

**influence
the emerging
professional**

advertise in

Photographer's FORUM

MAGAZINE FOR THE EMERGING PROFESSIONAL

**celebrating
34 years!**

www.pfmagazine.com

MEDIA INFORMATION



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 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.

fact Our readers will spend over \$34 million on equipment in the next year.

fact 67.8% plan to purchase a digital SLR camera in the next 12 months.

fact 41.4% of our readers will visit our advertisers' websites for more information.

fact Over 71% of our readers who are not professional plan to pursue a career in photography.

fact 43% of *Photographer's Forum* readers attend photography workshops.

fact 67% of our readers save each issue for future reference.

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 hardcover book *Best of College Photography*. Photographs earning top awards are showcased in the May issue 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, www.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 distribution to college classes

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. Many of our new subscribers come from newsstand sales.

website

pfmagazine.com is an interactive online hub where the emerging professional can easily view the magazine, order subscriptions, enter the contests, share their finalist photos with others, and much more. Banner advertising appears throughout the site.

***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. *Photographer's Forum* magazine has been a steady favorite with these emerging professionals for over 30 years.



“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 | 2012

black & white rates

	1 pg	2/3 pg	1/2 pg	1/3 pg	1/6 pg
1 time	\$2870	\$2075	\$1600	\$1170	\$770
4 times	\$1865	\$1805	\$1285	\$975	\$635
6 times	\$1815	\$1590	\$1185	\$790	\$515
10 times	\$1680	\$1435	\$1100	\$765	\$495

four color rates

	1 pg	2/3 pg	1/2 pg	1/3 pg	1/6 pg
1 time	\$5030	\$3660	\$2685	\$2020	\$1305
4 times	\$3470	\$3015	\$1940	\$1785	\$1025
6 times	\$3250	\$2825	\$1795	\$1580	\$945
10 times	\$3055	\$2675	\$1705	\$1400	\$920

cover positions (6 times only)

Cover 2	\$3820	Cover 3	\$3470
Cover 2, page 1	\$7690	Cover 4	\$4115

Inserts

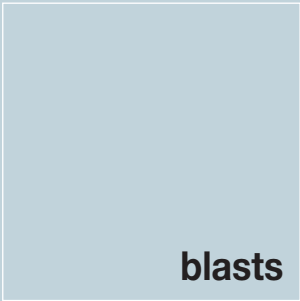
\$1300 per page, plus flat \$500 insert charge

2nd Color

\$1300 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.



email blasts

Photographer's Forum has created an email blast program that will deliver your message directly to our audience.

You will receive a report showing how many photographers received your message, as well as how many took the time to open the message. If you provided a link in your message our report will also indicate how many clicked on the link(s).

email blasts are easy

You design the email and provide a reply-to address and we will schedule to send it out to over 33,000 photographers.

requirements

- Your message formatted in both HTML and text
- Reply-to email address
- Payment prior to blast

email blast rates

\$875 net for initial email blast to 33,000 photographers, plus reporting
\$475 net for optional follow-up email blast to non-responders of the original list within 48 hours

banners on www.pfmagazine.com

The internet hub for *Photographer's Forum* magazine is www.pfmagazine.com. Your corporate banner can appear on our home page as well as multiple pages within the site for a very competitive rate. Every month we will provide you with a report showing total impressions for your banner.

four sizes to choose from

Leader Board 728 x 90	\$500 net per month
Medium Rectangle 300 x 250	\$375 net per month
3:1 Rectangle 300 x 100	\$300 net per month
Square Button 125 x 125	\$250 net per month

requirements

- Landing page link
- Credit card for payment
- Banner art

Please contact Janice Brown at 805 963 0439 ext. 241 to schedule your email blast and/or banners.

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"
Outside Back Cover				
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 PDF files (PDF X-1a), formatted at 300 dpi, 100% to scale. Include all fonts and graphics. Graphics and photos must be converted to CMYK. Press proofs must also be sent to our office.

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.

fonts If using non-Adobe fonts, include screen and printer fonts. Truetype fonts are not recommended.

We do not accept documents containing “multi-channel” files.

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

Be sure to include a contact name, with phone and/or email address, of the person who created the file.

february 2012

Les Horvat
Vivian Meyer
Andrew Bernstein
Portfolios
Digital Photography
Book Reviews
Workshops

Space Reservation | Dec. 20, 2011
Materials Due By | January 10, 2012
On Sale | February 10, 2012

may 2012

Jane Hilton
Richard Sexton
Abelardo Morell
Student Contest Winners
Digital Photography
Book Reviews
Workshops

Space Reservation | March 20, 2012
Materials Due By | April 10, 2012
On Sale | May 11, 2012

june 2012

Best of College Photography 2012

The hardcover book publishes the Winners, Honorable Mentions and Finalists from our Student Photography Contest

Space Reservation | March 23, 2012
Materials Due By | April 13, 2012
On Sale | June 15, 2012

september 2012

Linda Connor
Connie Samaras
Judy Dater
Portfolios
Digital Photography
Book Reviews
Workshops

Space Reservation | July 12, 2012
Materials Due By | July 25, 2012
On Sale | September 7, 2012

november 2012

35th Anniversary Issue!
New Products
Interview
Spring Contest Winners
Digital Photography
Book Reviews
Workshops

Space Reservation | Sept. 25, 2012
Materials Due By | October 10, 2012
On Sale | November 9, 2012

december 2012

Best of Photography 2012

Showcasing the Winners, Honorable Mentions and Finalists from our annual Spring Photography Contest

Space Reservation | Sept. 28, 2012
Materials Due By | October 15, 2012
On Sale | December 14, 2012

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editorial and
publishing
calendar

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

closing dates

COVER DATE / 6X SCHEDULE	RESERVATION DUE	MATERIALS DUE
February	Dec 20	Jan 10
May	March 20	April 10
June (College Book)	March 23	April 13
September	July 12	July 25
November	Sept 25	Oct 10
December (Book)	Sept 28	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

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Associate member of the
Society of Photographic Education (SPE)

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