



*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

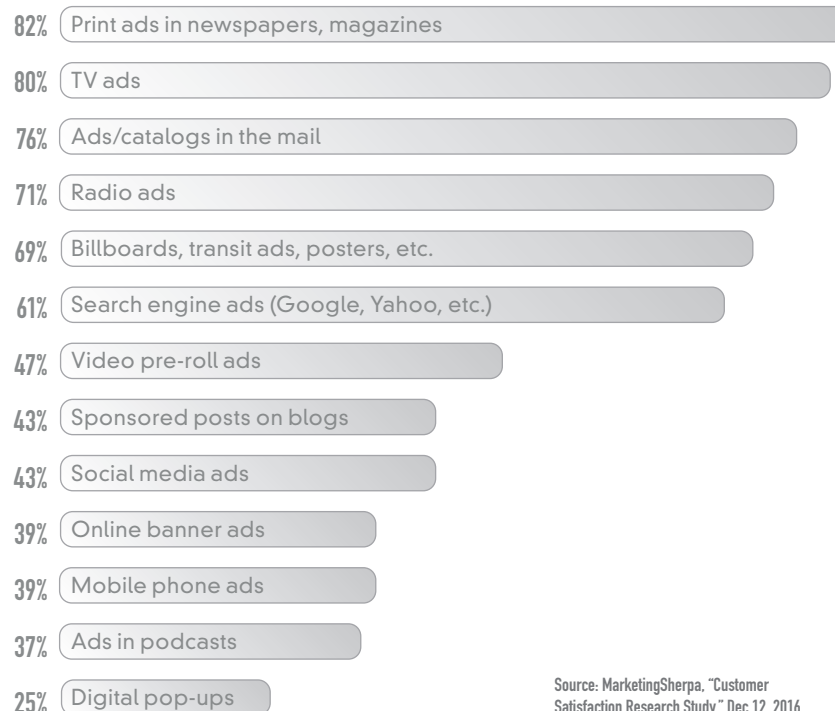
## Our Readers Are Photographers



## 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](http://PPA.com/MediaKit)

Brian Sisco  
Western Regional Manager  
404.522.8600 x230  
[bsisco@ppa.com](mailto:bsisco@ppa.com)

Francine Osora  
Central & Eastern Regional Manager  
404.522.8600 x211  
[fosora@ppa.com](mailto:fosora@ppa.com)

Kalia Bonner  
Director of Sales & Strategic Alliances  
404.522.8600 x248  
[kbonner@ppa.com](mailto:kbonner@ppa.com)

# EDITORIAL CALENDAR

| Editorial Calendar |                             |   |
|--------------------|-----------------------------|---|
| Issue              | Features                    | Products                                  |
| January            | Weddings • Fine Art         | Studio Lighting • Asset Management        |
| February           | Landscape • Portraits       | Medium-format Cameras • Lenses            |
| March              | Portraits • Commercial      | Location Lighting • Drones                |
| April              | Nature • Portraits          | 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 2024

Ad closing: Nov. 13, 2023  
Materials deadline: Nov. 15, 2023

### February 2024

Ad closing: Dec. 13, 2023  
Materials deadline: Dec. 15, 2023

### March 2024

Ad closing: Jan. 8, 2024  
Materials deadline: Jan. 12, 2024

### April 2024

Ad closing: Feb. 12, 2024  
Materials deadline: Feb. 14, 2024

### May 2024

Ad closing: Mar. 14, 2024  
Materials deadline: Mar. 18, 2024

### June 2024

Ad closing: April 12, 2024  
Materials deadline: April 16, 2024

### July 2024

Ad closing: May 15, 2024  
Materials deadline: May 17, 2024

### August 2024

Ad closing: June 14, 2024  
Materials deadline: June 18, 2024

### September 2024

Ad closing: July 12, 2024  
Materials deadline: July 16, 2024

### October 2024

Ad closing: Aug. 14, 2024  
Materials deadline: Aug. 16, 2024

### November 2024

Ad closing: Sept. 15, 2024  
Materials deadline: Sept. 19, 2024

### December 2024

Ad closing: Oct. 14, 2024  
Materials deadline: Oct. 16, 2024

### January 2025

Ad closing: Nov. 14, 2024  
Materials deadline: Nov. 18, 2024

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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" | 5.125" 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.
- 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, plus shipping, 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](http://mediakit.ppmag.com/ppmag-magazine.php) or contact Art Director Debbie Todd: [dtodd@ppa.com](mailto:dtodd@ppa.com).

## Submission Details

- Submitting files by email: Email files to Art Director Debbie Todd at [dtodd@ppa.com](mailto:dtodd@ppa.com).
- Submitting files by other file transfer methods: Email Art Director Debbie Todd at [dtodd@ppa.com](mailto: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](mailto: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
- Submit files to [dtodd@ppa.com](mailto:dtodd@ppa.com)

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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  
Atlanta, GA 30303  
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 SEPTEMBER 2023

| AVERAGE DISTRIBUTION              | COPIES        |
|-----------------------------------|---------------|
| Qualified Paid (Print & Digital)  | 34,997        |
| Advertisers/Agencies              | 123           |
| <b>TOTAL AVERAGE DISTRIBUTION</b> | <b>35,120</b> |

| PRIMARY PHOTOGRAPHIC SPECIALTY   |        |
|----------------------------------|--------|
| Portrait Photography             | 16,482 |
| Wedding and/or Event Photography | 10,232 |
| Special Event                    | 9,572  |
| High School Senior               | 9,513  |
| Commercial Photography           | 7,892  |
| Fine Art Photography             | 6,854  |
| Other                            | 58,752 |

MEMBERSHIP GEOGRAPHIC DISTRIBUTION  
As of September 2023

| GEOGRAPHIC REGION | MEMBERS | STATES   |
|-------------------|---------|--|
| New England       | 5,430   | ME, NH, VT, MA, RI, CT, NY, NJ, PA                 |
| South Atlantic    | 8,695   | DE, MD, DC, VA, WV, NC, SC, GA, FL                 |
| North Central     | 5,439   | OH, IN, IL, MI, WI, MN, IA, MO, ND, SD, NE, KS     |
| South Central     | 5,997   | KY, TN, AL, MS, AR, LA, OK, TX                     |
| Mountain/Pacific  | 8,549   | MT, ID, WY, CO, NM, AZ, UT, NV, AK, WA, OR, CA, HI |
| International     | 278     |  |

# 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

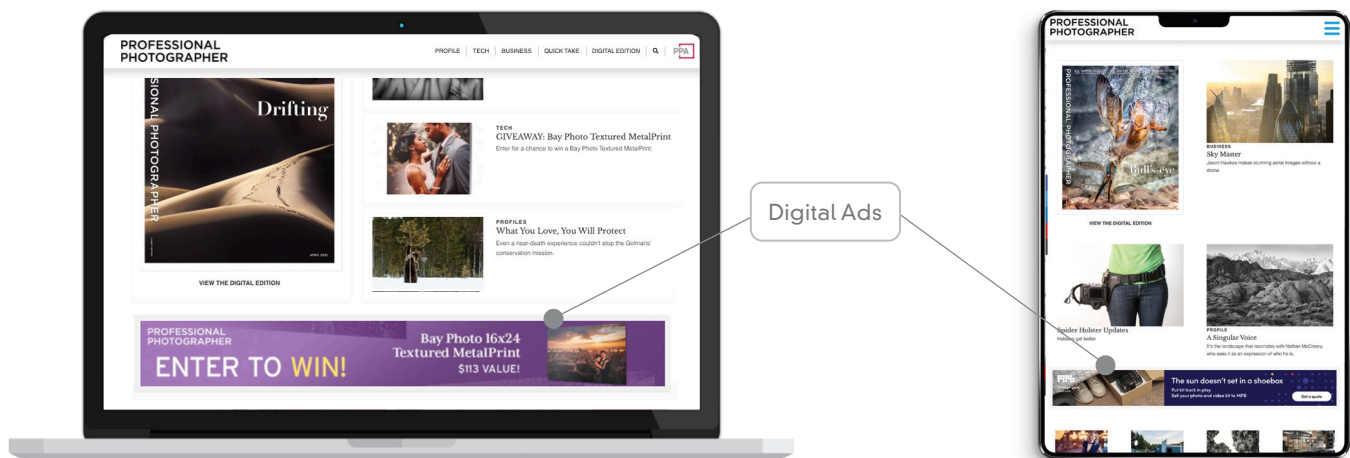
This ad displays in the right-side column of the site's top-level benefit pages, just below the membership application.

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](http://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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