

**influence  
the emerging  
professional**

**advertise in**

# Photographer's FORUM

MAGAZINE FOR THE EMERGING PROFESSIONAL

**celebrating  
31 years!**



*Photographer's Forum* magazine is an award-winning magazine that is edited for today's emerging professional photographer. Since 1978, *Photographer's Forum* magazine has been providing cutting-edge photographic editorial. Each issue of *Photographer's Forum* features in-depth articles on contemporary and historic commercial and fine art photographers and their work, as well as portfolios of emerging professionals. Prominent photographers who have been showcased in interviews and retrospectives include Ansel Adams, Diane Arbus, Robert Frank, Mary Ellen Mark, Steve McCurry, Arnold Newman and Helmut Newton, among others.

**fact** 73.2% of our readership intends to pursue a professional photographic career.

**fact** Our readers will spend more than \$30 million per year on equipment.

**fact** 51% of our readers have attended a photographic workshop.

**fact** 73% of our readers keep every issue of *Photographer's Forum* magazine!

*Advertising in Photographer's Forum is the best way to reach the emerging professional photographer.*

## college photography contest

In the fall, we run the College Photography Contest. First through Fourth Place, Honorable Mentions and Finalists are published in June in the book, *Best of College Photography*. Photographs earning top awards are published in the May edition of *Photographer's Forum* magazine. The College Photography Contest has participation from more than 900 college programs and is the largest college photography contest in the United States. *Best of College Photography* is distributed to subscribers, contest entrants and college libraries in the United States and Canada.

## spring photography contest

Every spring, *Photographer's Forum* magazine sponsors the Spring Photography Contest, open to student and amateur photographers. First through Fourth Place, Honorable Mentions and Finalists are published in December in the book, *Best of Photography*. Photographs receiving top awards are published in the November issue of *Photographer's Forum* magazine. *Best of Photography* is distributed to subscribers and contest entrants, and is promoted and sold through our website, [pfmagazine.com](http://pfmagazine.com).

how

we find the  
emerging  
professional

Locating the emerging professional photographer is not easy. They move often, so direct mail is not an option. In order to deliver the active emerging professional, *Photographer's Forum* has several promotions into the college market. They are:

### **direct sign-up program with college instructors**

*Photographer's Forum* gathers many of its readers directly from the classroom. Every fall, photography instructors order thousands of copies of *Photographer's Forum* magazine for their students.

### **college photography contest**

*Photographer's Forum* annually prints over 1 million contest entry forms for the college market. With more than 10,000 entries each year, *Photographer's Forum* converts many of our entrants into subscribers.

### **newsstand sales**

*Photographer's Forum* magazine is distributed nationally on newsstands near major college campuses in the United States. Many of our new subscribers come from newsstand sales.

***Photographer's  
Forum***  
reaches  
tomorrow's  
professionals

today

The best way to create brand recognition—and sales—of your equipment and products is to reach professional photographers EARLY in their careers. Since 1978, *Photographer's Forum* magazine has been a steady favorite with these emerging professionals.



“For beginning photographers, just coming out of their visual studies, *Photographer's Forum* offers an excellent chance to be published – to show their pictures to a wide audience. *Photographer's Forum*, with its high quality reproductions, gives an emerging photographer an edge in a very competitive profession.” — Chris Rainier

“One of the last things left to do as I finished school was my senior portfolio. I was very proud of the fact that I could include a published tearsheet from *Photographer's Forum* along with my work and resumé. It gave me the confidence I needed to show my portfolio to galleries and magazines. I found that the art directors, publishers and curators were very impressed. Apparently they knew how selective *Photographer's Forum* magazine is.” — Jill Enfield



# general advertising rates | 2009

## black & white rates

	1 pg	2/3 pg	1/2 pg	1/3 pg	1/6 pg
1 time	\$2800	\$2025	\$1560	\$1140	\$750
4 times	\$1820	\$1760	\$1255	\$950	\$620
6 times	\$1770	\$1550	\$1155	\$770	\$500
10 times	\$1640	\$1400	\$1075	\$745	\$480

## four color rates

	1 pg	2/3 pg	1/2 pg	1/3 pg	1/6 pg
1 time	\$4905	\$3570	\$2620	\$1970	\$1275
4 times	\$3385	\$2940	\$1890	\$1740	\$1000
6 times	\$3170	\$2755	\$1750	\$1540	\$920
10 times	\$2980	\$2610	\$1665	\$1365	\$895

## cover positions (6 times only)

Cover 2	\$3725	Cover 3	\$3385
Cover 2, page 1	\$7500	Cover 4	\$4015

## Inserts

\$1250 per page, plus flat \$500 insert charge

## 2<sup>nd</sup> Color

\$1250 for each additional color above b/w

## commissions

A 15% agency commission is given to recognized agencies; 2% discount with payment ten days from invoice notice. Net 30 days. It is understood that all orders are accepted for space subject to our credit requirements.

# mechanical specifications

	MAGAZINE		ANNUAL	
	Width	Height	Width	Height
Trim	8 3/8"	10 7/8"	9"	12
Bleed	8 5/8"	11 1/8"	9 1/2"	12 1/2"
Full page (live area)	7 1/4"	10"	8"	11"
2/3 page (vertical)	4 3/4"	9 5/8"	4 3/4"	9 5/8"
1/2 page (vertical)	4 3/4"	7 1/4"	4 3/4"	7 1/4"
1/2 page (horizontal)	7 1/4"	4 3/4"	7 1/4"	4 3/4"
1/3 page (vertical)	2 1/4"	9 5/8"	2 1/4"	9 5/8"
1/3 page (square)	4 3/4"	4 3/4"	4 3/4"	4 3/4"
1/6 page (vertical)	2 1/4"	4 3/4"	2 1/4"	4 3/4"
Two-page bleed	17"	11 1/8"	18 1/4"	12 1/4"
Two-page non-bleed (live area)	15 3/4"	10"	17"	11"
<b>Outside Back Cover</b>				
Trim	8 3/8"	10 7/8"	9 1/4"	12 1/4"
Bleed	8 5/8"	11 1/8"	9 1/2"	12 1/2"

## digital file specifications

**disk types** We accept most standard media formats, but CD is preferred.

**file formats** We require all digital ads to be submitted as press ready PDF files, formatted at 300 dpi, 100% to scale. Press proofs must also be sent to our office. We accept Mac based files only. Include all fonts and graphics. Graphics and photos must be converted to CMYK. We prefer Quark. We can also accept Illustrator, Pagemaker, Photoshop, Freehand.

**proofs** Include a laser printout, 100% to size. In the case of color ads, please include a color proof. We prefer a “contract” color proof, such as Imation Digital Match Print or Kodak Approval.

**photos** Photos must be in CMYK format, not RGB, minimum 300 dpi, at image size of 8x10 inches. They should be submitted as TIFF files, saved for Mac and NOT compressed.

**copy dot conversion** Copy dot files created by other vendors must be prepared and saved as: G4 Compression, Composite, CMYK, Tiled 2048, and 2400 dpi.

**fonts** If using non-Adobe fonts, include screen and printer fonts.

We do not accept documents containing “multi-channel” files (Photoshop 5.0 and later versions).

We cannot accept any files that are compressed in any manner.

Be sure to include a contact name of the person who created the file.

## february 2009

Bruce Mozart  
Art Wolfe  
Joel Meyerowitz  
Portfolios  
Digital Photography  
Book Reviews  
Workshops

Space Reservation | December 19, 2008

Materials Due By | January 9, 2009

On Sale | February 13, 2009

## may 2009

Lee Miller  
Alinari Museum  
James Balog  
College Contest Winners  
Digital Photography  
Book Reviews  
Workshops

Space Reservation | March 20, 2009

Materials Due By | April 10, 2009

On Sale | May 15, 2009

## june 2009

*Best of College Photography 2009*

Winners, Honorable Mentions  
and Finalists from our Student  
Photography Contest

Space Reservation | March 24, 2009

Materials Due By | April 10, 2009

On Sale | June 16, 2009

## september 2009

European Photographers  
Robert Farber  
Vernacular Photography  
Portfolios  
Digital Photography  
Book Reviews  
Workshops

Space Reservation | July 10, 2009

Materials Due By | July 24, 2009

On Sale | September 4, 2009

## november 2009

Maggie Steber  
Richard Sexton  
Steven Smith  
Spring Contest Winners  
Digital Photography  
Book Reviews  
Workshops

Space Reservation | September 25, 2009

Materials Due By | October 9, 2009

On Sale | November 13, 2009

## december 2009

*Best of Photography 2009*

Winners, Honorable Mentions  
and Finalists from our  
Spring Photography Contest

Space Reservation | Sept. 25, 2009

Materials Due By | October 15, 2009

On Sale | December 15, 2009

celebrating  
31 years!

editorial and  
publishing  
calendar

*Photographer's Forum* magazine is edited for the emerging professional. Over 70% of our readership will pursue a career in photography. The remaining 30% is divided between instructors and active professionals. Each issue offers important interviews and articles about commercial and fine art photography.

## closing dates

Cover Date / 6x Schedule	Reservation Due	Materials Due
February	Dec 19	Jan 9
May	March 20	April 10
June (College Annual)	March 24	April 10
September	July 10	July 24
November	Sept 25	Oct 9
December (Annual)	Sept 25	Oct 15

## conditions

- A. Publisher shall not be liable for any cost or damages if, for any reason, it fails to publish an advertisement.
- B. Publisher shall hold advertiser and/or its advertising agency liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published.
- C. Advertiser will be billed for advertising when cancellation occurs after reservation closing dates.
- D. Positioning of advertisement is at the discretion of the publisher except when advertiser pays for preferred cover position and/or publisher promises in writing a specific position.
- E. Rates will be subject to change by the publisher. All contracts will be honored at contract rates regardless of rate changes.
- F. Publisher reserves the right to approve all advertising.
- G. In case of suit, the party that does not prevail pays all attorney and legal court fees.

## mailing address

Photographer's Forum Magazine  
813 Reddick Street  
Santa Barbara, CA 93103  
(805) 963-0439 Fax (805) 965-0496  
e-mail: admin@serbin.com

Associate member of the  
Society of Photographic Education (SPE)

### **publishing office**

Photographer's Forum Magazine  
813 Reddick Street  
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e-mail: admin@serbin.com  
www.serbin.com

### **advertising office**

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www.pfmagazine.com  
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U.S.A Newsstand Distribution by Source Interlink

## personnel

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Vice President/Source Book Director

*Elizabeth Nebb Owen*

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Managing Editor

*Julie Simpson*

Photo Editor, Contests

*Nell Campbell*

Book Editor

*James Kaufmann*

Copy Editor

*Cynthia Anderson*

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*Mai Raack*

Accounting

*Tom Brooks, C.P.A.*

Distribution Manager

*Christiane Hitchcock*

Controller

*Mai Raack*

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Director of Production and Overseas Printing

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*Keane Roberts, Theil Shelton*

Production Coordinator

*Barbara Kuhn*

SiteDesignWorks Manager

*Christina Henson*

Marketing Staff

*Ellie Altomare, Adrian Johnson,*

*Jo Ann Miller, Beth Pierson*

Administrative Assistant

*Kim Taylor*

## contributing editors

New York

*Grace Schaub*

Washington, D.C.

*Judith Turner-Yamamoto*

Florida

*Ken Lassiter*

Chicago

*Larry Thall*

Los Angeles

*Kim Beil*

Portland

*Claire Sykes*