



# DISCOVER THE WORLD OF PHOTOGRAPHY

## FotoVideo

- Informs about everything happening on the photo-video market
- Through practical examples and in cooperation with well-known personalities, it advises both new and advanced photographers on how, what and why to photograph and video, what equipment to get and what to avoid
- Presents the manufacturers, distributors, dealers and retailers of a wide range of digital equipment and consumer electronics in a pleasant way
- Monitors European and worldwide trends in photography and exclusively brings them to its readers along with their artistic and ethical impacts
- is a full member of the prestigious European EISA association



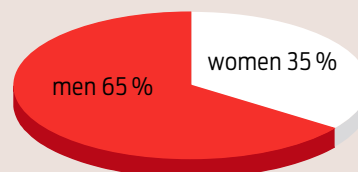
## Technical Specification

- Published since 1997
- Monthly periodical
- Number of pages: 116 stran
- Print: offset
- Inside paper: 80g LWC NovaPress
- Cover paper: 200g coated gloss, dispersion varnish
- Binding: V2
- Print run: 15 000 copies, audited by ABC ČR
- Price: 89 CZK

## Profile of the readers

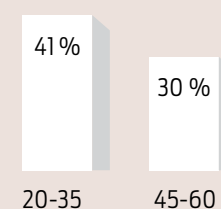
- The gross monthly income of 42 % readers is 15 000–30 000 CZK
- 52 % high school education, 35 % university education
- 77 % daily use the internet

## Proportions of the readers



Source: AteMI reader research

## Age of the readers



ATEMI s.r.o. | Velvarská 45  
160 00 Prague | CZ | www.ateMI.cz

www.ifotovideo.cz

# FotoVideo

## Advertisement data

Prices not included VAT. Specific placement surcharge +15%.

All data are in millimetres. Advertising rates valid from 1. 10. 2011

\* cropped advertisements require a 5 mm bleed

Type of Advertisement	Mirror		Crop*		Price (CZK)
	width	height	width	height	
2 <sup>nd</sup> cover	173	232	203	267	180 000
3 <sup>th</sup> cover	173	232	203	267	150 000
Back cover	173	232	203	267	220 000
Standard page	173	232	203	267	120 000
Standard page in 1. 1/3	173	232	203	267	130 000
Spread (material for a spread must be provided as two single pages)					160 000
1/2 page horizontal	173	113	203	133	75 000
1/2 page vertical	84	232	98	267	75 000
1/3 page horizontal	173	72	203	92	50 000
1/3 page vertical	55	232	69	267	50 000
1/4 page vertical	84	113	98	133	40 000
1/4 footer	173	55	203	72	40 000

## Insert Advertisement (1 sheet 1/1 of page, price per 1 piece)

1 sheet	2,50
2 sheets	4,00
4 sheets	6,50
6 sheets	7,50
8 sheets	8,00
Insert Advertisement only for abonents	15,00



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## Advertisement schedule for 2012

Issue	Year	Advertisement materials	Distribution
1	2012	2. 12. 2011	20. 12. 2011
2	2012	10. 1. 2012	26. 1. 2012
3	2012	7. 2. 2012	23. 2. 2012
4	2012	6. 3. 2012	22. 3. 2012
5	2012	10. 4. 2012	26. 4. 2012
6	2012	7. 5. 2012	24. 5. 2012
7	2012	5. 6. 2012	21. 6. 2012
8	2012	10. 7. 2012	26. 7. 2012
9	2012	7. 8. 2012	23. 8. 2012
10	2012	10. 9. 2012	26. 9. 2012
11	2012	9. 10. 2012	25. 10. 2012
12	2012	6. 11. 2012	22. 11. 2012
1	2013	4. 12. 2012	20. 12. 2012

## Technical Specification

**In electronic format for PCs or MACs:** CD, DVD or via email (up to 10MB).

**In the following applications:** Adobe Photoshop, Illustrator, Indesign.

**Advertisements should be supplied in the following formats:**

PDF, EPS, JPG, TIFF, AI.

**Colour regime:** CMYK, image resolution 300 dpi.

**To ensure accurate colouring** imprint according to the ISO 12647-2:

2004 standard and colour profile ISO coated/FOGRA27.

**Cropped advertisements** require a 5 mm bleed. Please take into account the space on the side of the spine (adapt the whole concept of an advertisement to this – for example, text must be set 4 mm from the edge).

**Black font** smaller than 6 points must not include any other colour than black (CO MO YO K100).

**Print:** cover – flat offset, inside – rotary offset.

**Parameters:** 2 400 dpi, 175 lpi, standard screen angle.