

FILM+TV
KAMERA

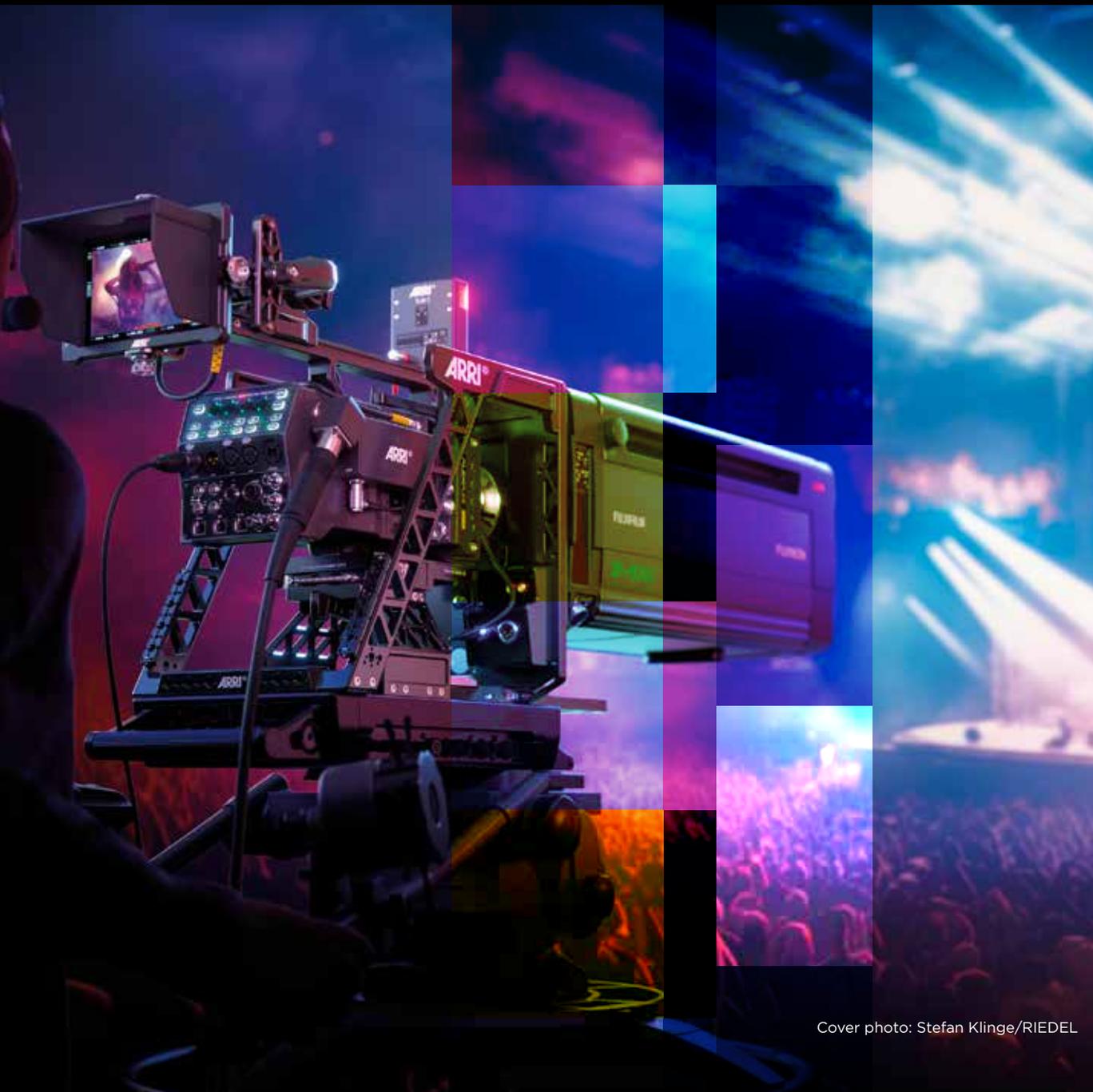


MEDIA KIT

2026

WHERE
PRODUCTION,
POST AND
PERSPECTIVE
CONNECT

Valid from January 2026



Cover photo: Stefan Klinge/RIEDEL

ORIENTATION. ATTITUDE. IMAGES.

- 3 **About us:**
Who we are and what defines us
- 4 **Who reads us:**
People who work with images
- 5 **Publishing dates**
& advertising opportunities

OUR FORMATS AT A GLANCE

- 6 **Print ads**
Formats and prices
- 7 **Special placements**
Discounts and prices
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Mix of editorial content and brand message.
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Visibility on site

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Orientation. ATTITUDE. Images.

FILM+TV **KAMERA** is the leading platform for media professionals in production and postproduction – and the most subscribed magazine in the German-speaking film and TV industry.

We don't just report what happens – we interpret what matters. We present technologies in context, put people at the center, and provide perspectives for an industry in transition.

With large-format visuals, structured editorial design and clear reader guidance, FILM+TV **KAMERA** offers a visually distinctive stage for content, products and brands. We reach creatives where they work, learn, think and decide: in print, digitally, on social media and at events..

We curate. We ask questions. We have an opinion – and offer the right platform for your message.



Photo: Merav Maroodi

Our readers are
PEOPLE WHO
tell stories with images.

Whether camera or directing, editing, sound or color grading – FILM+TV **KAMERA** speaks to professionals across all stages of moving image production. Our content reaches those who shape, decide and invest – regardless of job title, craft or team size.

New rhythm, deeper focus, elevated experience. The new print format offers more space, more visual calm and a modern, typographically refined design on high-quality paper. FILM+TV **KAMERA** becomes a tactile reading experience that leaves a lasting impression.

Whether native content, ad placement or editorial presence – in print, online or at events: FILM+TV **KAMERA** provides the right context for content with depth, direction and visual power. We create space for relevance.

Photo: Tobias Koppe

YOUR STAGE, YOUR OPTIONS

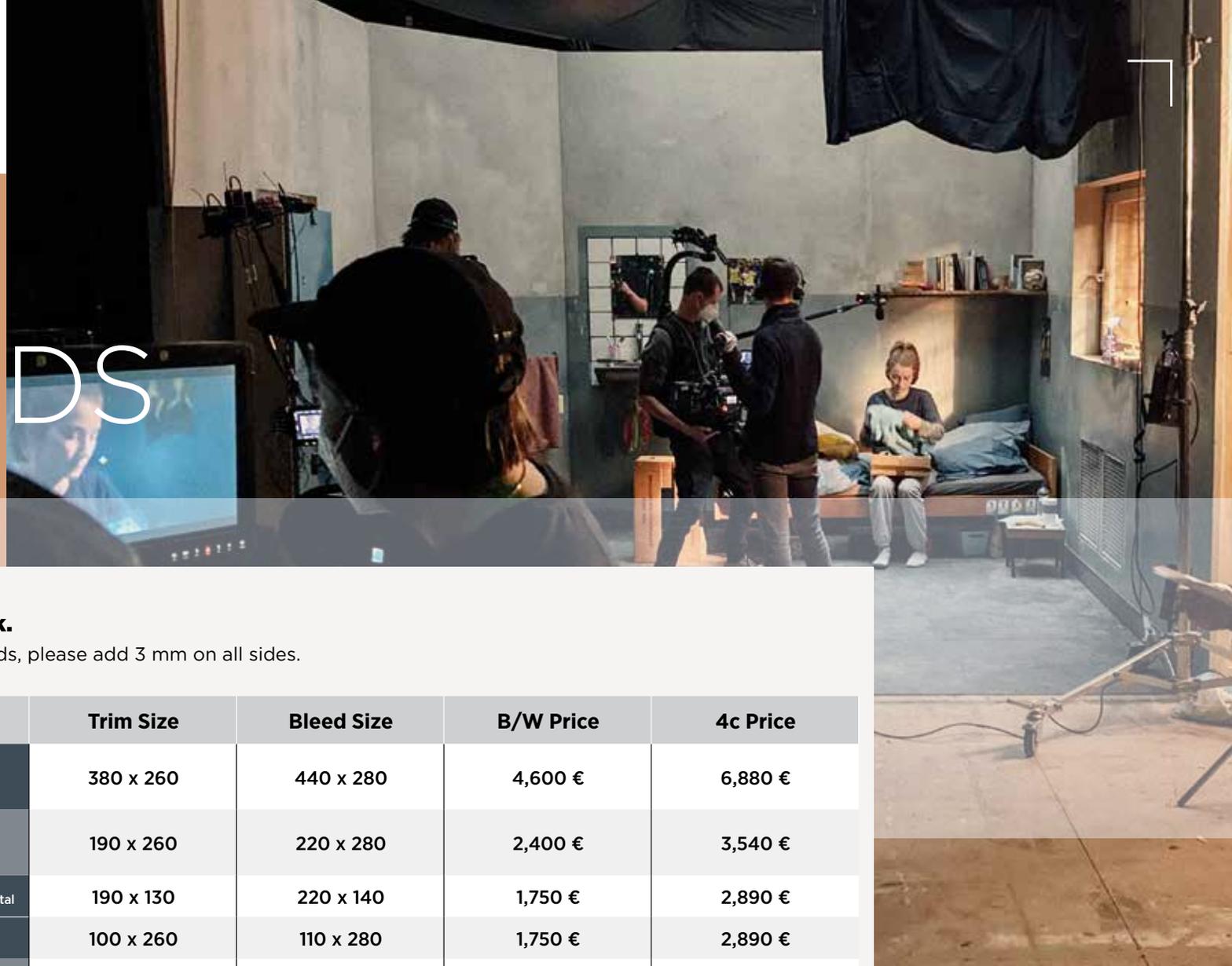
FILM+TV **KAMERA** offers flexible ways to stage your brand – in print, online, editorially or live. We see your campaign as part of a curated editorial environment: high-quality, targeted, and relevant.

TERMINE

Issue	Ad Deadline	Materials Deadline	Publication Date
Issue 1.2026	09.02.2026	18.02.2026	06.03.2026
Issue 2.2026	11.05.2026	20.05.2026	05.06.2026
Issue 3.2026	10.08.2026	19.08.2026	04.09.2026
Issue 4.2026	09.11.2026	18.11.2026	04.12.2026

Photo: Ferdinand Soldan

Our Formats PRINT ADS and Prices



Klassisch und aufmerksamkeitsstark.

Formats in mm (width x height). For bleed ads, please add 3 mm on all sides.

COVER POSITIONS

U2 back cover 220x280 4c 4,100 €	U1 /front cover 220x280 4c 5,000 €
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U2 inside front cover 220x280 4c 3,900 €	U3 inside back cover 220x280 4c 3,800 €
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Format / Page	Trim Size	Bleed Size	B/W Price	4c Price
 2/1	380 x 260	440 x 280	4,600 €	6,880 €
 1/1	190 x 260	220 x 280	2,400 €	3,540 €
 1/2 horizontal	190 x 130	220 x 140	1,750 €	2,890 €
 1/2 vertical	100 x 260	110 x 280	1,750 €	2,890 €
 1/3 horizontal	190 x 84	220 x 94	1,430 €	2,570 €
 1/3 vertical	64 x 260	74 x 280	1,430 €	2,570 €
 1/4 horizontal	190 x 65	220 x 70	1,250 €	2,410 €
 1/4 vertical	50 x 260	55 x 280	1,250 €	2,410 €

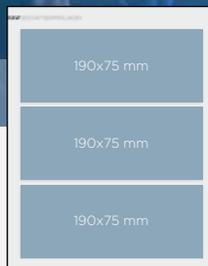
Photo: Nico Schrenk,
BTS Fotos

SPECIAL PLACEMENTS INSERT OPTIONS

Formats and Prices

Recommendations:

Horizontal recommendation boxes 190x75mm,



Price: 350 €

VOLUME DISCOUNTS

valid within one calendar year

Discounts:

2 insertions **3%**

3 insertions **5%**

4 insertions **10%**

Agency commission: 15%

BOUND INSERTS

placed from the middle of the issue onward

Preis:

2 pages 2,600 €

4 pages 3,700 €

6 pages 4,200 €

Plus binding costs: 205 €,
Trim margin: 5 mm on all sides

LOOSE INSERTS

Max weight: 50 g,
Max size:

2/1 page: 238x184mm,

1/1 page: 82x184mm

Up to 15 g: 2,200 €

bis 25 g: 2,800 €

bis 50 g: 4,000 €

Postal charges apply in addition. Discounts and agency commissions do not apply to postage.

Delivery Information

Deadline: 12 days before publication, Delivery: Free domicile. Each parcel must be clearly labeled with quantity and the note: »Insert/Bound Insert for FILM+TV **KAMERA**, Issue No. ...«

Shipping address:

F&W Druck- und Mediencenter GmbH,
Holzhauser Feld 2, 83361 Kienberg, Germany

Sample delivery: Samples of inserts and bound inserts (including dummies) must be submitted to the publisher at least 5 days before ad deadline. The order is only binding upon approval of the submitted sample.

Photo: Gordon A. Timpen

Native ADVERTISING

A blend of editorial content and brand messaging

Your content

journalistically embedded in close collaboration with our editorial and design teams.

We support you in tailoring your communication to the community, placing your content in the right context, distributing your campaign across relevant channels, and achieving the best possible performance in line with your communication goals and KPIs.

Our Media Sales & Services team, along with specialists in content marketing, social media, SEO, and editorial, will work closely with you throughout the process.

Let`s talk: Media Sales & Services Team - Carola Frommer

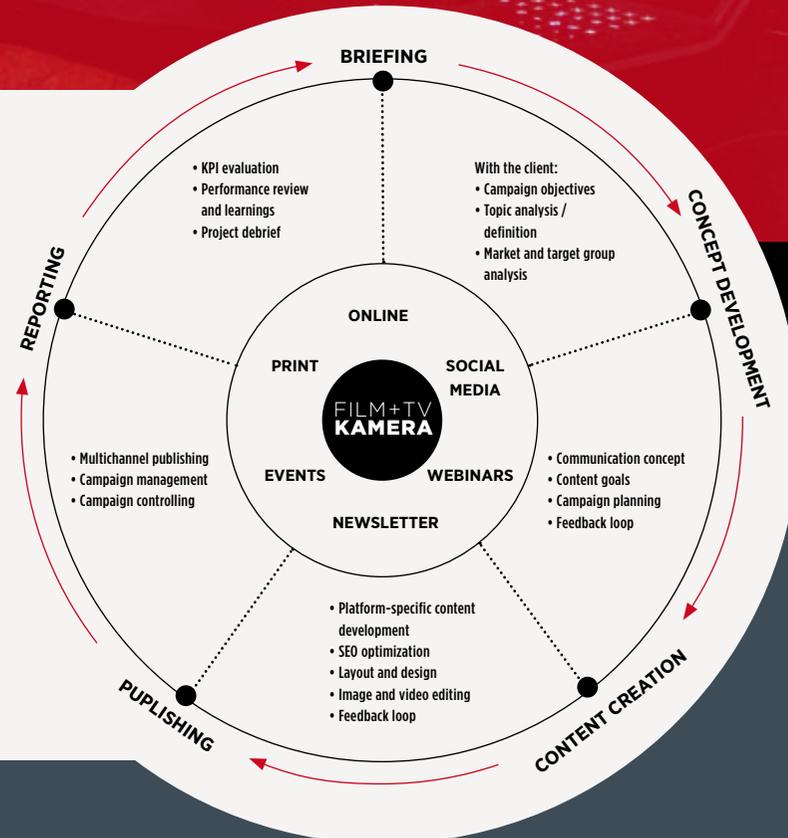


Photo: Daniel May

Digital PRESENCE

Online-native content, newsletter placements, and social media mentions - all on our channels with a clear industry focus.

Our FILM+TV KAMERA newsletter-subscribers receive a curated weekly newsletter We provide the industry with editorial articles, news, e-dossiers, and downloadable resources for daily professional use - all at no charge.

Weekly Newsletter: every Tuesday

AD FORMAT - NEWSLETTER

- Billboard:** 580 x 250 pixels (desktop)
- Price:** 250 € per week
- File format:** JPEG or GIF (no animated GIFs)
- File size:** max. 100 KB
- Placement:** Up to three ad positions available

REACH

Facebook Fans: **9.405** Instagramm Fans: **2.311** Xing Follower: **7.399** Uniq User: **15.278**

Online User: **18.314** Page Impressions: **22.112** Newsletter subscriptions: **3.570**

Print edition: **5.000** Digital subscriptions: **1.093** Total range: **44.056**



Photo: Creative Art Production

Digital BANNER



Delivery

All promotional materials are delivered on a rotating basis. Exclusive delivery is also possible upon request.

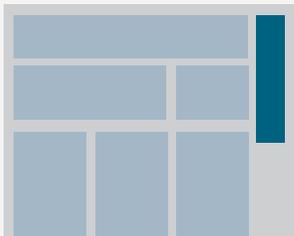
Data delivery, advertising materials

All banner formats up to a maximum of 100 KB

Data formats: JPEG, GIF, HTML 5, Flash (For Flash, please include a crash GIF)

Delivery no later than 5 days before the campaign start

Advertising format

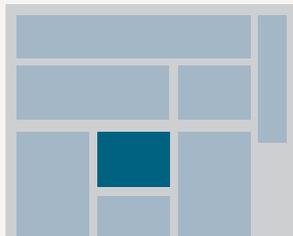


Wide-, Skyscraper

Desktop 160 x 600 Pixel oder
300 x 600 Pixel

Mobile 320 x 100 Pixel

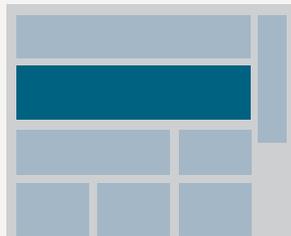
Price: 600 Euro / month



Content Ad (Medium Rectangle)

300 x 250 Pixel

Price: 600 Euro / month

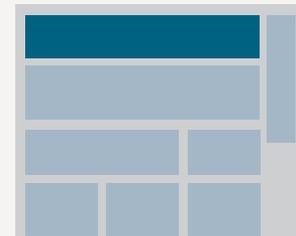


Billboard

Desktop 980 x 250 Pixel

Mobile 320 x 100 Pixel

Price: 700 Euro / month



Leaderboard

728 x 90 Pixel

Price: 600 Euro / month

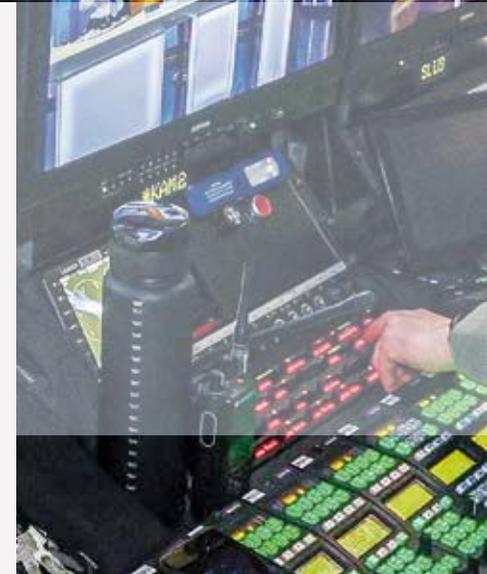


Photo: Creative Art Production

EVENT PARTNERSHIPS

Visibility on site – at our own event, the LEaT con. Whether as exhibitor, speaker, or contributor to technical workshops

we're present. Is your brand?

More information: www.leadcon.com



6. - 8. OKTOBER 2026
HAMBURG MESSE

LEATCON.COM

Photo: Sven Kubeile Fotografie

PUBLISHER

Publisher information: Ebner Media Group GmbH + Co.KG
Olgastraße 121/1, 89073 Ulm, Germany
Legal form: Limited partnership
(Kommanditgesellschaft), Ulm
Commercial register: Ulm, HRA 1900
VAT ID: DE 147041097
General partner:
Ebner Ulm MGV GmbH
Commercial register: Ulm, HRB 576

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MAGAZINE SPECIFICATIONS

Trim size:	220 mm wide × 280 mm high
Type area:	190 mm wide × 260 mm high Bleed: 3 mm on all edges
Print run:	approx. 5,000 copies
Print method:	Offset printing, perfect binding
Production:	F&W Mediencenter GmbH Holzhauser Feld 2 83361 Kienberg, Germany
Frequency:	4 issues per year
Payment terms:	Payment is due within 14 days of invoice date without deduction. VAT ID: DE 147041097
Bank details:	Volksbank Ulm-Biberach eG BIC: ULMVDE66 IBAN: DE19 6309 0100 0036 2600 02

AD ORDERS:

Sent to: carola.frommer@ebnermedia.de

ACCEPTED FILE FORMATS:

Documents: QuarkXPress, Photoshop, Illustrator, InDesign, Acrobat
Images/Ads: PDF, TIFF, EPS

DELIVERY ADDRESS FOR PRINT FILES:

F&W Druck- und Mediencenter GmbH

Holzhauser Feld 2
83361 Kienberg, Germany

TECHNICAL SPECIFICATIONS:

To ensure the best possible print quality, please submit production-ready ad files.

Please provide only the final version of the ad, including all used fonts and embedded files (images, logos, etc.).

Files should be organized in a clearly labeled folder

(e.g., „Issue x.2025 Advertiser Name“) for easy assignment.

If sending by physical media, clearly label each item. For ISDN transfers, please notify us by fax for safety.

Always include a color-accurate proof.

Ad orders and print proofs should be sent to: carola.frommer@ebnermedia.de