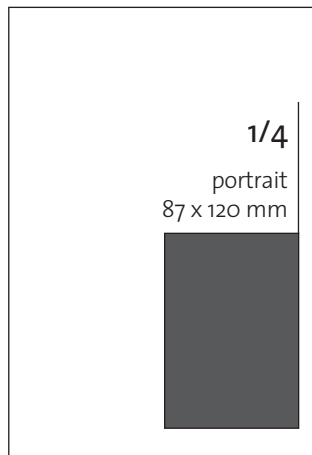
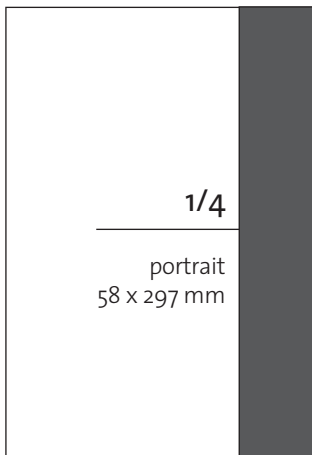
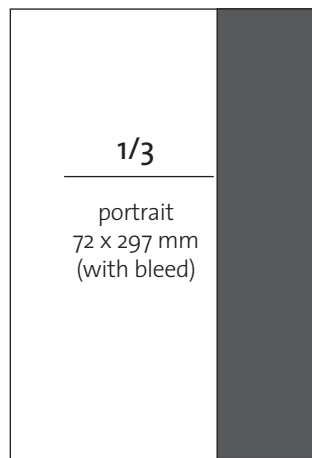
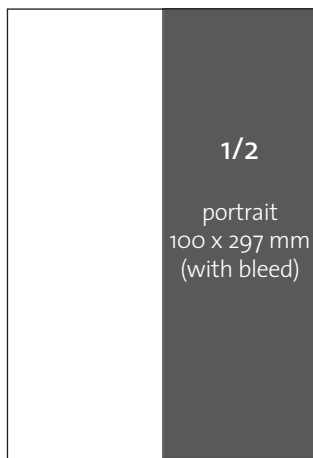
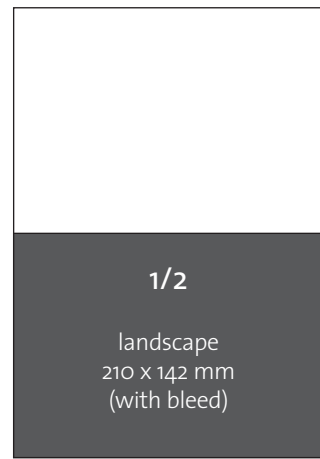
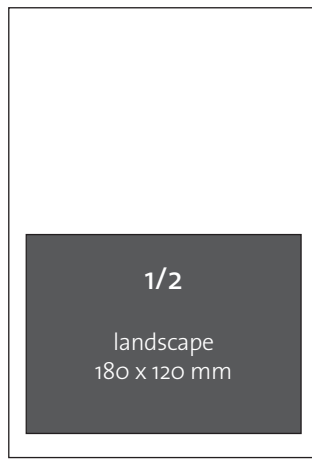
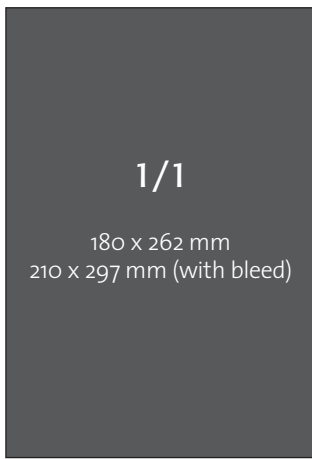
We ask that you submit the advertisement in a digital file which may be fitted into a page to be prepared with the QuarkXPress software. The ideal is a real size TIFF picture with a resolution of 300 dpi. In our experience, JPEG format with slight compression is also appropriate. Alternately it may be a Quark file, but in this case the (Postscript) font should also be enclosed.

### For further information please contact:

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## Internet support

[www.fotovilag.hu](http://www.fotovilag.hu)

[www.fotomagazin.hu](http://www.fotomagazin.hu)

The website of Digitális Fotó Magazin expands the opportunities for communication of a printed newspaper, using the possibilities offered by the Internet. Here we publish immediately news and novelties related to the subject, prior to the appearance of the magazine. We give a sample from the contents of the current issue. As of May 2006 the magazine may also be subscribed for and downloaded electronically from our website: [fotomagazin.hu](http://fotomagazin.hu). The advertisement spaces on the site may be operated as individual or complementary ads.

## Technical specification:

Format:	DIN A4 21x30,5 cm
Size:	136 pages + cover page
Print run:	9500 to 12 000 copies
Print:	sheet offset (full colour)
Inner sheets:	glazed art paper 115 g
Cover sheet:	foiled art paper 200 g
Sales price:	HUF 990

## Sizes and Prices of Advertisements for 2008

Size	Advertisement in colour
Product photo appearing on the front page	€ 600,-
1/1 page	€ 1730,-
1/2 page	€ 980,-
1/3 landscape or portrait	€ 660,-
1/4 page	€ 540,-
1/8 page	€ 280,-

Rear cover	€ 2700,-
Cover 2	€ 2300,-
Cover 3	€ 1930,-
Flyleaf 1, 2 (sheet after the front page, before the greeting)	€ 1930,-
One page on the sheet with a thickness like the front page, stitched in the middle of the magazine	€ 1930,-
Page 2 (left hand side of the table of contents), page after the table of contents	€ 2120,-
Double page	€ 2980,-

The above prices are exclusive of VAT.

**Location surcharge:** If you wish to place your advertisement in a given place, in a given column or alongside a certain article in the magazine, we will add a surcharge of 10 to 25%. We ask that you submit the advertisement material on a data carrier, in completed form.

If the advertisement is prepared by us, we charge a technical fee of 10 to 50%.

## Sizes of the Advertisement Surfaces in Digitális Fotó Magazin

The cut-size of a full page is 210x297 mm. In the case of a picture with bleed we request an additional 5 mm bleed on each side. The make-up area is 180x262 mm.

<b>1/1 page:</b>	180x262 mm; 210x297 mm, with bleed
<b>1/2 page:</b>	180x120 mm, landscape; 210x142 mm, landscape with bleed; 100x297, portrait, on the edge of the page, with bleed
<b>1/3 page:</b>	180x85 mm, landscape; 72x297 mm, portrait, at the edge of the page, with bleed
<b>1/4 page:</b>	87x120 mm, portrait; 58x297 mm, portrait, at the edge of the page, with bleed; 210x71 mm, landscape, with bleed
<b>1/8 page:</b>	87x56 mm, landscape; 56x87 mm, portrait; 180x30 mm, horizontal strip
<b>1/16 page:</b>	57x44 mm, landscape