

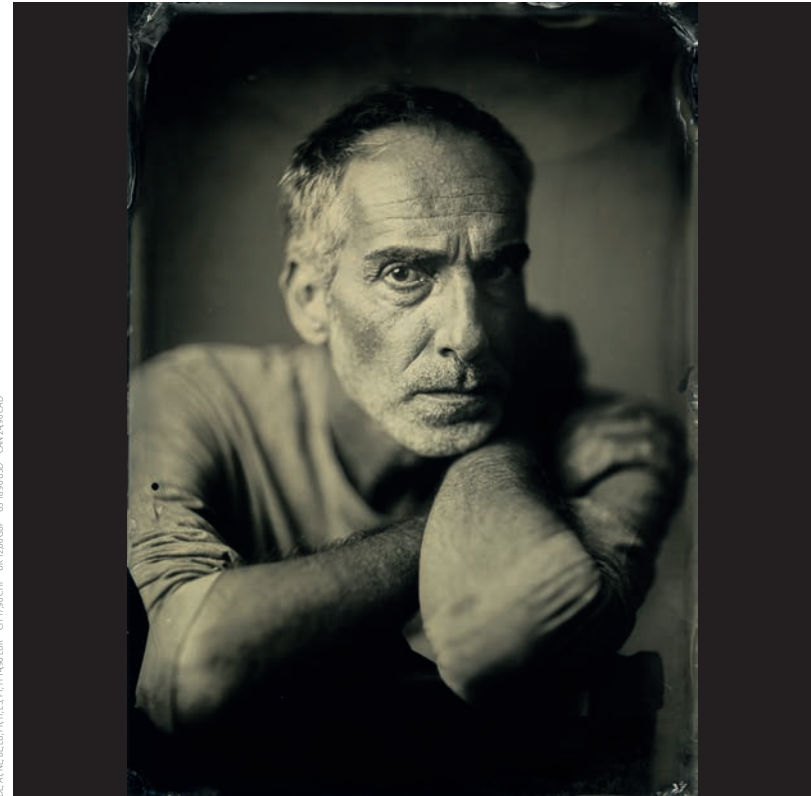
# SilvergrainClassics

Price list No. 4, valid as of 1.3.2020

silvergrainclassics.com Spring 2020 Issue #6

# SilvergrainClassics

The entire world of analog photography



DE, AT, NL, BE, LU, FR, IT, ES, PT, FI, 1490 EUR CH, 1729 CHF UK, 1200 GBP US, 1890 USD CA, NZ, 2400 CAD

© Markus Hofstätter

Ansel Adams and Edward Weston **a Friendship and a Legacy**  
Leica R **wRongly Ridiculed**  
Film Now pixl-latr **Home Scanning for All**  
The Rolleiflex **Can Gear Actually Improve Your Photography?**



# Editorial concept | Contacts



## The Entire World of Film Photography

*SilvergrainClassics* (formerly *PhotoKlassik International*) is a quarterly print journal with exclusive content about the entire world of film-based photography and cinematography.

Each issue has 100 pages in book-quality print, featuring a balanced selection of articles on all aspects of analog photography, completed by a truly global selection of inspiring portfolios. We are connecting the diverse members of the film community: from beginners to pros, from Minox micro- to ultra large format, from Antarctica to the capitols of the world. We're not only international, but truly global.

In short, we believe in the future of analog photography.

## Publisher

Silvergrain Publishing UG (haftungsbeschränkt)  
Bahnhofsallee 5, 61231 Bad Nauheim, Germany  
E-mail: [info@silvergrainclassics.com](mailto:info@silvergrainclassics.com)

## Advertising Sales

Contact: [advertising@silvergrainclassics.com](mailto:advertising@silvergrainclassics.com)  
Price list No. 3, valid from 01.01.2020

## Subscription & Reader's Service

Phone: +49 2225 70 85-370  
Telefax: +49 2225 70 85-399  
E-mail: [silvergrainclassics@aboteam.de](mailto:silvergrainclassics@aboteam.de)

Publication Frequency four times a year  
Circulation Total 10.000 copies per issue

# Content



## Portfolios

*SilvergrainClassics* features diverse portfolios that represent the global analog community. The reproductions are book-quality, and each image is given the space it deserves, making the magazine very appealing to both subscribers and people browsing in bookstore shelves.

## Gear Talk & Techniques

*SilvergrainClassics* knows its readers are passionate about their gear and want to expand their knowledge of techniques. We provide in-depth content and insider news that isn't available online.

## The world of analog

*SilvergrainClassics* caters to an audience that has an above-average education and income with thought-provoking and inspiring articles from experts. Our readers don't skim; they read cover-to-cover, and that gives our limited ad space extra value.

# Readership Analysis

## Diverse Target Group with High Standards

*SilvergrainClassics* reaches our target audience in over fifty countries worldwide. Our premium target group includes young professionals, successful managers, academics, and passionate photographers and collectors. The content appeals to both professionals and amateurs who invest in their hobby; our readers have a strong affinity for top-of-the-line brands and trust our recommendations.

*SilvergrainClassics* guarantees direct quarterly access to its committed international audience.



## Readership Statistics

- 86% of our readers are male, 14% female
- the majority of our readers is younger than 54 years
- the biggest group of users is between 25 and 34 years
- 86% of our readers say that they are moderately to extremely influenced by brand loyalty
- 91% find the ads in SilvergrainClassics interesting and/or relevant
- 81% have a university degree (62% graduate or doctor)
- 79% earn over \$50,000 per year (36% over \$100,000 per year)
- Readers are interested in Cameras, Classic Cars, Travel, Apparel & Accessories, Outdoor Activities, Green Living
- 60% of our readers are using Apple devices, 39% Windows

# Testimonials

“(SilvergrainClassics) magazine has become the leading film photography magazine worldwide. With news, reviews and some outstanding contributors, it has quickly earned its place as the go to film photography magazine.”

*Japan Camera Hunter, social media influencer and camera salesman to the stars*

“(SilvergrainClassics) is everything I've wanted a magazine to be... it's so awesome! The articles are great, the pictures are great... If you're into analog photography, believe me, this will be right up your alley.”

*Nick Carver, YouTube content creator with 66,000 subscribers*

“...it's a fantastic magazine that I continue to be subscribed to!

*Hamish Gill, creator of 35mmc, one of the largest film-photography sites worldwide*

“...pages identical to what you'd expect from a photo book. Everything inside the issue is on-point. Even the ads are appealing.”

*Dmitri, Analog.cafe online portal, magazine review*

“A very high-quality publication, the content is beautifully presented, the articles are insightful, and the imagery is breathtaking – this is by far the best magazine in the world!”

*Reader comment*

“The quality of the printing, the talented photographers you've chosen to showcase, and the way you've interspersed their photographs with technical articles all adds up to a superb product...”

*Terry Smith, professional editorial photographer for Vogue, Time, and many others*



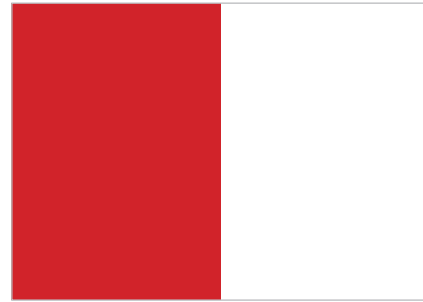
# Advertising rates and formats



## 2/1 Page

420 x 297 mm

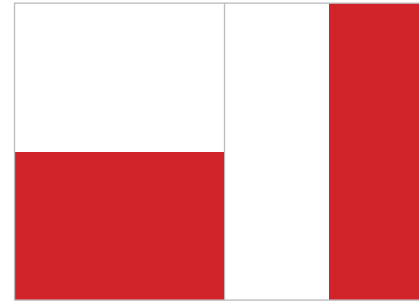
3.200,- Euro



## 1/1 Page

210 x 297 mm

Inside: 2.100,- Euro  
Front & Back Insides: 2.800,- Euro  
Back Cover: 3.200,- Euro



## 1/2 Page

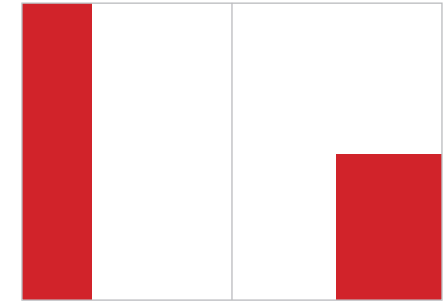
210 x 148 mm

1.500,- Euro

## 1/2 Page

102 x 297 mm

1.500,- Euro



## 1/3 Page

70,5 x 148 mm

850,- Euro

## 1/4 Page

102 x 148 mm

600,- Euro

## Agency commission

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

VAT will be added to the net price quoted.

# Tech specs | Publication dates

## 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

## Data Transmission

[info@silvergrainclassics.com](mailto:info@silvergrainclassics.com)

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

Payment Due: Within 14 days post date of invoice.  
VAT will be added to the net price quoted.

Issue no.	ABD/MD	OS
#9   Winter 2020	20.10.2020	27.11.2020
#10   Spring 2021		26.02.2021
#11   Sommer 2021		28.05.2021
#12   Autumn		27.08.2021
#13   Winter		26.11.2021

**ABD** Ad Booking Deadline

**MD** Materials Due

**OS** On Sale

Magazine format: 210 mm width, 295 mm height

# General terms and conditions

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 Bad Nauheim, 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.