



pdn®

PHOTO DISTRICT NEWS
News, Techniques and Inspiration for the
Photo Professional

2007
ADVERTISING
RATES

André Previn photographed by William Claxton

ABOUT PDN

Why does *PDN* rank among the leading magazine titles in *Chicago Tribune's* annual "50 Best Magazines" feature? It's because no other magazine covers professional photography like *PDN*. For over 26 years, *PDN* has been the leading publication for the photo professional—the trusted, unbiased source of news and information on every aspect of commercial and fine-art photography. Each month, *PDN* showcases cutting-edge photographers, innovative techniques, imaging products and new technology.



PDN READERS ARE:

- **FOCUSED:** Three out of four *PDN* readers purchase a product or service as a result of seeing an ad in *PDN*.
- **EDUCATED:** 77.8% have a bachelor's degree or higher.
- **SUCCESSFUL:** Over 60% of *PDN* readers make over \$50,000 per year. 32% earn over \$100,000 per year. (Industry average is \$45,856.)
- **DECISION-MAKERS:** 81.3% of *PDN's* readers make the final purchasing decisions, and another 11% recommend new product/service purchases.
- **DEDICATED:** 80.2% of *PDN* readers have been employed as a professional for over 5 years, and over 67% have been working for 10 or more years.
- **FAITHFUL:** 70% have been reading *PDN* for 3 years or more, and over 20% have been subscribing to *PDN* for over 10 years.

PDN READERS SHOOT IN ALL FIELDS OF PHOTOGRAPHY

Although *PDN* reaches the most successful commercial photographers in the U.S. and Canada, *PDN* readers are involved in all areas of the field, including a growing segment of commercial shooters and photojournalists who also shoot wedding, portrait and event photography.

85%	Advertising/Corporate
79%	Editorial/Photojournalism
70%	Wedding/Portrait
45%	Fine Art
41%	Industrial/Catalogue
31%	Stock
30%	Nature/Landscape
17%	Fashion



EVERY MONTHLY ISSUE BRINGS YOU:

CREATE, a section filled with information and insights into who's designing, art directing and shooting the latest and most sophisticated advertising and design work out there. Featured columns in CREATE include:

BEHIND THE LENS • The most visually exciting ad campaigns from around the world, with information on who's shooting them and the ad agencies that are creating them.

CREATIVE PEOPLE • Q&A interview with leading trendsetters and award-winners.

TOUCH OF CLASS • A retoucher's step-by-step post-production secrets.

TECH, our comprehensive coverage of the latest photographic tools and techniques, with in-depth reviews of the newest cameras, scanners, output devices and software along with stories on how technology is changing the way photographers work. Featured TECH columns include:

NEW PRODUCTS • Hands-on evaluations of important new photographic equipment.

OBJECTS OF DESIRE • Short takes on the most innovative new gadgets.

TECHNICALLY SPEAKING • A photographer describes the tools he used to complete a commercial assignment.

E-PROJECTS • Forward-thinking uses of photography, from digital kiosks to wireless delivery of images to exciting art projects, that point the way to how digital technology is opening new applications and markets for photographic images.

PLUS ALL OF THE FEATURE STORIES AND PROVOCATIVE ARTICLES THAT MAKE PDN A MONTHLY MUST READ:

PDNEWS • The photo industry's trusted source of news and analysis on every aspect of the business, including legal and legislative information, business trends, insights into photojournalism, news photography, advertising, publishing and more.

PROFILES • Inspiration and guidance from today's leading talents and the legends of photography from every field: photojournalism, portraiture, fine-art, advertising, corporate, editorial and weddings.

BUSINESS RESOURCES • PDN's authoritative guides to the financial and legal information every photographer needs.

SPECIAL ISSUES

Every year, *PDN's* readers look forward to the exclusive content that only *PDN* provides. Along with PDNOnline, our companion Web site, *PDN* features a number of special issues that showcase the most exciting developments in photography:

- **February: 50 STATES ISSUE ***

PDN is more than the magazine of record for commercial photography from New York and California. Every year, our editors select the best work from all over the country, profiling photographers from each of the 50 states. This issue will also contain galleries of winning images from the **PDN/NGT World in Focus** travel photography contest. ***Bonus distribution at PMA.***

- **March: PDN'S 30 ***

Our editors choose and profile the work of 30 emerging pros beginning to make their mark in photography. A must-read for new professionals, students, art directors, photo editors and the industry as a whole.

- **April: THE WEDDING & EVENTS ISSUE ***

With a large percentage of *PDN's* readers actively shooting wedding, event and portrait photography, we celebrate the new school of wedding photography in this special issue. Galleries from **Top Knots: The New School of Wedding Photography** photo contest highlight the most innovative shooters from across the U.S. and Canada.

- **May: THE PHOTO ANNUAL ***

PDN and a prestigious jury of photo editors and art buyers choose the best photographs of the year from editorial, advertising, books, stock photography and more. Highlights of the Photo Annual include: "Year in Review" and "PDN Players" editorial sections.

- **June: THE INTERNATIONAL ISSUE**

As competition in the photo industry becomes more global, our new International issue looks at the worldwide market for stock and assignment photography and profiles the best creatives around the world. **This issue receives a bonus distribution of 15,000 copies to creatives**, making it the perfect vehicle for reaching art directors, photo buyers, photo editors and creative directors.

- **October: THE PHOTOPLUS EXPO SHOW ISSUE**

This year, our PhotoPlus Expo show issue features Tools and Technology, focusing on the latest hardware, software and services for the professional photographer. The issue also features a winners gallery of the 23rd annual PDN/Nikon Self-Promotion Awards contest. ***Receives heavy bonus distribution at PhotoPlus Expo 2007.***

- **November: STOCK PHOTOGRAPHY**

PDN's annual look at the most rapidly changing segment of the photography industry is one of the year's most popular issues for both photographers and creatives. We look at the hottest selling images, latest visual trends and recent developments in the buying, selling, pricing and delivery of images. The issue also features a winners gallery of the 13th annual PIX Digital Imaging Contest. ***Bonus distribution to 15,000 creatives.***

* SPONSORSHIP OPPORTUNITIES AVAILABLE: **Please contact your *PDN* sales representative for details on sponsoring World in Focus, PDN's 30, Top Knots, PIX Digital and the Photo Annual special sections. Availability is extremely limited as many contest sponsorships are sold out.**

BONUS CIRCULATION ISSUES

Twice a year, with the June International Issue and the November Stock Photography Issue, *PDN* will reach out to an additional 15,000 readers, comprised of professionals from advertising agencies, design firms, publishing companies, marketing/PR firms and in-house creative departments. The combination of *PDN*'s definitive industry reporting, its expanded editorial focus with "Create" and its targeted bonus circulation make these issues an even more cost-effective resource for reaching the entire imaging industry.

BREAKDOWN OF BONUS CIRCULATION

ART DIRECTORS	43%
CREATIVE DIRECTORS	26%
ART BUYERS	11%
PHOTO EDITORS	9%
GRAPHIC DESIGNERS	6%
OTHER	5%

WHERE THEY WORK

ADVERTISING AGENCY	59%
DESIGN FIRM	15%
MEDIA/PUBLISHING	10%
MARKETING/PR FIRM	8%
IN-HOUSE CREATIVE DEPARTMENT	4%
OTHER	4%

THE PDN READERSHIP

With a paid readership of 20,000+ readers per issue, and a verified pass-along rate of 2 readers per issue, *PDN* reaches more than 60,000 readers every month. *PDN*'s audience is comprised primarily of self-employed photographers who are involved in all areas of photography, including advertising, wedding/portrait, editorial and photojournalism, fashion and fine art. *PDN*'s readers pay an average of \$58 per year for their subscription, making them the imaging industry's top demographic group. *PDN* readers earn significantly higher incomes—and spend more on goods and services*.

* *PDN* is BPA Audited. All Survey data from an independent, audited study of *PDN* subscribers by Equation Research, Inc. as of 9/22/06.

pdn 2007

EDITORIAL THEMES & CLOSE DATES

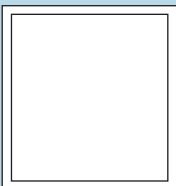
ISSUE	THEME	CLOSING	ADS DUE
January	The Legends Issue Profiles of legendary photographers who are currently shooting interesting and creative work. <i>Bonus circulation at PPA</i>	11/27/06	12/1/06
February	The 50 States Issue PDN editors profile photographers in every one of the 50 states, and look at markets big and small across the U.S. Plus: We feature the winners of the PDN/NGT World in Focus travel photography contest. <i>Bonus circulation at PMA and NANPA</i>	12/29/06	1/5/07
March	PDN's 30 Our choice of new and emerging photographers to watch. Plus: A look at photo education today.	1/29/07	2/2/07
April	Wedding & Events Includes winners of our wedding contest, honoring the best examples of the new school of wedding photography. Plus: Product wrap-up from PMA.	2/26/07	3/2/07
May	Photography Annual A showcase of the best photography of the year in advertising, editorial, photojournalism, photo books, sports, Web sites, student and personal work.	3/26/07	3/30/07
June	The International Issue As competition in the photo industry becomes increasingly global, we look at the worldwide market for stock and assignment photography, including the best creatives around the world. <i>Extra distribution of 15,000 to creatives</i>	4/30/07	5/4/07
July	Still Life Issue A look at the leading trends and techniques in product, still life and food photography.	5/25/07	6/1/07
August	Editorial & Photojournalism The state of magazine and documentary photography, with a look at editorial rates.	6/25/07	6/29/07
September	Fine Art Information and inspiration for every photographer interested in art photography and exhibition.	7/30/07	8/3/07
October	Tools and Technology Equipment, software, customized hardware and more: A look at the gadgets that photographers use to make their lives easier. Plus: The winners of the PDN/Nikon Self-Promotion Awards Contest. <i>Bonus circulation at PhotoPlus Expo</i>	8/27/07	8/31/07
November	Stock Photography Issue A special report for both photographers and creatives. Plus: The winners of the 2007 PIX Digital Contest. <i>Extra distribution of 15,000 to creatives</i>	9/26/07	10/3/07
December	Location & Travel Photography With insights and techniques from great landscape and travel photographers and the clients who hire them. Plus: Product wrap-up from PhotoPlus Expo, featuring the best innovations of 2007.	10/29/07	11/2/07

MECHANICAL REQUIREMENTS

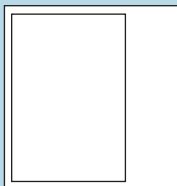
For complete instructions regarding ad submissions placed in *Photo District News* please go to www.pdnonline.com to download the printable PDF file.

Page size:
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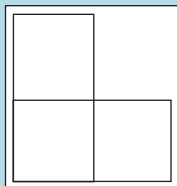
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Live:
8.625 x 10



2/3 Page
5.625 x 10



1/2 Page
Vertical:
4.1875 x 10
Horizontal:
8.625 x 4.875



1/3 Page
Vertical:
2.75 x
Squa
5.625 x 4.8

ADVERTISING RATES

NATIONAL EDITION

B/W :	1x	3x	6x	12x	18x	24x	36x
Full	6,030	5,720	5,230	4,760	4,270	3,990	3,710
2/3	4,400	4,170	3,790	3,480	3,090	2,880	2,680
1/2	3,660	3,480	3,190	2,880	2,580	2,420	2,240
1/3	2,730	2,580	2,370	2,160	1,930	1,800	1,650
1/6	1,980	1,880	1,730	1,570	1,420	1,310	1,210

2/C :	1x	3x	6x	12x	18x	24x	36x
Full	7,110	6,800	6,280	5,790	5,200	4,940	4,660
2/3	5,410	5,180	4,870	4,430	4,020	3,810	3,610
1/2	4,430	4,270	3,990	3,710	3,350	3,190	3,040
1/3	3,500	3,350	3,090	2,860	2,600	2,470	2,340
1/6	2,650	2,550	2,370	2,210	1,980	1,910	1,830

4/C :	1x	3x	6x	12x	18x	24x	36x
Full	9,220	8,910	8,110	7,570	6,880	6,700	6,390
2/3	6,750	6,510	6,050	5,670	5,180	4,970	4,760
1/2	5,540	5,360	5,000	4,640	4,250	4,070	3,910
1/3	4,430	4,270	4,040	3,760	3,420	3,300	3,170

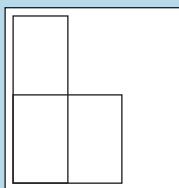
EXPOSURES SECTION

B/W :	1x	3x	6x	12x	18x	24x
Full	3,000	2,850	2,650	2,500	2,300	2,175
2/3	2,175	2,050	1,900	1,800	1,650	1,575
1/2	1,800	1,700	1,600	1,500	1,400	1,300
1/3	1,400	1,300	1,200	1,100	1,050	1,000
1/6	1,000	950	875	825	775	700

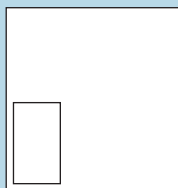
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PROTECTIVE CLAUSE

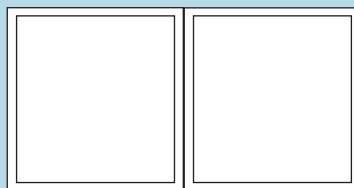
- A:** In the event of non-payment, publisher shall have the right to hold the advertiser and/or its agency jointly and separately liable for such monies as are due and payable to the publisher. Rendering a bill to the advertiser's advertising agency shall not relieve the advertiser in the event of non-payment by the agency. Payment by the advertiser to its advertising agency will not constitute payment unless payment is actually received by publisher.
- B:** The advertiser and its advertising agency shall be responsible, jointly and severally, for all content of advertisements (including text, illustrations, trademarks, and other material) and shall defend, indemnify and hold the publisher harmless from and against loss, expense or other liability, including the publisher's actual attorney's fee, resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims that may arise out of the publication of such advertisements.
- C:** All space contracted must be used within one year after the publisher's receipt of insertion order or contract.
- D:** All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising for any reason, including advertising which the publisher deems inappropriate or incompatible with the publication's standards.
- E:** The publisher is not liable if, for any reason, it becomes necessary to omit an advertisement.
- F:** The publisher's liability for any error will not exceed the charge for the advertisement in question.
- G:** The publisher reserves the right to place the word "advertisement" with any copy, which, in the publisher's opinion, resembles editorial matter.
- H:** No conditions (printed or otherwise) appearing on space orders, billing instructions or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.
- I:** The publisher is not liable for failure to perform or delay in performance caused by strikes, accidents, fires, acts of God, or other contingencies beyond the publisher's control.
- J:** The publisher is not liable for errors in key numbers, the Reader Service Section, or advertiser's index.



1/6 Page
Vertical:
2.75 x 4.875



Full Spread*
Trim:
20.25 x 11.5
Bleed:
20.75 x 11.75
Live:
18.75 x 10



*Allow 1/4 inch for gutter pull (1/8 inch on either side).

PDN'S FAMILY OF PUBLICATIONS & WEB SITES

PDNEDU

The Print and Online Magazine for Emerging Photographers and Photo Educators

With the print edition published twice a year (Spring and Fall 2007 semesters), and the regularly updated Web site, *PDNedu* gives you the opportunity to speak to over 50,000 emerging professionals. www.pdnedu.com

PDN'S PROFESSIONAL PHOTO SOURCE GUIDES

The Imaging Industry's Print and Online Directories

Featured online and print directories include: **Equipment Guide**, **Stock Photography Guide**, **Studio Guide**, and **WPE Guide**. With over 18,500 unique visitors every month viewing over 240,000 pages PhotoSource is one of the most visited photography Web sites in the world.

IPNSTOCK.COM

The Independent Photography Network

An extensive online portal of stock photography for art buyers and photo editors worldwide. Technology solutions for high end stock archives, hosting stock Web sites for professional photographers and agencies. Other services include contest technology and feeding images to Adobe Stock Photo Service®. www.ipnstock.com

PHOTOPLUS EXPO

The Most Comprehensive Event in the Photography and Imaging Industries

This is the leading tradeshow for the imaging community. It offers the latest information about new products and equipment, as well as educational seminars for photographers, imaging business professionals, assistants and photo enthusiasts. www.photoplusexpo.com

PDN'S PRESS PREVIEW

The Companion Press Event for PhotoPlus Expo

Taking place the evening before PhotoPlus Expo, the Press Preview is the pre-show event that brings new products and imaging news directly to the press.



NEW!

PDN GEAR GUIDE

The latest addition to the *PDN* family, the *PDN' Gear Guide*, with a total circulation of 30,000, covers the latest and the greatest in photographic equipment. Also included is a Bonus Guide and FREE pass to PhotoPlus Expo 2007, the biggest photography event of the year. Distribution of 25,000 copies at PhotoPlus Expo 2007 and 5,200 copies on newsstands.

PS100

Launched in 2006, *PS 100* provides more than 15,000 art buyers, editors and creatives with inspiring imagery and information in a compact, easy-to-use format. Find the emerging trends and established names in portraiture, landscape, fashion, fine art, still life, lifestyle, food, reportage photography and more, from contributing PhotoServe photographers worldwide.