

LOUISE

#Fotografie
arttourist.com gazette
2026/2027

Fotografie | Videokunst | Fluxus | Filmkunst | AR | Immersive Art | Digitale Kunst



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“Taking pictures is like tiptoeing into the kitchen late at night and stealing Oreo cookies.”

DIANE ARBUS (14.3.1923 – 26.3.1971)

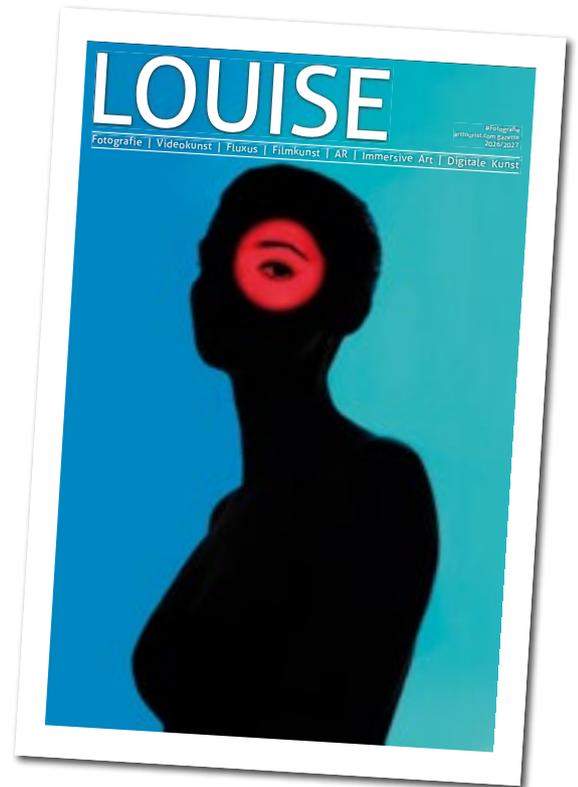
Dear Sir, Dear Madam,

Following the great and overwhelmingly positive response and success of our first photography edition, HENRI, which was published in the run-up to Basel Art Fair Week and the 10th anniversary of photo basel 2025, we are entering 2026 with LOUISE, where we will expand on aspects related to photography, topics surrounding the moving image with film and video art, AI and immersive art, but also performance, action, and Fluxus art, where the focus is always on the image, the capture, and the visual impact of the actions.

With LOUISE, we are continuing our idea of changing the name, which we have been “playing with” since the beginning of our publishing activities with each issue, which is our unique selling point across all media and always a joyfully anticipated surprise for our readers. LOUISE is associated with the American photographer LOUISE Dahl-Wolfe, who is considered a key figure in American photography of the 1930s, 1940s, and 1950s and whose work had a major influence on famous photographers such as Horst P. Host, Richard Avedon, and Irving Penn. Her innovative and modern approach to Hollywood portraiture and fashion photography has shaped American visual culture to this day.

Our LOUISE and face on the cover is the young German photographer Milena Schilling, who has impressed us with her intense and expressive editorial, documentary, and artistic photographs. Whether it was the pictures accompanying the article “Wachsen oder Weichen” (Grow or Give Way) published in Der Spiegel about the village of Grießen in Baden, or her highly acclaimed project “O R I G I O,” for which Milena Schilling spent three years photographing 45 people of all body shapes and backgrounds aged 18 to 73 from Konstanz. The exhibition had an enthusiastic premiere at the Leica Gallery in Konstanz in the middle of the year and has since been in international demand and on the road and was recently featured in a magazine at Paris Photo.

Milena Schilling has been a freelance photographer and art director from Konstanz for over 10 years. Before completing her master’s degree in photography at the Dortmund University of Applied Sciences and Arts, she earned her bachelor’s degree in communication design at the HTWG Konstanz and gained experience as an art director at Scholz & Friends in Hamburg. Schilling’s photography is characterized by clear concepts, socially critical themes, and powerful imagery, as well as provocative and humorous storytelling. In addition, she has been teaching concept development, photography, post-production, image generation, visual storytelling, and project work at HTWG Konstanz since 2023 as part of a Mathilde Planck scholarship for young female professors.



LOUISE will also become a photography compendium covering exhibitions, collections, festivals, projects, photo books, and portraits of photographers, and will be supplemented by other forms of visual expression to reflect the perspectives of many artists, institutions, and festivals and their genre-spanning work.

With the enclosed call for submissions, we would like to invite you to participate in LOUISE and be featured in the print edition and online 365 days a year with exciting topics.

For more than 15 years, we have been publishing independently out of a passion for culture, beyond the scope of a large media company, and cross financing our publications based on bookable modules that enable us to write about topics, people, and projects in a free editorial style. We work as an editorial team in a network of journalists to convey these topics.

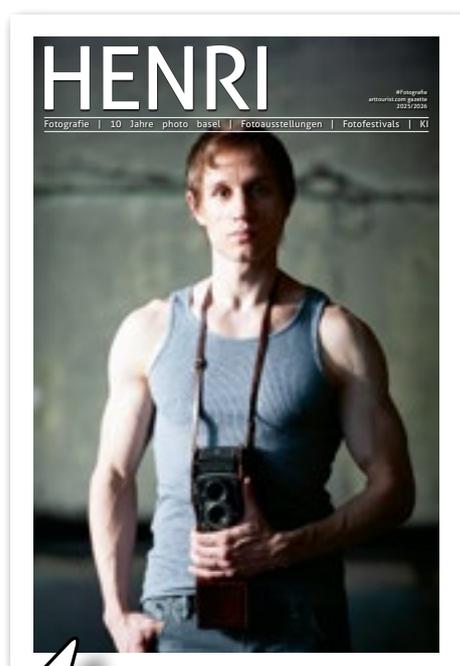
In an age of publications and titles being discontinued and withdrawn from the market, every issue is a risk. We strive to produce each issue to bundle information, tips, and suggestions on cultural topics, convey them through our media, and encourage culturally motivated and sustainable travel. The print edition, which quickly sells out, and more than 1 million online visits to HENRI underscore that there is interest and space for our type of newspaper and magazine, which we would like to continue with you.

We look forward to your response, exciting content, and you're booking. Please contact us with any questions, ideas, or projects for which we can always find individual solutions.

With kind regards



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Our offer:

Edition:	LOUISE Photo 01 2026	Editorial modules:	
Categories:	Photography Video Art Fluxus Film Art AR Immersive Art Digital Art	Module_1	one-page editorial 1 editorial page (approx. 5,800 characters incl. spaces), up to 7 images Page can be created as a full page or 2/3 to 1/3. plus online editing on arttourist.com EUR 750
Duration:	May 2026 to April 2027 and ongoing	Module_2	2/3 page editorial 2/3 page editorial (the right column will be filled by us with other content like short editorials) with approx. 4,000 characters incl. spaces and 2–3 images Page can be created as a full page or 2/3 to 1/3. plus online editing on arttourist.com EUR 600
Publication form:	print / online	Module_3	half-page editorial 1/2 page editorial (approx. 3,000 characters incl. spaces) and 1 image plus online editing on arttourist.com EUR 400
Format:	320 × 470 mm (Berlin newspaper format) edited format for online readability	Module_4	Short editorial Short text (approx. 1,000 characters incl. spaces) and 1 picture plus online editing on arttourist.com EUR 200
Scope:	24+ pages Online extended version (flexible)		
Print:	4/4-color		
Paper:	52 g/m2 improved newsprint paper "Snowprint"		
Print run:	5,000 copies plus on demand online according to accesses MELBA 2023: 538,045 accesses (20/04–30/11/23) ZBIGGY 2024: 527,315 accesses (14/4–1/10/24) HENRI 2025: 1.221.876 Zugr. (6.6.–15.11.2025)		
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Online distribution:	Mail dispatch to arttourist customers, deposit on issu, Yumpu, arttourist.com and other online platforms	Advertisements (incl. linking in the online edition):	As the graphic appearance is very important to us, we only offer a small number and only full-page advertising space. 1/4-Seite (140,5 x 208 mm) EUR 250 1/1 page EUR 1,100 U2 (1×) EUR 1,750 U3 (2×) EUR 1,350 U4 (inside cover) EUR 1,700 U4 (outside) EUR 2,000

Prices plus VAT.

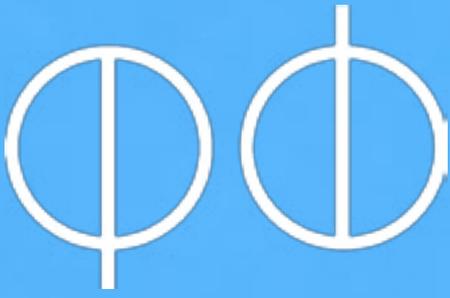


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