



LFI in print and as an app for Android and iOS tablets and smartphones



## LEICA FOTOGRAFIE INTERNATIONAL

PRICE LIST NO. 53, VALID AS OF 01.01.2025

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**LFI – LEICA FOTOGRAFIE INTERNATIONAL**

With their precise technology, Leica cameras have shaped the world of photography since 1925 when the Leica I was introduced. Many pictures that became defining symbols of an age were taken with a Leica.

LFI presents portfolios and reportages by renowned Leica photographers eight times a year – from classics in their fields and masters of contemporary photography all the way to young talent and the best photographers from the LFI Gallery.

In addition, the magazine offers in-depth test results of Leica cameras, lenses and accessories, informs about exhibitions and festivals that are worth visiting, and the latest photo books that are worth perusing.


**PUBLISHING HOUSE**

LFI Photographie GmbH

Burchardstraße 14,  
20095 Hamburg, Germany

Phone: +49 (0) 40 226 21 12 80  
Internet: [www.lfi-online.com](http://www.lfi-online.com)  
E-Mail: [info@lfi-online.de](mailto:info@lfi-online.de)

**ADVERTISING SALES**

Samira Holtorf

Mobile: +49 (0) 176 242 88 125  
E-Mail: [holtorf@lfi-online.de](mailto:holtorf@lfi-online.de)

**SUBSCRIPTION SERVICE**

IPS Datenservice GmbH

Phone: +49 (0) 22 257 08 53 70

**YEAR**

76th year

**PUBLICATION FREQUENCY**

eight times a year in English and German

**CIRCULATION TOTAL**

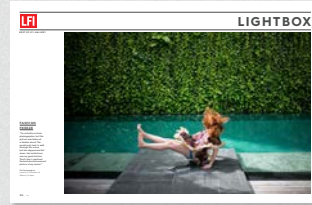
20 000 copies per issue  
as well as 200 000 LFI app users

**SUBSCRIPTION PRICE**

€ 85,- (including shipment worldwide)

**DIGITAL SUBSCRIPTION**

€ 49,- (per year)



**PORTFOLIOS**

LFI offers photography a large stage on which to celebrate its diversity, as well as the camera systems being used. Each performance is given the space it deserves – be it a journalistic reportage, an artistic portfolio or a classic assignment.

**LEICA TECHNOLOGY**

LFI offers inside information about all subjects relevant to the world of Leica, as well as an in-depth look into the practical side of taking pictures – clear and understandable expert knowledge about the Leica S, SL, M, Q and TL/CL systems.

**ONLINE GALLERY**

The LFI Gallery is the online platform for the LFI community, where photographers from all over the world can show off their talent. Every day, the LFI editorial staff curate the best Leica photographs to be included in the "Master Shots"

**PHOTO SCENE**

Never miss the moment: exhibitions that are really worth seeing, photo books that deserve a place on every photographer's bookshelf, events and photo festivals that are worth visiting, and people who are worth knowing.



**TARGET GROUP WITH HIGH STANDARDS**

LFI – Leica Fotografie International targets **HIGH-INCOME, MIDDLE-AGE INDIVIDUALS** who have a keen interest in the finer aspects of photography.

LFI reaches a **PREMIUM TARGET GROUP** consisting of photo enthusiastic managers, entrepreneurs, academics, and passionate amateurs 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.

LFI 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
  - 74% of readers consider LFI the No. 1 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



## 2/1 PAGE



## 1/1 PAGE



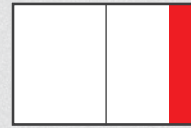
## 1/2 PAGE horizontal



## 1/2 PAGE vertical



## 1/3 PAGE



## 1/4 PAGE



width × height in mm

430 × 280

215 × 280

182 × 122

87 × 245

71 × 280

87 × 122

Rate for German issue in €

8 400,—

4 200,—

2 100,—

2 100,—

1 400,—

990,—

Rate for English issue in €

8 400,—

4 200,—

2 100,—

2 100,—

1 400,—

990,—

**SPECIAL FORMAT BACK COVER:** 203 mm × 280 mm

**SPECIAL FORMAT FRONT AND BACK INSIDES:** 209 mm × 280 mm

Differing dimensions due to the printing/design process (page 6).

VAT will be added to the net price quoted.

**INSERTS:** largest format 190 × 270 mm, loosely inserted, up to 25 g.

€ 125,— per thousand plus postage.

**AGENCY COMMISSION:** Commissions via an advertising agency include a 15% AE-commission deduction.





**TECHNICAL SPECIFICATIONS**

**FILE FORMAT:** PDF/X-3, fonts and image data integrated  
**DOCUMENT FORMAT:** like advertisement format plus 3 mm trim  
**COLOURS:** CMYK, special colours on request  
**COLOUR PROFILE:** PSOcoated\_V3.icc (Fogra51)  
**IMAGE RESOLUTION:** colour/grey scale 300 dpi

**PERFECT BINDING:** on full pages in the bleed – because of the perfect binding, all the essential elements of an advertisement should have sufficient distance from the gutter. We recommend a gutter safety of at least 12 mm.

**COVER:** the bonding on the front and back insides of the cover hides 6 mm of the surface in the gutter. On the outside of the back cover 12 mm are hidden due to the printing/design process. We ask you to consider this when booking pages.

**DATA TRANSMISSION**

holtorf@lfi-online.de

When transmitting by email, please write the customer name and 'LFI' in the subject line.

**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 (page 9).

ISSUE NO.		<b>ADB</b>	<b>MD</b>	<b>OS</b>
02   2025	February   March	<b>06.01.2025</b>	13.01.2025	17.02.2025
03   2025	April	<b>17.02.2025</b>	24.02.2025	02.04.2025
04   2025	May   June	<b>31.03.2025</b>	07.04.2025	19.05.2025
05   2025	July	<b>06.05.2025</b>	13.05.2025	30.06.2025
06   2025	August   Sep.	<b>17.06.2025</b>	24.06.2025	11.08.2025
07   2025	October	<b>12.08.2025</b>	19.08.2025	29.09.2025
08   2025	November   Dec.	<b>23.09.2025</b>	29.09.2025	10.11.2025
01   2026	January	<b>05.11.2025</b>	12.11.2025	19.12.2025

**ADB:** Ad Booking Deadline

**MD:** Materials Due

**OS:** On Sale

**MAGAZINE FORMAT:** 215 mm width, 280 mm height

**PRINTING PROCESS:** Offset (FM Screen), (LE) UV process

**BINDING PROCESS:** Perfect

**PR – VALUE ADDED ADVERTISING**

Put together advertorials to reach targeted LFI readers, using the magazine's editorial context to increase the impact of your brand. We offer cross-media advertorials (print + online) that have a higher usefulness for the reader, while increasing your brand's effective credibility. If requested, we can propose text and designs that suit the LFI context.

Advertorials in the LFI magazine – increase credibility with excellent print quality product presentations, from one pagers to multi-page portfolios

Advertorials on LFI Online – you reach your customers with exciting advertisements in blog format

**YOUR ADVANTAGES**

- strong brand impact within the editorial context
- high usefulness for readers
- increased credibility thanks to editorial designation
- directed at targeted readers

Please contact us and we will promptly submit an offer.



Advertorial examples from the LFI magazine (BMW and Enjooyourcamera)



Online advertorials from the LFI Blog (Billingham and BMW)



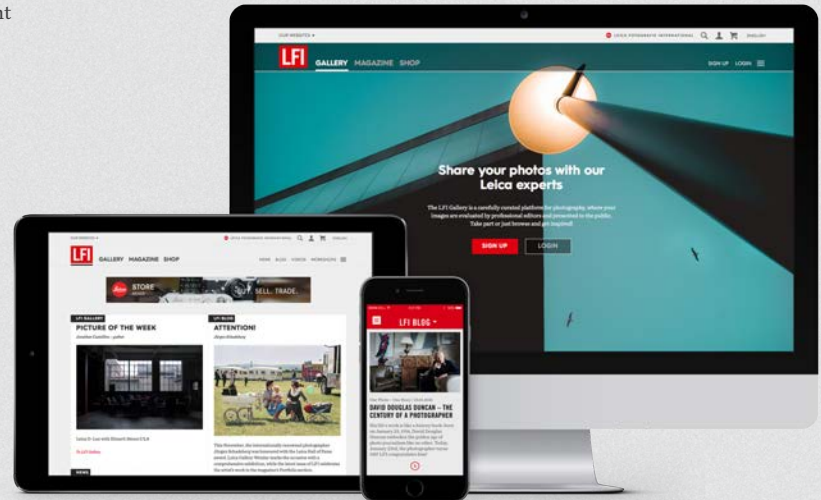
## LFI – MORE THAN JUST A MAGAZINE

Leica Fotografie International is more than just the printed magazine. In parallel to the publication, we have a comprehensive website with daily news about Leica and Leica photography, a blog area with stories, interviews and videos, and the LFI.Gallery where photographers from around the world present their images – including the curated “Master Shots” area. The complete world of LFI is also available as apps for smartphones and tablets (iOS and Android).

## FEATURES & ADVANTAGES

- Page Impressions: 400 000 per month
- Reaching all over the world or specific to German speaking countries
- Effective placement in the main content
- Visually impressive ad dimensions

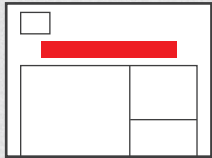
Prices and other formats on demand.





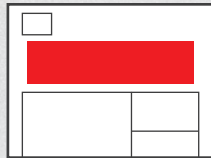
## ADVERTISEMENT SIZE

## PLACEMENT OPTIONS



**LEADERBOARD**

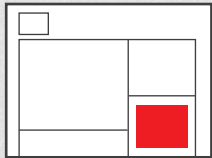
728 × 90 px



**BILLBOARD**

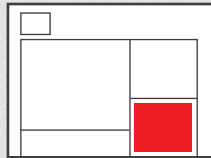
970 × 250 px

- LFI Online homepage
- LFI Blog overview
- LFI News overview



**MEDIUM RECTANGLE**

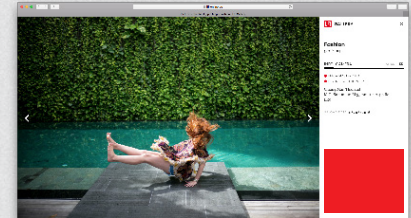
300 × 250 px



**LARGE RECTANGLE**

336 × 280 px

- LFI Online homepage
  - LFI Gallery detail page •
- Advertise directly within the LFI photo community and increase your visibility in a targeted manner – longer user browsing time guaranteed.



## TECHNICAL REQUIREMENTS

File formats: JPG / PNG / GIF in sRGB, maximum file size: 2 MB

Please supply target URL. Handling time: 3 workdays



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.