PROFESSIONAL PHOTOGRAPHER MEDIA KIT

Professional Photographer magazine puts you in front of the right kinds of customers – professional business owners with buying power and purchasing authority.

Professional Photographer's readers look for information on products and services from a magazine they trust. Let us help you leverage your marketing dollars to your advantage!

Professional Photographer magazine always delivers.

TABLE OF CONTENTS

PPA Professional Photographers of America

CONNECT WITH YOUR TARGET AUDIENCE,
THE READERS OF PROFESSIONAL PHOTOGRAPHER MAGAZINE

Our Readers Are Photographers

81% are full- or part-time professional photographers.

98% are photographing at an advanced/intermediate skill level.

83% own a studio or photography business.

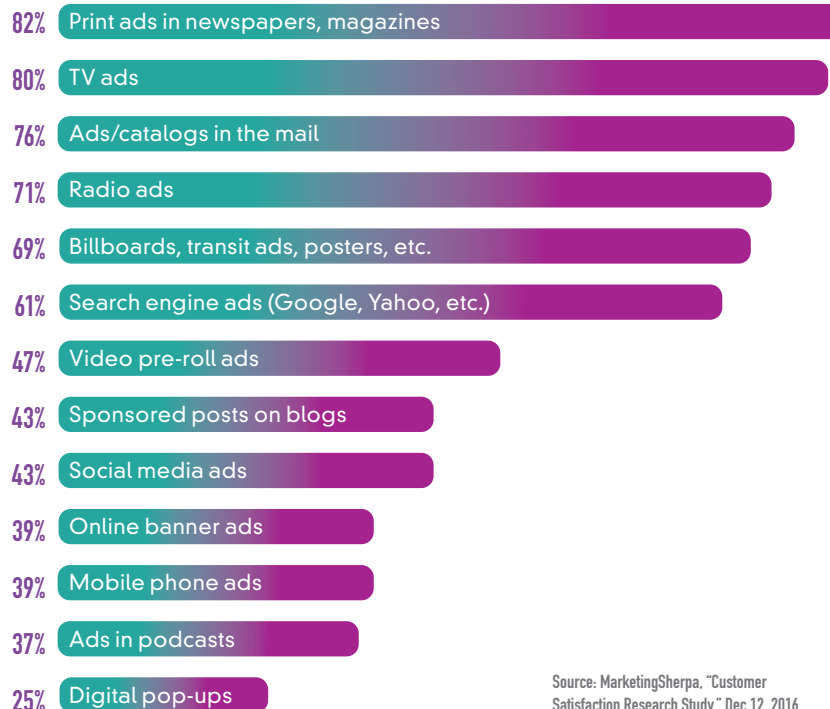**78%** have been in business for more than 5 years.

About Our Readers

86% agree the most useful information is found in *Professional Photographer*.

85% if they could read only one magazine, would pick *Professional Photographer*.

86% agree the photo magazine most in touch with their needs and concerns is *Professional Photographer*.

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

%	Ad Type
82%	Print ads in newspapers, magazines
80%	TV ads
76%	Ads/catalogs in the mail
71%	Radio ads
69%	Billboards, transit ads, posters, etc.
61%	Search engine ads (Google, Yahoo, etc.)
47%	Video pre-roll ads
43%	Sponsored posts on blogs
43%	Social media ads
39%	Online banner ads
39%	Mobile phone ads
37%	Ads in podcasts
25%	Digital pop-ups

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

Contact your sales representative or visit PPA.com/**MediaKit**

MARINA ANDERSON
EASTERN REGIONAL MANAGER
937.902.8217
manderson@ppa.com

BRIAN SISCO
WESTERN REGIONAL MANAGER
404.522.8600 x230
bsisco@ppa.com

WAYNE JONES
DIRECTOR OF SALES & STRATEGIC ALLIANCES
404.522.8600 x248
wjones@ppa.com

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:

FINALLY! Tangible data to help bridge the gap betw photographers and consum

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

Photos of the cerem — 81%
Photos of the reception — 73%
Posed portraits of bride, fa
Getting-ready photos
Engagement photos — 41%
Video — 27%

PPA Professional Photographers of America

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]

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. Abrio.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 then 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.

Contact your sales representative or visit PPA.com/**MediaKit**

EDITORIAL CALENDAR

Issue	Features	Products	Bonus
2020 Editorial Calendar			
January	Special Issue: Imaging USA	Studio Lightning • Digital Storage	Imaging USA
February	Weddings & Engagements • Fine Art	Medium-format Cameras • Lenses	WPPI
March	Commercial • Portraits	Location Lighting • Drones	
April	Senior Portraits • Nature	Imaging Software • Flash/Speedlights	
May	Family Portraits • Travel	Camera Bags • Wedding Products	
June	Weddings • Children's Portraits	Light Modifiers • Actions & Plug-ins	
July	Portraits • Commercial	Drones • Frames & Displays	
August	Senior Portraits • Nature	Hot One Buyer's Guide	
September	Weddings • Family Portraits	Tripods & Stabilizers • Drops & Props	
October	Portraits • Fine Art	Lab Trends • Drones	
November	Fashion & Beauty • Nature	Color Calibration • Albums & Books	
December	Commerial & Senior Portraits	Fine Art Paper & Printing • Digital Projectors	

In Every Issue:

Drones • Business • New Products • Gear Reviews • News • Photographic Techniques • Award-Winning Images

Additional Topics Covered:

Architecture • Maternity • Babies • Sports • Events • Boudoir • Pets • Charitable Giving • Schools & Teams • Volume • Video2020

CLOSING DEADLINES

January 2020
Ad closing: Nov. 11, 2019
Materials deadline: Nov. 14, 2019

February 2020
Ad closing: Dec. 13, 2019
Materials deadline: Dec. 18, 2019

March 2020
Ad closing: Jan. 10, 2020
Materials deadline: Jan. 14, 2020

April 2020
Ad closing: Feb. 17, 2020
Materials deadline: Feb. 20, 2020

May 2020
Ad closing: Mar. 13, 2020
Materials deadline: Mar. 18, 2020

June 2020
Ad closing: April 13, 2020
Materials deadline: April 16, 2020

July 2020
Ad closing: May 15, 2020
Materials deadline: May 20, 2020

August 2020
Ad closing: June 15, 2020
Materials deadline: June 18, 2020

September 2020
Ad closing: July 13, 2020
Materials deadline: July 16, 2020

October 2020
Ad closing: Aug. 14, 2020
Materials deadline: Aug. 19, 2020

November 2020
Ad closing: Sept. 14, 2020
Materials deadline: Sept. 17, 2020

December 2020
Ad closing: Oct. 12, 2020
Materials deadline: Oct. 16, 2020

January 2021
Ad closing: Nov. 13, 2020
Materials deadline: Nov. 17, 2020

Contact your sales representative or visit PPA.com/**MediaKit**

MARINA ANDERSON
EASTERN REGIONAL MANAGER
937.902.8217
manderson@ppa.com

BRIAN SISCO
WESTERN REGIONAL MANAGER
404.522.8600 x230
bsisco@ppa.com

WAYNE JONES
DIRECTOR OF SALES & STRATEGIC ALLIANCES
404.522.8600 x248
wjones@ppa.com

AD SIZES

Ad Size	Trim Size (WxH)	Bleed Size	Live Area	Non-bleed Size
2-Page Spread	17.75" x 10.875"	18" x 11.125"	17" x 10.375"	
Full Page	8.75" x 10.875	9.125" x 11.125"	8.375" x 10.375"	
2/3 Page	5" x 9.75"	5.5" x 11.125"	5.375" x 10.875"	
1/2-Page Horizontal	7.75" x 4.75"	9" x 5.5"	8.75" x 5.25"	
1/2-Page Vertical	4.75" x 7.75"	5.5" x 9"	5.125" x 8.75"	
1/3 Page	2.5" x 9.75"	3.125" x 11.125"	2.875" x 10.375"	
1/3-Page Square				5" x 4.75"
1/4 Page				3.75" x 4.75"
Marketplace				3.5" 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 file.
- All ad material will be kept on file for one year from date of insertion.

QUESTIONS?

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

Submission Details

- Submitting files by FTP: To send digital files via FTP, collect all page layouts, fonts, and graphics and compress them into one stuffed file. Label file with issue date and advertiser name.

    Upload files to:
    Host: ftp.ppa.com
    User Name: adftp
    Password: upload

    Email Art Director Debbie Todd at dtodd@ppa.com after the upload.

- 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 can increase 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 will help 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.

Contact your sales representative or visit PPA.com/**MediaKit**

MARINA ANDERSON
EASTERN REGIONAL MANAGER
937.902.8217
manderson@ppa.com

BRIAN SISCO
WESTERN REGIONAL MANAGER
404.522.8600 x230
bsisco@ppa.com

WAYNE JONES
DIRECTOR OF SALES & STRATEGIC ALLIANCES
404.522.8600 x248
wjones@ppa.com

PROFESSIONAL PHOTOGRAPHER MAGAZINE
PPA
229 Peachtree Street NE, Suite 2300
Atlanta, GA 30303
404.522.8600 • PPmag.com

FIELD SERVED

Professional Photographer magazine serves professional and aspiring photographers who focus on portrait, wedding, special event, commercial, fine art, and other types of photography. *Professional Photographer* also serves others allied to the field of photography and members of Professional Photographers of America 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 2019

AVERAGE DISTRIBUTION	COPIES
Qualified Paid (Print & Digital)	32,067
Advertisers/Agencies	357
TOTAL AVERAGE DISTRIBUTION	**32,424**
Trade Shows (Imaging USA/WPPI)	4,000

PRIMARY SPECIALTY	TOTAL
Portrait Photography	23,123
Wedding and/or Event Photography	14,993
Special Event	13,840
High School Senior	13,127
Commercial Photography	10,818
Fine-art Photography	1,261
Aspiring Photographer	748
Undefined Photographic Specialty	9,505
Other	2,733
TOTAL	**90,148**

BUSINESS PUBLICATION CIRCULATION STATEMENT
for the 3-month period ending November 2019

GEOGRAPHIC REGION	COPIES	PERCENT	STATES
New England	1,049	18.4%	ME, NH, VT, MA, RI, CT, NY, NJ, PA
South Atlantic	992	14.7%	DE, MD, DC, VA, WV, NC, SC, GA, FL
North Central	1,316	23.1%	OH, IN, IL, MI, WI, MN, IA, MO, ND, SD, NE, KS
South Central	742	13.0%	KY, TN, AL, MS, AR, LA, OK, TX
Mountain/Pacific	1,356	23.8%	MT, ID, WY, CO, NM, AZ, UT, NV, AK, WA, OR, CA, HI
TOTAL U.S.	**5,455**	**95.7%**	
International	232	4.3%	
GRAND TOTAL	**5,687**	**100%**	

PUBLISHER'S AFFIDAVIT

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

David Trust, Chief Executive Officer

Jane Gaboury, Director of Publications

Profile of PPA member and magazine subscriber data along with geographic breakdown was collected in November 2019.

ONLINE ADVERTISING

Promote your business through online networking and maximize your brand recognition to over 40,000 viewers! Every month, photographers use the *Professional Photographer* website to get news, tips, and product info to help them be more successful.

8:1 Leaderboard Display	Above or below the fold. Reach your prime prospects with one of the most visible ads. Both Home Page and Interior Pages available.
	1318 x 165 pixels 1118 x 140 pixels 908 x 114 pixels
6:1 Super Leaderboard Display	Above the fold, on interior pages. Reach your prime prospects with the most visible ad.
	1318 x 220 pixels 1118 x 187 pixels 908 x 152 pixels
1:2 Parallax Display	Large ad. This ad stays with users as they scroll down the page.
	283 x 566 pixels 233 x 466 pixels 181 x 362 pixels
1:1 Parallax Display	Small ad. This ad stays with users as they scroll down the page.
	283 x 283 pixels 233 x 233 pixels 181 x 181 pixels
4:1 Mobile Display	Inline ad. Attract potential customers with this mobile ad.
	300 x 75 pixels
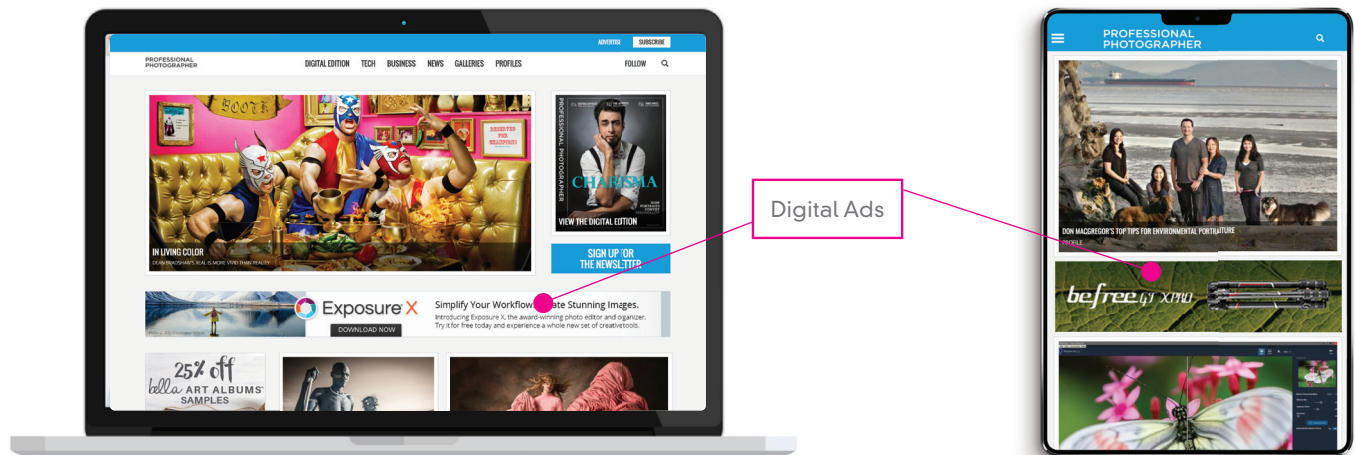
Digital Ads

Contact your sales representative or visit PPA.com/**MediaKit**

MARINA ANDERSON
EASTERN REGIONAL MANAGER
937.902.8217
manderson@ppa.com

BRIAN SISCO
WESTERN REGIONAL MANAGER
404.522.8600 x230
bsisco@ppa.com

WAYNE JONES
DIRECTOR OF SALES & STRATEGIC ALLIANCES
404.522.8600 x248
wjones@ppa.com

SPECIAL OPPORTUNITIES

Exclusive Email Promotion

Reach *Professional Photographer's* readers directly with your company's 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
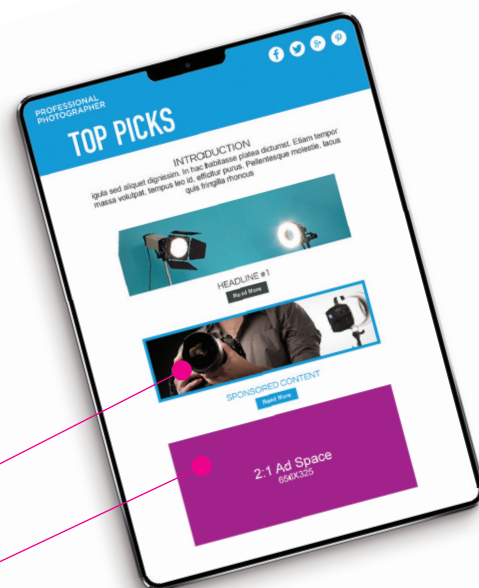
Sponsored Newsletter Content

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 the expert resource and address readers' needs with information they can use. In addition to the online sponsored content itself, we'll promote the 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 the ppmag.com homepage.
- Sponsored content not sold separately.

Sponsored Content

Digital Ad

Contact your sales representative or visit PPA.com/**MediaKit**

MARINA ANDERSON
EASTERN REGIONAL MANAGER
937.902.8217
manderson@ppa.com

BRIAN SISCO
WESTERN REGIONAL MANAGER
404.522.8600 x230
bsisco@ppa.com

WAYNE JONES
DIRECTOR OF SALES & STRATEGIC ALLIANCES
404.522.8600 x248
wjones@ppa.com