

NEW: LEICA C Lifestyle compact with network connection, Raw and integrated viewfinder

ISTANBUL Female, furious and Turkish: women in on-going protest against the authoritarian regime



JAN GRARUP

Tattoos, soldiers and a photographer – wars that get under your skin

LEICA FOTOGRAFIE INTERNATIONAL

Price list No. 42, valid as of 1 January 2014

Editorial concept, contacts	2
Publication dates, tech specs	3
Advertising rates and formats	4
Discounts, ad specials, inserts	5
Readership Analysis	6
General terms and conditions	7



LFI – LEICA FOTOGRAFIE INTERNATIONAL

With their precise technology, Leica cameras have shaped the world of photography for many decades; and many of the images that have become iconic symbols of an era were taken with a Leica. For over 66 years, LFI – Leica Fotografie International – has been the authoritative publication for those wanting to see, know and understand more about Leica and everything it stands for. Eight times a year, Leica presents the best Leica photographers – from renowned classics all the way to promising new talent. In addition you will find in-depth test results of Leica cameras, lenses and accessories, well-founded reports on the diverse forms of photography, useful practical tips, impressive reportages from around the world, a comprehensive exhibition calendar, and striking portfolios of international photographers.

YEAR	64th year
PUBLICATION FREQUENCY	eight times a year in English and German
CIRCULATION TOTAL	27.500 copies per issue
SUBSCRIPTION PRICE	€ 60,- (including shipment worldwide)
FURTHER MAGAZINES	S-Magazine: www.s-league.net

PUBLISHING HOUSE

Phone:
Fax:
Internet:

LFI Photographie GmbH
Springeltwiete 4
20095 Hamburg, Germany
P.O. Box 10 30 03
20020 Hamburg, Germany
+49 (0) 40 226 21 12 80
+49 (0) 40 226 21 12 70
www.lfi-online.com

ADVERTISING SALES

Mrs. Kirstin Ahrndt-Buchholz

Phone:
E-Mail:

+49 (0) 40 226 21 12 71
buchholz@lfi-online.de

Mrs. Samira Holtorf

Phone:
E-Mail:

+49 (0) 40 226 21 12 72
holtorf@lfi-online.de

SUBSCRIPTION SERVICE

Phone:

interabo Betreuungs-GmbH
+49 (0) 30 611 05 35 22

MAGAZINE FORMAT
PRINTING PROCESS
BINDING PROCESS

215 mm width, 280 mm height
Offset (FM Screen)
Perfect

ISSUE NO.	BOOKING DEADLINE	MATERIALS DUE	ON SALE
02/2014 February/March	10. January 2013	17. January 2013	21. February 2013
03/2014 April	19. February 2013	26. February 2013	04. April 2013
04/2014 May/June	02. April 2013	09. April 2013	16. May 2013
05/2014 July	19. May 2013	26. May 2013	27. June 2013
06/2014 August/September	01. July 2013	08. July 2013	08. August 2013
07/2014 October	05. August 2013	12. August 2013	15. September 2013
08/2014 November/December	19. September 2013	26. September 2013	31. October 2013
01/2015 January	05. November 2013	12. November 2013	19. December 2013

TECHNICAL SPECIFICATIONS

File Format EPS and PDF: according to Adobe's structure convention.
Fonts and image data integrated.

Types of media: DVD, CD-ROM

Document format like advertisement format plus 3 mm trim. Colours:
CMYK Euro scale ISOcoated_v2_39L_eci. Special colours on request. Send your
order together with final printout (or Fax: +49/40/226 21 12 70) plus colour proof.
If transmitted via ISDN, please start filename or folder with "LFI".
If sent on CD-ROM, please provide a detailed list of all files.

Data Transmission
buchholz@lfi-online.de

Payment Due
Within 14 days post date of invoice. VAT will be added to the net price quoted.
General terms and conditions of business from January 1st, 2004 apply.



ADVERTISING RATES AND FORMATS

Prices do not include VAT.

Format	Type Area width x height in mm	Trim width x height in mm	Rate (german issue in €)		Rate (english issue in €)	
			4c (Euroscale, CMYK)	b/w	4c (Euroscale, CMYK)	b/w
1/1 page	183 x 245	215 x 280	4.200,–	2.730,–	1.695,–	1.110,–
2/3 page vertical	118 x 245	133 x 280	2.820,–	1.830,–	1.135,–	740,–
1/2 page horizontal	183 x 122	215 x 142	2.130,–	1.380,–	860,–	560,–
1/2page vertical	87 x 245	102 x 280	2.130,–	1.380,–	860,–	560,–
1/3 page horizontal	183 x 82	215 x 102	1.425,–	920,–	575,–	370,–
1/3 page vertical	56 x 245	71 x 280	1.425,–	920,–	575,–	370,–
1/4 page horizontal	183 x 59	215 x 79	1.090,–	700,–	445,–	290,–
1/4 page vertical 2 columns	87 x 122	–	1.090,–	700,–	445,–	290,–
1/4 Seite vertical		55 x 280	1.090,–	700,–	445,–	290,–
2/1 Seite	–	430 x 280	8.400,–	5.460,–	3.390,–	2.200,–

15% combo discount when advertising in both German and English edition.

Other formats on request.

DISCOUNTS FOR ADS APPEARING WITHIN A 12 MONTH PERIOD

Quantity Discounts

For 3 runs	5 %
For 6 runs	7 %
For 8 runs	15 %

Volume Discounts

2-3 pages	5 %
4-5 pages	10 %
6-7 pages	15 %
8 or more pages	20 %

AGENCY COMMISSION

Commissions via an advertising agency include a 15% AE-commission deduction.

COMBINATION DISCOUNT

For advertising in both the English and German editions: 15%.

CULTURE DISCOUNTS

Publishing Houses, book stores, museums, galleries and art-related activities: 25% discount will be given to direct bookings (without agency involvement). The discount is reduced by 10% when bookings are made through an agency.

SURCHARGES

Fixed positioning will be surcharged by 10%.
2nd, 3rd and 4th cover page will be surcharged by 10%.

ONLINE ADVERTISING:

Price per banner/month: € 950,-

BOUND INSERTS

2-page insert (100-150g)	4-page insert (100-150g)	8-page insert (60-80g)
€ 110,-	€ 140,-	€ 180,-
per thousand copies	per thousand copies	per thousand copies

Bound inserts must be provided in magazine format with 3 mm trim and 3 mm gutter safety, untrimmed and not pre-folded. Advance sample required. The client must contact the publisher to establish the final number of inserts to be delivered. Delivery date is the printing deadline.

LOOSE INSERTS

largest size available: 205 x 270 mm, loose
up to 25 g/per thousand: € 140,- plus postage

Additional charge for split run.

The client must contact the publisher to establish the final number of inserts to be delivered. Delivery date is the printing deadline. Split runs possible. The client must inquire about the maximum weight allowance. Advance sample required.

GLUED INSERTS

only in connection with a main advertisement (at least a full page).
€ 65,- /per thousand (postcards; plus postage)

Inserts, supplements, postcards, market guides and additional technical costs can not be discounted.

VAT will be added to the net price quoted.

TARGET GROUP WITH HIGH STANDARDS

LEICA FOTOGRAFIE INTERNATIONAL targets **high-income, middle-age individuals** who have a keen interest in the finer aspects of photography. LEICA FOTOGRAFIE INTERNATIONAL reaches a **premium target group** consisting of photo enthusiastic managers, entrepreneurs, academics, and passionate amateur as well as professional photographers – worldwide!

LFI readers have a strong affinity for top-of-the-line brands and a predilection for **exclusive brand attributes** such as precision, durability, and elegance. LEICA FOTOGRAFIE INTERNATIONAL appears eight times a year and is distributed internationally in both English and German. LFI can guarantee **loyalty amongst its readers** and direct access to target groups.

READERSHIP STATISTICS

- 96%** of our readers are male
- 59%** hold an academic degree
- 92%** of our readers are interested in LFI's technology reports
- 88%** of our readers choose brand equipment
- 86%** see advertisements in LFI as an important source of product information
- For **74%** of readers LFI is the number one source of photography information
- The magazine is picked up 5 to 10 times
- The average subscription lasts 13.5 years

Source: subscription structure analysis LFI



1. An advertising order in the sense of these General Terms and Conditions of Business, is a contract in respect of the publication of one or more advertisements, supplements or inserts of an advertiser.
2. Advertising orders shall be completed within one year after conclusion of contract. Joint (linked) advertisements, supplements and inserts for different clients shall be invoiced according to the basic price.
3. Rebates and discounts, as listed in the price list for advertisements are valid within a year from the publication of the first advertisement only.
4. Upon conclusion of a sales contract, the client shall have the right, within the time frame agreed, to call for more advertisements than the quantity stated in the order.
5. If a contract is not fulfilled due to circumstances beyond the control of the publisher and for which the publisher is not responsible, the client shall reimburse the publisher with the difference between the rebate granted and the actual delivery, notwithstanding possible further legal obligations. Reimbursement shall be waived if the contract could not be fulfilled by the publisher due to force majeure.
6. When calculating the ordering quantities, text millimetre lines shall be converted to advertisement millimetres according to the price.
7. If prices for advertisements change, the new conditions shall apply immediately, if not otherwise agreed between the client and publisher.
8. The publisher undertakes no guarantee for the acceptance of advertisements, inserts or supplements at predetermined positions in the magazine, unless the client has made this a stipulation for granting of the order.
9. If an advertisement is published in the text section, the text price shall be paid. Text section advertisements are advertisements with at least three sides of the advertisement bordering on text, and not bordering other advertisements.
10. Advertisements that are not recognisable as such by reason of their design, shall be clearly designated with the word "Advertisement" by the publisher.
11. The publisher undertakes to apply all due diligence and care as befits a prudent business-man with regard to the acceptance

and proofreading of advertisement texts and images, accepts, however, no liability. The client alone shall be liable for the legal clearance of the advertisement, the supplement or insert. Should the publisher, due to infringement of the rights of third parties, whatsoever the reason, be held liable, the client shall be obliged to indemnify the publisher. This also includes legal defence fees.

12. The publisher reserves the right to refuse acceptance of advertising orders – also individual calls within the framework of a contract – by reason of the content, source of origin or the technical form in accordance with the uniform, factually justified principles of the publishers, if the content is in violation of official rules and regulations, or if publication is unacceptable to the publisher.
13. Orders for supplements and inserts shall be binding for the publisher only after presentation of an advertising medium sample. The publisher accepts no supplements or inserts that by reason of format or design give the reader the impression, that they are part of the magazine. Supplements and inserts containing third-party advertisements shall not be accepted.
14. Test prints shall only be delivered upon express request. The client is alone responsible for the accuracy of the test prints returned to the publisher. If the test prints are not returned to the publisher within the agreed time limit, release to print shall be taken as granted.
15. The client is responsible for the timely delivery of the text of the advertisement as well as faultless printing material or supplements/inserts. For clearly unsuitable or damaged printing material the publisher requires immediate replacement. In the case of advertisements placed by telephone, or modifications initiated by telephone, as well as in the case of errors due to illegibility, the publisher shall accept no liability for the correct reproduction. If the publisher is unable to immediately recognise possible faults in the material, which only become obvious during printing, the client shall have no right to claim in the case of erroneous or insufficient reprint or copy. This also applies in the case of defective repeat advertisements, if the client does not point out the error in time before printing of the next advertisement.
16. The publisher guarantees the faultless reproduction of the advertisement with regard to printing. The client has in the case of wholly or partly illegible, incorrect or incomplete copying of

the advertisement the right of subsequent fulfilment, but only in as far as the purpose of the advertisement was influenced. Further liability of the publisher is excluded. Claims must be – except in the case of faults that are not obvious – be put forward within four weeks after receipt of the invoice and supporting counterfoils.

17. Invoices are payable within 14 days after date of the invoice, net. The publisher has the right to charge interest on arrears if the payment deadline is exceeded. In the case of default of payment, the publisher is able to defer further fulfilment of the current order until payment has been executed and is also able to demand prepayment for the remaining advertisements.
18. Upon request the publisher shall supply an advertising counterfoil with the invoice. Depending on the type and scope of the order, advertisement cuttings, pages or complete voucher numbers shall be delivered.
19. Costs incurred for the preparation of ordered printing material, as well as for modifications requested by the client, or for which the client is responsible, shall be paid by the client.
20. A decrease in circulation shall only affect the terms of the contract if the circulation decreases by more than 20%. Over and above this warranty, claims for reduction are excluded if the publisher has informed the client with regard to the sinking circulation in such a timely manner that the client would have been able to withdraw from the contract before publication of the advertisement.
21. In the case of keyed or box-number advertisements, the publisher ensures that the due diligence of a prudent businessman with regard to the safekeeping of and the passing on of offers in good time shall be taken. The publisher reserves the right to open and check incoming offers in order to prevent the abuse of the number service. The publisher is not obliged to pass on offers pushing business sales or certain articles and agency offers.
22. Print material shall only be returned by publishers to the client upon special request. The obligation for storage ends two months after publication of the advertisement, if not otherwise agreed.
23. Place of fulfilment and jurisdiction is Hamburg/Germany, if the client is registered in the Commercial Register and subject to all provisions of the German Commercial Code, or if the client has no jurisdictional venue within Germany.



LEICA FOTOGRAFIE INTERNATIONAL 