



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 products and services in front of these readers!

CONNECT WITH YOUR TARGET AUDIENCE

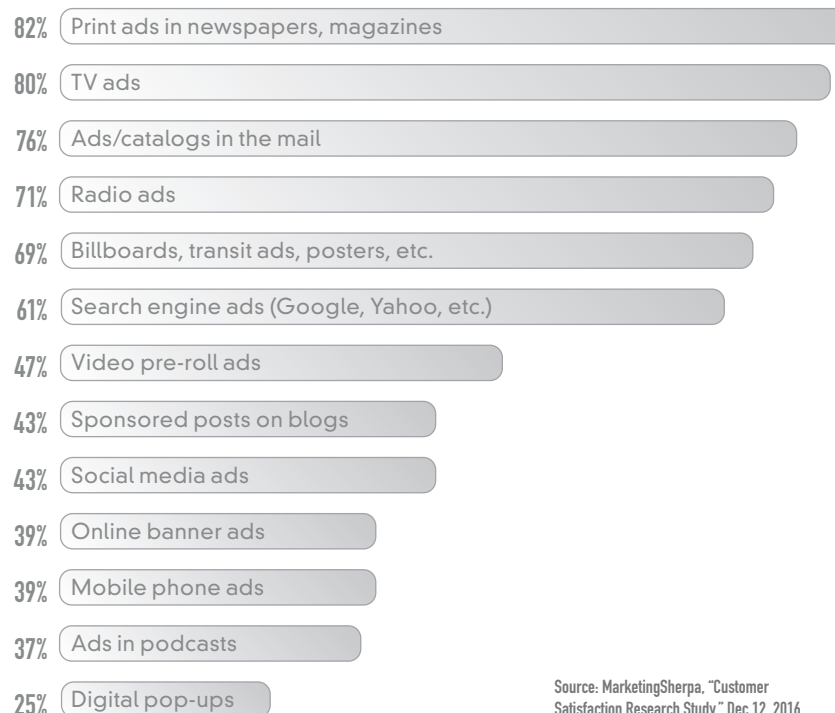
Our Readers Are Photographers



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

In Every Issue

Expert Advice & Tips on Entrepreneurship/Growing & Maintaining a Business • PPA News (Perspectives) • New Gear & Software Reviews, Tutorials & Techniques • Award-Winning Images

Editorial Calendar

Issue	Content Highlights	Bonus Distribution
January	Pets • Fine Art	
February	Landscape • Family	Imaging USA 2025!
March	Weddings • Architecture	
April	Nature/Wildlife • Portraits	
May	Maternity/Newborn • Travel	
June	Weddings/Engagements • Boudoir	
July	Portraits • Landscape	
August	Fine Art • Senior Portraits • Hot Ones Buyer's Guide	
September	Sports • Commercial	
October	Family • Portraits	
November	Fashion & Beauty • Fine Art	
December	Photojournalism • Imaging USA	

Additional Coverage

Illustrative/Digital Art • School, Sports & Events • Volume • Events • Video • Illustrative Portrait

CLOSING DEADLINES

January 2025

Ad closing: Nov. 11, 2024

Materials deadline: Nov. 13, 2024

February 2025

Ad closing: Dec. 9, 2024

Materials deadline: Dec. 12, 2024

March 2025

Ad closing: Jan. 10, 2025

Materials deadline: Jan. 14, 2025

April 2025

Ad closing: Feb. 12, 2025

Materials deadline: Feb. 14, 2025

May 2025

Ad closing: Mar. 12, 2025

Materials deadline: Mar. 14, 2025

June 2025

Ad closing: April 10, 2025

Materials deadline: April 14, 2025

July 2025

Ad closing: May 12, 2025

Materials deadline: May 19, 2024

August 2025

Ad closing: June 13, 2025

Materials deadline: June 16, 2025

September 2025

Ad closing: July 10, 2025

Materials deadline: July 14, 2025

October 2025

Ad closing: Aug. 14, 2025

Materials deadline: Aug. 18, 2025

November 2025

Ad closing: Sept. 12, 2025

Materials deadline: Sept. 15, 2025

December 2025

Ad closing: Oct. 10, 2025

Materials deadline: Oct. 14, 2025

January 2026

Ad closing: Nov. 11, 2025

Materials deadline: Nov. 13, 2025

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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 or contact Art Director Eryn March: emarch@ppa.com.

Submission Details

- Submitting files by email: Email files to Art Director Eryn March at emarch@ppa.com.
- Submitting files by other file transfer methods: Email Art Director Eryn March at emarch@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 emarch@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 emarch@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
TOTAL AVERAGE DISTRIBUTION	35,120

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	

Data was collected September 2023.

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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

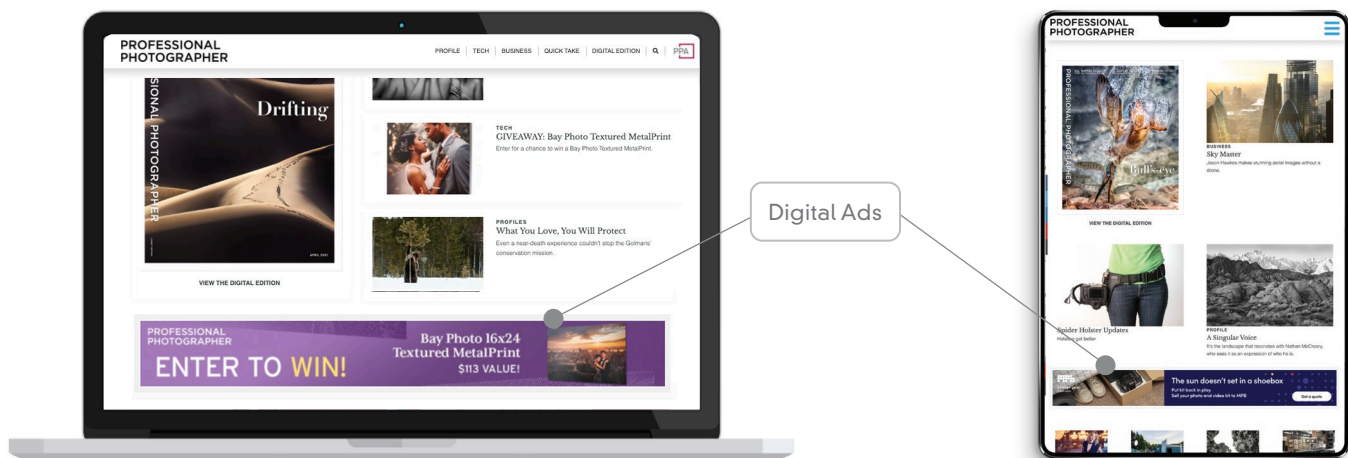
This ad displays in the right-side column of the site's top-level benefit pages, just below the membership application.

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:

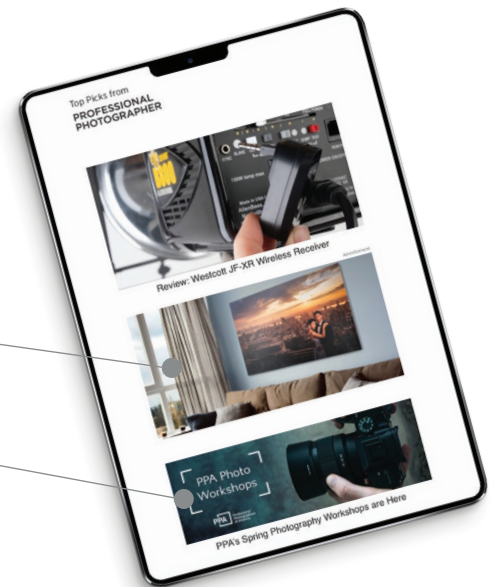
- Digital Ad
- Sponsored Content

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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