

PROFESSIONAL PHOTOGRAPHER MEDIA KIT



Professional Photographer's focus today is the same as when it was first published over a century ago: to give aspiring and professional photographers inspiration and guidance to hone their craft and grow successful businesses.

Leverage your marketing efforts by putting your product and services in front of these readers!

CONNECT WITH YOUR TARGET AUDIENCE

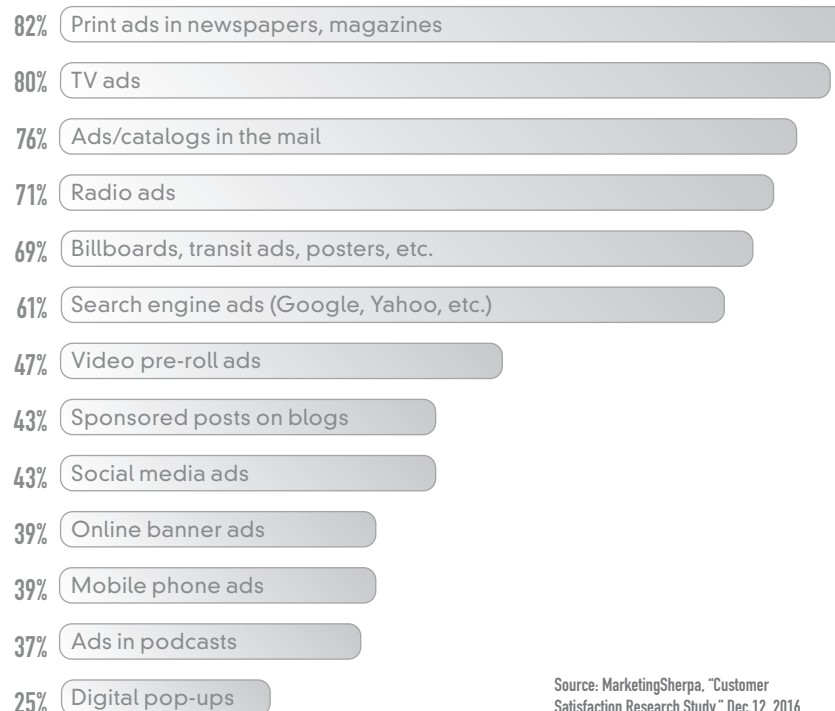
Our Readers Are Photographers



About Our Readers



Types of Ads Trusted by U.S. Consumers When Making a Purchase Decision



Source: MarketingSherpa, "Customer Satisfaction Research Study," Dec 12, 2016

Contact your sales representative or visit PPA.com/MediaKit

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EDITORIAL CALENDAR

Editorial Calendar		
Issue	Features	Products
January	Weddings • Fine Art	Studio Lighting • Asset Management
February	Diamond Photographers of the Year	Medium-format Cameras • Lenses
March	Portraits • Commercial	Location Lighting • Drones
April	Portraits • Nature	Imaging Software • Speedlights
May	Portraits • Travel	Camera Bags • Wedding Products
June	Weddings • Portraits	Light Modifiers • Retouching Software
July	Portraits • Landscape	Mirrorless Cameras • Frames & Displays
August	Fine Art • Senior Portraits	Hot Ones Buyer's Guide
September	Weddings • Commercial	Tripods & Stabilizers • Backdrops & Props
October	Wildlife • Portraits	Lab Products • Albums & Presentation
November	Fashion & Beauty • Fine Art	Wireless Tech • Books & Albums
December	Commercial & Portraits	Fine Art Printing & Paper • Projectors

In Every Issue:
Business • News • New Products • Gear Reviews • Techniques & Tutorials • Award-Winning Images

Additional Topics Covered:
Architecture • Maternity • Sports • Events • Pets • Boudoir • Volume • Video

CLOSING DEADLINES

January 2022

Ad closing: Nov. 12, 2021
Materials deadline: Nov. 17, 2021

February 2022

Ad closing: Dec. 13, 2021
Materials deadline: Dec. 15, 2021

March 2022

Ad closing: Jan. 7, 2022
Materials deadline: Jan. 12, 2022

April 2022

Ad closing: Feb. 14, 2022
Materials deadline: Feb. 16, 2022

May 2022

Ad closing: Mar. 15, 2022
Materials deadline: Mar. 17, 2022

June 2022

Ad closing: April 15, 2022
Materials deadline: April 19, 2022

July 2022

Ad closing: May 16, 2022
Materials deadline: May 18, 2022

August 2022

Ad closing: June 15, 2022
Materials deadline: June 17, 2022

September 2022

Ad closing: July 15, 2022
Materials deadline: July 19, 2022

October 2022

Ad closing: Aug. 15, 2022
Materials deadline: Aug. 17, 2022

November 2022

Ad closing: Sept. 15, 2022
Materials deadline: Sept. 19, 2022

December 2022

Ad closing: Oct. 14, 2022
Materials deadline: Oct. 18, 2022

January 2023

Ad closing: Nov. 14, 2022
Materials deadline: Nov. 16, 2022

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AD SIZES

Effective January 2023 issue

Ad Size	Trim Size (WxH)	Non-bleed Size	Bleed Size	Live Area
2-Page Spread	16.75" x 10.75"		17" x 11"	16.25" x 10.25"
Full Page	8.375" x 10.75"		8.625" x 11"	7.875" x 10.25"
2/3-Page		4.625" x 9.75"	5.25" x 11"	4.875" x 10.25"
1/2-Page Horizontal		7.25" x 4.75"	8.625" x 5.5"	8.125" x 5.25"
1/2-Page Vertical		3.5" x 9.75"	4.125" x 11"	3.875" x 10.25"
1/3-Page Vertical		2.375" x 9.75"	3" x 11"	2.75" x 10.25"
1/3-Page Square		4.75" x 4.75"	5.25" x 5.5"	4.875" x 5.25"

MATERIAL REQUIREMENTS

- All files must be submitted as CMYK.
- Preferred file format is high-res PDF.
- Acceptable file types: PDF, TIFF, JPEG, EPS.
- Fonts must be embedded in files.
- Color proofs are the responsibility of advertisers.
- A proof of the file can be pulled at a cost of \$25 per proof, billed to the advertiser.
- All ad material will be kept on file for one year from date of insertion.



QUESTIONS?

For questions regarding material specs, visit mediakit.ppmag.com/ppmag-magazine.php or contact Art Director Debbie Todd: dtodd@ppa.com.

Submission Details

- Submitting files by email: Email files to Art Director Debbie Todd at dtodd@ppa.com.
- Submitting files by other file transfer methods: Email Art Director Debbie Todd at dtodd@ppa.com with the link to file transfer site (Hightail, Dropbox, etc.).

SPECIAL PRINT OPPORTUNITIES

Q&A Advertorial



The Q&A advertorial is a unique advertising opportunity that increases awareness of your company among photographers. This section focuses on the products and services you want to highlight, allowing you to answer commonly asked questions and show why you are the best choice. With prime positioning in the magazine and eye-catching design, it helps your company stand out among the rest.

MATERIAL REQUIREMENTS

- 3–5 images: 9" w x 12" h, RGB, 300ppi, JPEG
- Company name
- Product name
- Interviewee name and title
- High-res logo
- Website URL
- 5–6 questions and answers (600 words)
- Submit files to dtodd@ppa.com

Your copy and images will be designed using our beautiful template layout.

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SPECIAL PRINT OPPORTUNITIES

Advertorial + Full-Page Ad



An advertorial is an ad in editorial clothing, created to blend into the rest of the magazine's content. A well-done advertorial guarantees more eyes on your brand and its message.

Our publishing team has over 30 years of experience in publishing and the photography industry, and they can help you create an amazing advertorial that our readers will love.

3-month minimum lead-time required.

MATERIAL REQUIREMENTS

- Refer to specs for full page
- 3–5 images: 9" w x 12" h, RGB, 300ppi, JPEG
- Company name
- Product name
- Product description: Include every detail you'd like covered in this article.
- High-res logo
- Website URL

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SPECIAL PRINT OPPORTUNITIES

Belly Band

As the first thing readers see when they pick up the magazine, the belly band is the most powerful way to increase the reach and recognition of your brand.

It is a paper band with printing on one side, with each end joined together at the back of the magazine. Readers have to remove the band to open the magazine, which guarantees they'll interact with your ad.

Belly bands incur additional postal charges.

Requires additional lead-time.

Contact your sales manager for more details.

MATERIAL REQUIREMENTS

- Height - 6"
- Full Width - 18.1825" wrapped around magazine
- Refer to print ad information for file setup needs



Bind-In

Bind-ins appear within the pages of the magazine and are usually printed on heavier card stock that's perforated so readers can easily remove them. These cost-effective, high-impact ads are a great opportunity to gain targeted information about readers and introduce more consumers to your brand.

Bind-ins vary in size, stocks, weight, color, and complexity, but they generally fit Post Office criteria so that readers can mail them like a postcard.

Requires additional lead-time.

Contact your sales manager for more details.

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SPECIAL PRINT OPPORTUNITIES

Cover Options

Deliver a bold message to your audience with an interactive cover option. These draw readers in by building anticipation and encouraging them to interact with your ad. The act of opening or unfolding the ad is a simple way to make readers engage with your message. After all, who can resist sneaking a peak? There are 3 types of cover options available:

- French/Barn Door:
Front cover split vertically. Opens to reveal a hidden full page.
- Gatefolds:
Attached to inside front or back cover. Unfolds when the cover is open.
- Z Folds:
Front cover unfolds with two additional pages. Essentially a three-page ad.

4-or 8-page Section, Roll, or Accordion Fold

These dynamic, multi-page options demand readers' attention. As they open the ad's pages one-by-one, your brand's message unfolds before them like a story.

These options provide the maximum amount of pages in the magazine, giving you the room to craft an eye-catching story. Get creative and surprise readers with every turn.

Requires additional lead-time.

Contact your sales manager for more details.



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SPECIAL PRINT OPPORTUNITIES

Tip-On

A tip-on is a great way to add an extra/bonus type message to your existing advertisement. Your addition will be glued on and easily removed without changing the advertisement beneath. Get creative with a die-cut piece, card, brochure, paper sample, etc., that adds interest. *The attachment is provided by the advertiser and requires the purchase of a full-page ad in the magazine. Requires additional lead-time. Contact your sales manager for more details.*

Print Brings Your Story to Life

SPECIAL COATINGS

Coatings can entice your audience's visual and tactile senses, which in turn makes them more likely to interact with your brand's message.

Make your ad pop off the page and tempt readers to touch it by using a special, unique texture. *Requires additional lead-time. Contact your sales manager for more details.*

INTERACTIVE STICKER SHEETS

Available in different shapes and sizes, sticker sheets are another way to engage readers' tactile sense and build recognition of your brand. Customize your stickers with heavier stock, die-cut pieces, binding options, and more. After all, stickers are fun! *Requires additional lead-time. Contact your sales manager for more details.*



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PROFESSIONAL PHOTOGRAPHER MAGAZINE

PPA

229 Peachtree Street NE, Suite 2300

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404.522.8600 • PPMag.com

FIELD SERVED

Professional Photographer magazine serves photographers in every stage of their careers and from every specialty including portrait, wedding, event, commercial, and fine art photography. The magazine also serves allies to the field of photography, members of PPA, and affiliated associations.

DEFINITION OF RECIPIENT QUALIFICATIONS

Qualified recipients are photo studio owners and managers, freelance and staff photographers, media, creative, production, technicians, support staff, agents, educators, and students.

AVERAGE DISTRIBUTION AS OF NOVEMBER 2020

AVERAGE DISTRIBUTION	COPIES
Qualified Paid (Print & Digital)	30,338
Advertisers/Agencies	357
TOTAL AVERAGE DISTRIBUTION	30,684

PRIMARY SPECIALTY	TOTAL
Portrait Photography	27,559
Wedding and/or Event Photography	28,350
Special Event	16,976
High School Senior	11,491
Commercial Photography	16,824
Fine Art Photography	8,255
Aspiring Photographer	20,858
Undefined Photographic Specialty	4,404
Other	5,337
TOTAL	140,054

BUSINESS PUBLICATION CIRCULATION STATEMENT for the 3-month period ending November 2020

GEOGRAPHIC REGION	COPIES	PERCENT	STATES
New England	854	18.4%	ME, NH, VT, MA, RI, CT, NY, NJ, PA
South Atlantic	822	14.7%	DE, MD, DC, VA, WV, NC, SC, GA, FL
North Central	1,078	23.1%	OH, IN, IL, MI, WI, MN, IA, MO, ND, SD, NE, KS
South Central	605	13.0%	KY, TN, AL, MS, AR, LA, OK, TX
Mountain/Pacific	1,176	23.8%	MT, ID, WY, CO, NM, AZ, UT, NV, AK, WA, OR, CA, HI
TOTAL U.S.	4,535	97.95%	
International	95	2.05%	
GRAND TOTAL	4,630	100%	

PUBLISHER'S AFFIDAVIT

We hereby make an oath and say that all data set forth in this statement are true.

David P. Trust

David Trust, Chief Executive Officer

Jane Baboury

Jane Baboury, Director of Publications

ONLINE ADVERTISING

Maximize your brand recognition with digital ads on PPA.com and the *Professional Photographer* website. Over 40,000 photographers visit these sites each month for news, tips, and product info that help them be more successful.

8:1 Leaderboard Display

Ad appears on the magazine's home page and interior pages. You will see it just below the fold on the home page, above the fold on interior pages, and at the bottom of article pages.

900 x 113 pixels

6:5 Inline Rectangle

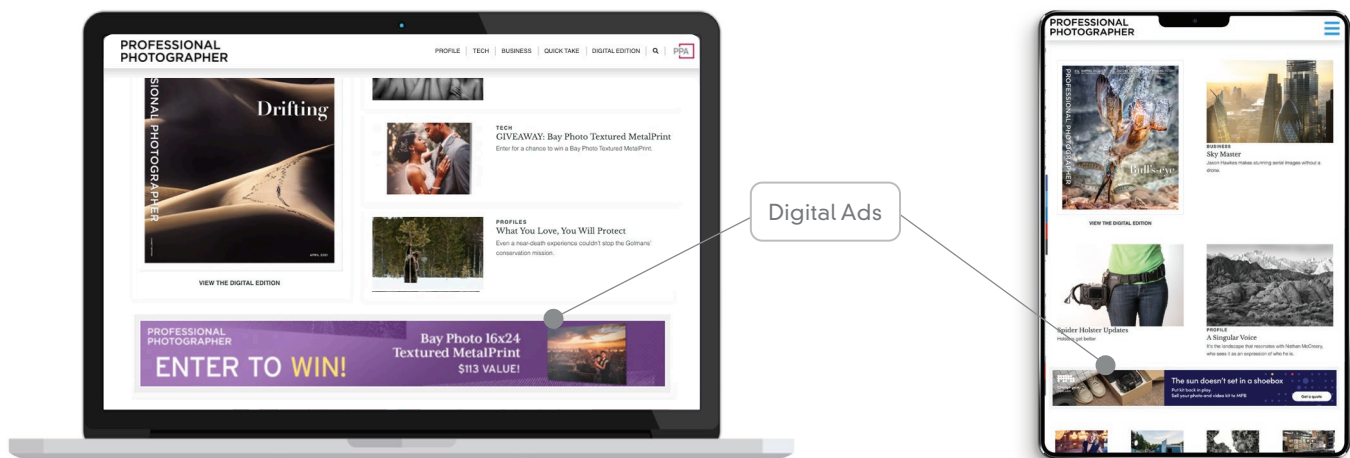
This ad displays in the right-side column of the site's top-level benefit pages, just below the membership application.

300 x 250 pixels

4:1 Mobile Display

This ad replaces the Leaderboard and Inline ads on mobile devices, appearing in those same placements.

300 x 75 pixels



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SPECIAL OPPORTUNITIES

Sponsored Online Content with Newsletter Placement

Tell your story directly to our voracious readers in a sponsored article. You choose the topic and teach readers something they need to know. Position your company as an authority and address readers' needs with information they can use. In addition to the online sponsored content, we'll promote your story in our Top Picks newsletter with a banner ad.

Features:

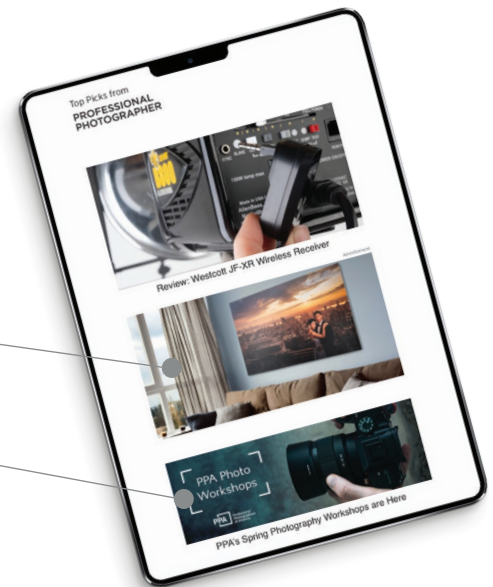
- Digital Ad
- Sponsored Content

Material requirements:

- 2:1 digital ad: 650 x 325 pixels, 72 ppi
- Sponsored content: You provide editorial content + 2 photos. One photo (4:1 - 650 x 162 pixels) for the email newsletter and one photo (500 x 400 pixels) for the article block on PPA.com/PPmag.
- Sponsored content not sold separately.

Digital Ad

Sponsored Content



Exclusive Email Promotion

Reach *Professional Photographer's* readers directly with an exclusive email promotion. *Professional Photographer* will send your sponsored promotion to our database, delivering your message to our readers.

Material requirements:

- 2:1 - 650 x 325 pixels
- RGB files only
- 72 ppi JPEG, GIF or PNG file formats
- 150k maximum file size
- Subject line
- Link to your landing page
- Text version of your message

OR

- Pre-Assembled Email in HTML format



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PRINT IS IMPORTANT!

DON'T MISS OUT ON THIS KEY ADVERTISING OPPORTUNITY

If you aren't advertising in *Professional Photographer* magazine, you're missing out on the added value and long-lasting relationships that come with print advertising.

Read what media experts
say about print advertising:

Print leaves subliminal
impressions on readers.¹

The second highest
receptivity of any media.³

Print boosts ROI on
digital advertising.⁴

Print advertising drives
the "familiarity factor."⁴

Print is far more trusted than
online; readers love the sense
of permanence.²

Greater engagement and
focus, not to mention a
deeper emotional response.⁵

Print advertising provides a
much broader overall reach and
for a longer period of time.¹

FINALLY! Tangible data
to help bridge the gap between
photographers and consumers

Exclusive nationwide research from PPA analyzes the
purchasing behavior of photography consumers for 3
groups of purchasers: wedding photography, portrait
photography, and high-school senior photography.
These findings can help you better understand your
customers and, hopefully, help you grow your business!

WEDDING PHOTOGRAPHY PURCHASED



PPA
Professional
Photographers
of America

PRINT IS IMPORTANT!

1. The Geary Company

Print Advertising Isn't Dead: Here's Why It Matters

gearycompany.com/print-advertising-isnt-dead-heres-why-it-matters

Print advertising is an efficient way of establishing a brand and communicating with broad reach to find the target audience.

Unlike the direct response of digital marketing, print also impacts the audience far beyond the initial reader.

Permanence is the goal, and because hard-copy print is a physical product, it leaves subliminal impressions on its reader, and on the audience it's passed to, for a much broader overall reach and for a longer period of time.

2. Ambro.Com Sales Training

How to Sell Print Advertising

ambro.com/how-to-sell-print-advertising

Print has not lost the values that make it important to loyal readers in any sector. Print is far more trusted than online. Readers love the sense of permanence of print that implies "this article or ad has value." Readers value the experience of browsing through the pages of a favorite magazine, discovering new ideas and products and services through editorial content and advertising that they would never have searched for in a digital world. This serendipity is central to the value of print.

3. Sheridan CJK Group

The Advantages of Advertising in Print Media

sheridan.com/books-blog/advantages-advertising-print-media

People who are engaged are more likely to remember an eye-catching message. Magazine ads have the second highest receptivity of any media.

When people subscribe to a magazine, newspaper, or newsletter they have a longstanding, loyal relationship. This devoted readership views your message with a more positive frame of mind. This also helps reinforce your message, especially with repetition.

When people have a copy of something in print there is no denying what was said. They have time to read and understand the "small print," and all information is there for the record.

4. Greg Krehbiel

Print Isn't Dying. Print Advertising is Dying.

linkedin.com/pulse/print-isnt-dying-advertising-greg-krehbiel

According to research, readers still like print. Yes, even young people.

Print advertising drives the "Familiarity Factor." People are more likely to click on products when they are familiar with the product or brand. Thus, print boosts ROI on digital advertising.

5. MediaSpaceSolutions.com

Will Print Advertising Still Work in 2018?

mediaspacesolutions.com/blog/will-print-advertising-still-work-in-2018

Numerous studies have indicated that on a brain-chemistry level, people process print content with greater engagement and focus, not to mention a deeper emotional response, than they do content viewed on a screen. While digital content is scanned quickly, paper-based reading is slower and more deliberate, leading to greater rates of comprehension and recall. For advertisers, this means that traditional print media ads are more likely to make a lasting impression and, thus, lead to more sales.

6. International News Media Association

Will Print Advertising Still Work in 2018?

mediaspacesolutions.com/blog/will-print-advertising-still-work-in-2018

According to an October 2016 survey by MarketingSherpa, 82 percent of U.S. internet users trust print ads when making a purchase decision, more than any other medium.

7. Forbes.com

Paper Beats Digital in Many Ways,

According to Neuroscience

forbes.com/sites/rogerdooley/2015/09/16/paper-vs-digital/#5b040d4433c3

Perhaps the most significant finding from the Temple study was that paper advertising activated the ventral striatum area of the brain more than digital media. A previous study of successful ad campaigns found that the ventral striatum was an indicator of desire and valuation.

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