

2018 PORTRAITS EDITION

PHOTOPRENEUR

LEARN THE BUSINESS OF PHOTOGRAPHY

PORTRAIT
OF AN
ARTIST
MAX
EREMINE

PROFILING
AMERICA
ELLIOT
ROSS

TECH &
TOOLS
NIKON
D850

TOP
10 TIPS
HOW TO
LAUNCH
A PHOTO
BUSINESS

PHOTO
BOOKS
LEARN
TO SELF
PUBLISH

MIRRORLESS
REVOLUTION
DEATH OF
THE DSLR?

SOCIAL
MARKETING
BUILD
YOUR OWN
#INSTAGRAM
AUDIENCE

STORYTELLER
WITH A CAMERA
DREW DOGGETT

— OUR STORY —

Photopreneur's origins can be traced back to another photography magazine that our publisher, editors, and writers contributed to, *Focus Magazine*. *Focus'* target audience was collectors of fine art photography, however; 80% of its audience and advertisers were emerging photographers looking for inspiration and to get their photography noticed. In working closely with photographers for over a decade, *Focus'* contributors noticed a trend amongst almost every single photographer: They needed more help than just an advertisement in a magazine to help get them noticed. They needed help with several aspects of their business to help them grow. From business planning, marketing and website design; to helping choose the right photographic equipment, photographers need help and guidance every step of the way. This led to the creation of the concept of *Photopreneur*.

2019-2020 EDITORIAL CALENDAR

SEPTEMBER 2019

LANDSCAPE/SEASCAPE PHOTOGRAPHY

INDUSTRY INSIDERS

JOHN STANMEYER, JEFF BROWN,
CAM ATTREE, DREW DOGGETT,
BRAINARD CAREY, DAVID
ROSENBERG, STEVE ANCHELL

FEATURE STORY:

THROUGH THE LENS: LANDSCAPE
PHOTOGRAPHERS

ON NEWSSTANDS: AUGUST 2019

OCTOBER 2019

NATURE & WILDLIFE PHOTOGRAPHY

INDUSTRY INSIDERS

JOHN STANMEYER, JEFF BROWN,
CAM ATTREE, DREW DOGGETT,
BRAINARD CAREY, DAVID
ROSENBERG, STEVE ANCHELL

FEATURE STORY:

THROUGH THE LENS OF NATURE &
WILDLIFE

ON NEWSSTANDS: SEPTEMBER 2019

DECEMBER 2019

BOUDOIR & NUDE PHOTOGRAPHY

INDUSTRY INSIDERS

JOHN STANMEYER, JEFF BROWN,
CAM ATTREE, DREW DOGGETT,
BRAINARD CAREY, DAVID
ROSENBERG, STEVE ANCHELL

DOUBLE FEATURE:

IMAGING USA 2019 PREVIEW + WEDDING
PHOTOGRAPHY MARKET REPORT

ON NEWSSTANDS: NOVEMBER 2019

FEBRUARY 2020

WEDDING PHOTOGRAPHY

INDUSTRY INSIDERS

JOHN STANMEYER, JEFF BROWN,
CAM ATTREE, DREW DOGGETT,
BRAINARD CAREY, DAVID
ROSENBERG, STEVE ANCHELL

FEATURE STORY:

AIPAD + PALM SPRINGS PHOTO
FESTIVAL PREVIEW

ON NEWSSTANDS: JANUARY 2020

READERSHIP PROFILE

Our readers are affluent enthusiast photographers who want to increase their budget to give them the ability to start making real money from their photography. Today, if you ask any hobbyist photographer if they want to quit their full-time job and turn their hobby into a business, they would answer an enthusiastic "Yes!" The problem, however; is that many photographers encounter difficulties with knowing how to start, run and develop their own photography business.

Photopreneur will educate photographers on how best to start, run and grow their own photography business. Our editorial is written by photographers who have already successfully launched their own business and can give aspiring photopreneurs expert advice on how to launch, run, and build their own successful photography business.

GENDER

MALE	47%
FEMALE	53%

AGE

18 - 24	18%
25 - 34	26%
35 - 54	38%
55+	18%

EDUCATION

BA/BS	55%
MASTERS	32%
DOCTORATE/PHD	13%

INCOME

AVERAGE HHI	\$86,000
HHI \$100,000+	56%
MEDIAN HH ASSET VALUE	\$888,400
TOTAL HOUSEHOLD ASSET VALUE \$1 MILLION+	29%

PHOTOGRAPHY-RELATED ACTIVITY

AVERAGE YEARS AS A PHOTOGRAPHER	15.2
BUDGET OF \$5,000+ TO BUY NEW EQUIPMENT	68%
BOUGHT NEW LENSES LAST YEAR	62%
OUTSOURCES PRINTING TO A PHOTO LAB	53%
USES THEIR OWN PROFESSIONAL PRINTER	31%
BUDGET OF \$15,000+ TO BUY NEW EQUIPMENT	29%
SHOOTS VIDEO	29%
RENTS A STUDIO	26%

GENRE

WEDDING PHOTOGRAPHER	44%
FINE ART PHOTOGRAPHY	41%
COMMERCIAL PORTRAIT	39%
OUTDOOR PHOTOGRAPHER	29%
OTHER	42%

BUSINESS EXPERIENCE

ENTHUSIAST	71%
PROFESSIONAL	29%

DATES & DEADLINES

ISSUE	THEME	NEWSSTANDS	CLOSING	MATERIAL
OCTOBER 2018	WILDLIFE	SEPTEMBER 2018	AUGUST 1	AUGUST 15
DECEMBER 2018	PHOTOJOURNALISM	NOVEMBER 2018	AUGUST 1	AUGUST 15
FEBRUARY 2019	FINE ART PHOTO	JANUARY 2019	AUGUST 1	AUGUST 15
APRIL 2019	WEDDING PHOTO	MARCH 2019	AUGUST 1	AUGUST 15

Terms: Payment is required the day of the closing date and can be by check, bank transfer, or credit card (AMEX, MasterCard, Visa).

PRINT ADVERTISING

Size	1X	3X	6X
Full Page	\$5000	\$4000	\$3000
Full Page Spread	\$7500	\$6500	\$5500
Half Page	\$3500	\$3000	\$2500
Two-Thirds Page	\$4000	\$3500	\$3000
One-Third Page	\$2000	\$1750	\$1500
One-Quarter	\$1750	\$1500	\$1250
One-Sixth	\$1500	\$1250	\$1000
Cover 2	\$7500	\$6500	\$5500
Cover 3	\$6000	\$5000	\$4000
Cover 4	\$8500	\$7500	\$6500

NATIVE ADVERTISING

At *Photopreneur*, our content lives beyond print. Each published story will be distributed on multiple platforms including Facebook Instant Articles, Apple News, Flipboard, digital magazines, and more. With *Photopreneur*, we hire photographers who are already using your products or services and create content campaigns which allows us to give your brand more exposure, giving you more readers.

CIRCULATION

PRINT - 32,500

Photography Expo & Conference: 10,000
 Newsstands 12,500
 Promotional Subscriptions 10,000

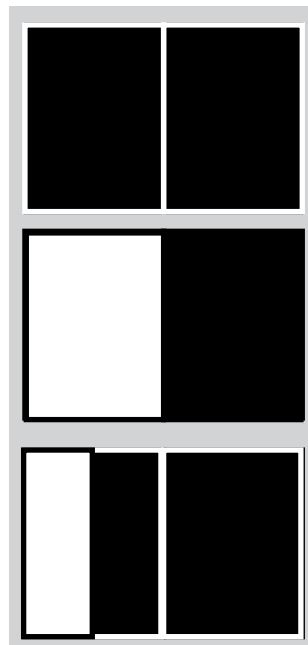
SOCIAL - 63,750

Facebook Likes: 60,750
 Twitter Followers: 2,300
 Instagram Followers: 700

DIGITAL DISTRIBUTION

- iOS App Store
- Android App Store
- Magzter
- Press Reader
- Texture
- Readly
- Apple News
- Facebook Instant Articles
- Flipboard
- Google AMP
- Medium
- Outbrain

PRINT SPECS



FULL PAGE SPREAD
 TRIM: 18" X 10.875"
 BLEED: 18.25" X 11.125"
 LIVE AREA: 16.875" X 9.75"

FULL PAGE
 TRIM: 9" X 10.875"
 BLEED: 9.25" X 11.125"
 LIVE AREA: 8" X 9.875"

2/3 PAGE
 VERTICAL 5 X 9.75

1/2 PAGE
 VERTICAL 3.75 X 9.75
 HORIZONTAL 7.75 X 4.75

1/3 PAGE
 SQUARE 5 X 4.75
 VERTICAL 2.5 X 9.75

1/4 PAGE
 SQUARE 3.75 X 4.75
 BANNER 1.875 X 9.875

1/6 PAGE
 2.5 X 4.75

PRODUCTION SPECS

Only PDF, InDesign, Illustrator, and Quark files are accepted. When sending in either format, please send all fonts and images in sub-folders. All fonts must be PC fonts. All images must be digital high-resolution images (TIFF files). Minimum resolution for all images is 300 ppi. Photopreneur is perfect bound. Please leave a minimum of .25" from each side for all non-bleeds.

There is no extra-charge for bleeds which are preferred. Please provide laser printout for ads at 100% size. If proofs are not supplied and seen as necessary, the publisher reserves the right to have them made at the advertiser's expense. We use PDF previews as proofs. If you require a hard copy, each proof is \$100. In-House Design: To design, layout and create your ad, we charge \$125 per hour. We strongly encourage you to send color-matched proof prints to be included in your ad to our printer for high quality drum scanning. Scans are \$100/print. Cancellations: Cancellations must be received in writing no later than 30 days prior to cover date.

Clients will be billed for frequency discounts, which become inapplicable upon cancellation. Publisher Policy: The publisher reserves the right to reject any advertising that is not within the 's standards. Advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from unauthorized use of any name, photograph, artwork, or words protected by copyright or registered trademarks. For all media labeling and shipping, please include publication name, issue date, agency name, phone number, vendor name, list of contents with directory and the name of the advertiser. Advertising materials will not be returned. All advertising materials should be securely packed and protected.

For additional software options and FTP information, please contact our production department at 646.847.6300. Our mailing address is Picseles Digital LLC, 101 Hudson Street, 21st Floor, Jersey City, NJ 07302. Our website address is www.photopreneurmag.com.