

FOTOGRAFIE  
MAGAZINE



Media Kit 2026

## Pf Fotografie Magazine: for everyone with a passion for photography

**Pf** has been the biggest magazine (in print run) for more than 40 years for everyone professionally involved in photography or with a broad interest in photography. The magazine is published in the Netherlands and Belgium. The strength of the magazine is the combination of professional technical content and images, compiled by a dedicated independent editorial team. Every issue contains a unique portfolio by a professional photographer and is a source of information, inspiration, technique, portfolios, interviews, background, specials, and creation.

**Pf** focuses with articles and portfolios on both the advanced professional photographer and young talent. The interviews in the magazine are characterized by insight and knowledge of contemporary trends in photography. The portfolios with page-sized images form a source of inspiration for many photographers, and the various sections are a wealth of information about all professional aspects of photography. Every issue of Pf contains an extensive story about photo culture. There are various sections on substantive, practical, and technical matters.





## Our Magazine

Be inspired and informed by the leading photography magazine.

**CIRCULATION 6.000 COPIES**

**PRINT REACH 10.100 READERS**

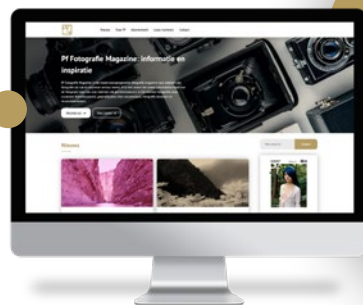
**ONLINE REACH 2.000 READERS**



## Our Website

The Pf website offers plenty of news and background information about professional photography in the Netherlands and abroad.

**7.000 UNIQUE VISITORS PER MONTH**



## Our Specials & Books

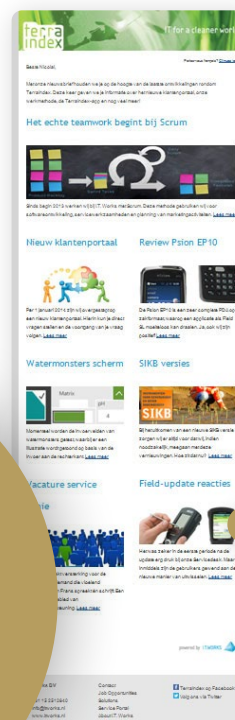
Various photography themes can be found in our special editions. Enjoy the beautiful photos for a collection or coffee table.



# Our Media

The Pf media in many forms  
**REACH 37.650**

PHOTOGRAPHY  
PROFESSIONALS



## Our Newsletter

Stay informed about current photography developments.

**7.600 SUBSCRIBERS**

**OPEN RATE BETWEEN 50 AND 60%**

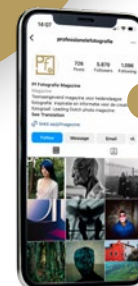
## Our Social Media

Via our social media channels we keep you informed of news and publications from Pf Photography.

**12.000 FOLLOWERS FACEBOOK**

**7.511 FOLLOWERS INSTAGRAM**

**300 FOLLOWERS LINKEDIN**



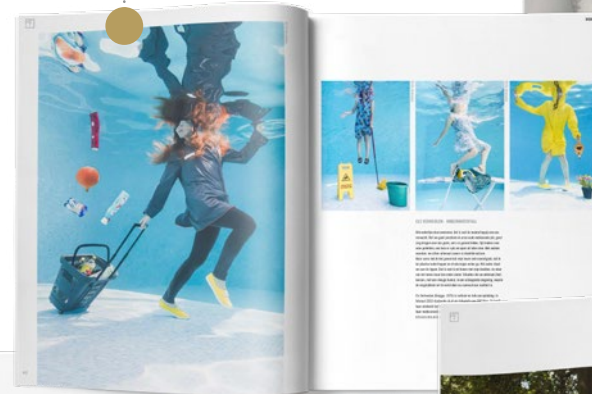
## Our Magazine

Photography – thanks to the digital camera, the smartphone, and social media—has grown into the most democratic art form that exists. More than ever before, there is a need for a medium that interprets the gigantic offer of images and places them in perspective.

That medium is Pf Fotografie Magazine, a beautifully produced magazine that gives full space to the best contemporary photography and offers a balanced mix of substantive, practical, and technical information. With 8 issues per year and a circulation of 6,000 copies, it is distributed via subscribers and single-copy sales in the Netherlands and Belgium.

BEAUTIFUL PHOTO PORTFOLIOS  
IN EVERY ISSUE

## CAMERA REVIEWS

AGENDA FOR PHOTO  
EVENTS AND EXHIBITIONSINSPIRATIONAL  
INTERVIEWSDEBUTANTES  
SECTIONNEW PHOTO  
EQUIPMENT REVIEWS



## Our Readers/Target Groups

Our readers are professional photographers, image creators, image users, and photo art enthusiasts. Passionate about photography. Focused on all facets of photo art.

### Pf is mainly read by:

- Professional photographers,
- Passionate Amateur photographers

### But also by:

- (Pur)chasers of photography
- Designers, architects, developers, and other professions where photography plays a major role
- Photo art collectors, event, museum, and exhibition visitors
- Photographers in training at vocational photography schools, photo academies, and academies for visual arts



## Our Readers Survey

### Pf Reader Profile

Pf is read by professional photographers, amateur photographers, photography experts and collectors, and photo art enthusiasts.

- Approximately half of the readers have followed a photography education.
- Most readers visit a photo museum, exhibition, and photography galleries 1 or more times a year.
- In addition, most Pf readers visit photo festivals such as BredaPhoto, Naarden Photo Festival, and Unseen.



### How many photo books does the Pf reader buy per year?

Answer	Count	%
1 book or less per year	50	22,83
2 books per year	61	27,85
3 books per year	26	11,87
4 books per year	28	12,79
More than 4 books per year	52	23,74
Not applicable	2	0,91

### How much money does the Pf reader spend on photographic equipment per year?

Answer	Count	%
Less than € 1,000 euro	15	33
Between € 1,000 and € 3,000	23	50
More than € 3,000 euro	8	17
Not applicable	0	0

## Our Communication Options

### Magazine Advertisements & Editorial Advertorials

By advertising and placing editorial advertorials in Pf Fotografie Magazine, you reach the right target groups for your product, service, event, or exhibition within the right environment. You can supply the material yourself or engage us for copywriting and layout. We are happy to think along with you.

### Online & Digital Communication

The Pf website and Pf newsletter offer excellent opportunities to reach your target audience online and digitally. From banners to advertorials, your communication message can be conveyed within the digital Pf environments. We are happy to advise on the use of digital communication.

### Social Media Communication

The Pf Facebook page can be used to support your advertisement or advertorial and increase and broaden your reach within the target groups.

### Reviews, Branded Content, and Inserts

In addition to advertisements, Pf offers opportunities for substantive communication. In print, online, digital, and social media, we can translate your marketing communication planning into a substantive content strategy. In consultation with the editorial team, we draw up a plan. Options and rates are available upon request.

SEE PAGE 7 FOR THE OVERVIEW OF ADVERTISING OPTIONS.



## Print Magazine Data, Rates and Formats

### Publication Dates 2026

Print Edition	Publication Date	Deadline Date
Nr. 1	27 February	26 January
Nr. 2	17 April	16 March
Nr. 3	29 May	28 April
Nr. 4	03 July	01 June
Nr. 5	21 August	20 July
Nr. 6	02 October	03 September
Nr. 7	13 November	05 October
Nr. 8	26 November	26 October

### Advertisement and Advertorial

Formats	Dimensions w x h in mm	Rate*
1/1 page fc	235 x 305 + 5 mm bleed	€ 1,995,-
1/2 page horizontal fc	206 x 140	€ 1,245,-
1/4 page vertical fc	99 x 140	€ 745,-
2/1 page spread fc	470 x 305 + 5 mm bleed	€ 3,990,-

### Placement Surcharges

- Page 2 cover:	+15%,	- Page 3 cover:	+10%
- Page 4 cover:	+20%	- Special placement:	+10%

### Reviews, Branded Content, and Inserts

Requests in consultation.



### Dedicated/Branded Media

Virtumedia can develop a magazine for you starting from € 4,000. We take care of the entire process from briefing to final publication. Feel free to contact us for an exploratory consultation.

### Contact Details

Reservations and communication questions

*Ray Aronds*

T +31 (0) 30 - 307 22 48

M +31 (0) 6 - 466 273 59

E raronds@virtumedia.nl

### Publisher

*Virtumedia*

Huis ter Heideweg 13

3705 MA Zeist

www.virtumedia.nl

\* ALL PRICES ARE EXCLUSIVE OF VAT.

\*\* RATE INCLUDES POSTAGE AND HANDLING.



### Advertising on the online website, digital newsletter, and social media

Pf website unique visitors per month:	7,000
Pf newsletter Subscribers:	7,600
Facebook followers:	12,000
Instagram followers:	6,750
LinkedIn followers:	300

### Banners on Pf.nl website

Type	Dimensions w x h in pixels	Rate per month*
Leaderboard	max. 70 KB 728 x 90, 320 x 50	€ 775,-
Medium Rectangle	max. 50 KB 300 x 250, 320 x 50	€ 550,-
Button	max. 30 KB 300 x 95	€ 300,-

### Pf Nieuwsbrief

Type	Dimensions b x h in pixels	Rate per placement*
Full Banner	max. 50KB 550 x 90	€ 250,-
Advertorial banner	max. 550 x 370	€ 250,-

Dedicated E-zine	exploratory consultation	€ 1,785,- per newsletter
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### Social Media Pf Fotografie Magazine

Type	Dimensions	Rate per placement*
Posting + ad boost	short text + horizontal image + url	€ 250,-



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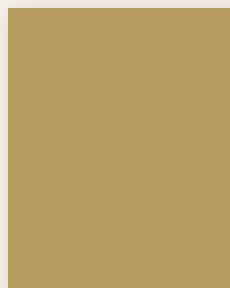
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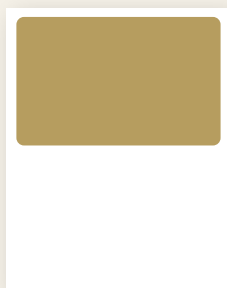
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## Technical Formats per Advertisement

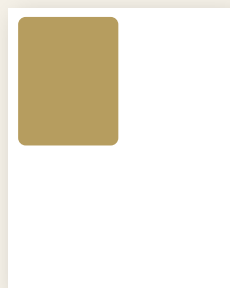
### Magazine Advertisements and Advertorial



1/1 PAGE  
235 X 305 MM  
5 MM BLEED



1/2 PAGE  
206 X 140 MM



1/4 PAGE  
99 X 140 MM



2/3 PAGE  
470 X 305 MM  
5 MM BLEED



### Pf Newsletter Advertisements



FULL BANNER  
550 X 90 PIXELS

### Online Banners on pf.nl website



LEADERBOARD  
320 X 50 PIXELS



MEDIUM RECTANGLE  
300 X 250 PIXELS



BUTTON  
300 X 95 PIXELS



ADVERTORIAL BANNER  
550 X 370 PIXELS