

# PICTURE

## THE MAGAZINE FOR THE EMERGING PROFESSIONAL PHOTOGRAPHER

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### EDITORIAL PROFILE

PICTURE Magazine is a bi-monthly NYC based national photo industry publication, providing news, calendar, and event information, photographer profiles and interviews, advertising and magazine reviews, digital and internet columns, and equipment and product information.

The magazine has grown tremendously over the past 13 years to emerge as an acute, intuitive and valuable monthly photo industry resource. PICTURE fills the niche for a smart and insightful look into the current photography market.

PICTURE is targeted towards the up and coming advertising, editorial and fashion photographer. The magazine provides an excellent advertising platform to reach this all important market.

### DISPLAY ADVERTISING RATES

Effective January 1st, 2008

		circulation 18,000		
	rates are net	1X	3X	6X
full page	4 color	\$2100	\$2025	\$1950
1/2 page	4 color	\$1300	\$1225	\$1150
1/4 page	4 color	\$750	\$700	\$625

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## MATERIAL DATES AND REQUIREMENTS

### MECHANICAL REQUIREMENTS

#### FULL PG ADS:

PDF's for web offset printing, cymk / 300 dpi. fonts imbedded. no color profile. include bleed. trim 8.875 x 10.875. show crop marks.

#### PARTIAL PG ADS:

PDF or TIFF: 300 dpi / cymk.

#### DIMENSIONS:

trim	w 8.875"	h 10.875"
full page	w 7.625"	h 10"
full page bleed	w 9.25"	h 11.25"
half page horizontal	w 7.83"	h 4.5"
half page vertical	w 3.83"	h 9.15"
quarter page	w 3.8"	h 4.5"

### ISSUE AND MATERIAL

Issue:	On Sale:	Material Due:
<b>Jan/Feb</b>	<b>1/5</b>	<b>12/1</b>
<b>Mar/April</b>	<b>3/5</b>	<b>2/1</b>
<b>May/June</b>	<b>5/5</b>	<b>4/1</b>
<b>July/August</b>	<b>7/5</b>	<b>6/1</b>
<b>Sept/Oct</b>	<b>9/5</b>	<b>8/1</b>
<b>Nov/Dec</b>	<b>11/5</b>	<b>10/1</b>

### GENERAL REQUIREMENTS

printing process	<b>offset / ctp</b>
frequency	<b>6x</b>
trim size	<b>8.875" x 10.875"</b>
binding	<b>perfect</b>

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## What people are saying about PICTURE:

"As an advertiser, I've gone from skeptical to enthusiastic as PICTURE has grown from a listing of used equipment for sale to the must-read status it has today."

**-Peter Bradshaw, Profoto**

" During the last few years we have introduced several new products through PICTURE and have had immediate response. PICTURE has a great targeted audience and has become a valuable tool in our advertising plan. "

**-Jan Letterman, President, Mamiya America**

"PICTURE magazine has done what others would not venture to, with fresh new content, original and stimulating images and stories. Thier creative input amazes and delights me."

**-Brandon Remler, Fuji Film USA**

"I'm Proud to be included in such an honorable photographic magazine"

**-Mark Seliger, photographer**

"I personally appreciate your editorial position. I find PICTURE magazine to be an excellent publication, and I applaud your design and creative choices."

**-Deborah Roundtree, APA National President**

"A great place to advertise. From Photomarket to PICTURE, the success story speaks for itself"

**-Baldev Duggal, Duggal Color**

"Our ad in PICTURE has really delivered this year. Each time the magazine is published our web site traffic goes up and our phones start ringing. Photographers are obviously reading the magazine and responding to our ads."

**-Selina Oppenheim, President, Port Authority Inc.**

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## EDITORIAL CALENDAR 2008

Jan /Feb NYC Photo Studio Review

March /April Photo School Guide

May /June Digital Back Review

July /Aug Young Talent Issue

Sept /Oct Los Angeles Issue with Studio Review

Nov /Dec Self Promotion Issue

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## READER SURVEY 2008

### **GENDER-**

male - 67%  
female - 33%

### **AGE -**

under 24 - 33%  
25-34 - 52%  
35-49 - 10%  
50+ - 5%

### **INCOME - (THOUSANDS)**

less than 15 - 11%  
15-25 - 5%  
25-50 - 38%  
50-75 - 21%  
75-100 - 15%  
100-150 - 5%  
150+ - 5%

### **LEVEL -**

student - 13%  
photo asst. - 7%  
amateur - 13%  
pro -5 - 32%  
pro +5 - 18%  
other pro - 17%

### **PURCHASE EQUIPMENT -**

online - 33%  
phone - 4%  
in person - 63%

### **RENT/OWN STUDIO -**

rent - 61%  
own - 17%  
both - 22%

### **LIKELY TO PURCHASE DIGITAL BACK -**

very - 25%  
considering - 30%  
not likely - 45%

### **SPEND EQUIP/YR -**

under 1K - 31%  
1-5K - 31%  
5-10 - 24%  
10-20 - 14%

### **FORMAT USED -**

35mm - 62%  
2 1/4 - 33%  
8x10 - 5%

### **HOW PROMOTE -**

source books - 4%  
direct mail -- 33%  
web - 55%  
magazines - 8%

### **PRINT OWN WORK -**

darkroom - 21%  
desktop printer - 34%  
pro lab - 45%

### **FIELD -**

33% advertising / editorial  
/ fashion  
45% portrait / art  
22% journalism / travel /  
stock