

POPULAR PHOTOGRAPHY

2016 MEDIA KIT

MISSION STATEMENT

POPULAR PHOTOGRAPHY

We influence more photographers than any other media brand, offering great advice on gear and technique. Our balance of authoritative product tests, inspiring how-to content, and competitive showcases of our audience's photos makes us unique in the marketplace.

We get our audience out and creating—welcoming, informing, and encouraging these avid photographers at every stage of their pursuit of great images.



EDIT CALENDAR

JANUARY 2016

AD CLOSE: 10/30/15 ON SALE: 12/15/15

- **COVER:** Camera of the Year
- Arctic Travel—Landscapes & Wildlife
- Long-Term Photo Projects

FEBRUARY 2016

AD CLOSE: 12/4/15 ON SALE: 1/19/16

- **COVER:** The Lens Bible
- Capturing Horses
- Composition Master Class

MARCH 2016

AD CLOSE: 1/8/16 ON SALE: 2/23/16

- **COVER:** Launch a Photo Business
- Emotion in Portraits
- Landscape Essentials

APRIL 2016

AD CLOSE: 2/5/16 ON SALE: 3/22/16

- **COVER:** Annual Readers' Photo Contest
- Art of Cherry Blossoms
- Inside Sports Photography

MAY 2016

AD CLOSE: 3/4/16 ON SALE: 4/19/16

- **COVER:** The Big How-To
- Photographing the Farm
- DIY Light Shapers

JUNE 2016

AD CLOSE: 4/8/16 ON SALE: 5/24/16

- **COVER:** Best Places to Photograph—National Parks Edition
- Backcountry Photo Tips
- Real-Life Fashion Shoot

JULY/AUGUST 2016

AD CLOSE: 5/20/16 ON SALE: 7/5/16

- **COVER:** Sports and Action
- 10 Tips for Capturing Wildlife
- Real-Life Image Backup

SEPTEMBER 2016

AD CLOSE: 7/1/16 ON SALE: 8/16/16

- **COVER:** Launch Your Photo Business
- Nature Shooting in Any Weather
- One-Light Photo Setups

OCTOBER 2016

AD CLOSE: 8/5/16 ON SALE: 9/20/16

- **COVER:** Video After You Shoot
- Beautiful Macro Photography
- Portraits in the Landscape

NOVEMBER 2016

AD CLOSE: 9/2/16 ON SALE: 10/18/16

- **COVER:** Picture the Holidays
- USA Landscape Photographer of the Year
- Gallery at Home

DECEMBER 2016

AD CLOSE: 9/30/16 ON SALE: 11/15/16

- **COVER:** 2016 POP Awards for Photography's Outstanding Products
- Capture Your Warm-Weather Escape
- Masters of Manipulation

BRAND OVERVIEW

TOTAL AUDIENCE

PRINT

1,481,000

Audience

340,000

Circulation

TABLET

63,005

Audience

DIGITAL

733,022

Average Monthly UV

2,374,220

Average Monthly Page Views

EVENTS

500+ Attendees

Mentor Series



Source: MRI Doublebase 2015; AAM Publisher's Statement 12/31/15;
Omniure March 2016 (12 month average)

PP NEWSLETTER

102,854

Average Monthly List Size

PP EBLAST

43,242

Average Monthly List Size



/POPULARPHOTOGRAPHY

AS OF 4/21/16

639,425



@POPPHOTO

AS OF 4/21/16

184,000



POPULAR PHOTOGRAPHY

AS OF 4/21/16

12,113
followers

1,027,966
views

READER PROFILE

DEMOGRAPHICS

AUDIENCE SNAPSHOT

60% / 40%

Male / Female

48.0

Median Age

\$81,379

Median HHI

76%

Att/Graduated College

68%

Employed

56%

Married

38%

Any kids

66%

Own Home

44%

Professional/Managerial

AGE BREAKDOWN

24%

18 - 34

39%

25 - 54

37%

55+

HHI BREAKDOWN

70%

HHI \$55,000+

54%

HHI \$75,000+

39%

HHI \$100,000+

TOP PHOTOGRAPHY TYPES

75% NATURE

67% FAMILY

57% SCENIC DETASILS

53% TRAVEL/PLACES

48% WILDLIFE

READER PROPENSITIES

Spent **\$110.9 million** on cameras/camcorders in the past year

85% more likely to have purchased camera accessories in the past year

6.1x as likely to participate in photography 2+ times per week

3.2x as likely to possess a great deal of knowledge in photography

95% say taking pictures while on vacation is very important

61% book vacations with photographic opportunities in mind

68% own 3+ cameras

57% own 4+ lenses

73% may purchase a camera in the next year

83% agree that they'd be willing to pay more for products that are of superiority quality

Top Actions Taken After Seeing Our Ads:

61% accessed an advertiser's website

52% bought a product/service

Each month we reach more professional and advanced amateur photographers than our competitors:

	Readers	Visitors
Professionals	222,150	136,600
Advanced Amateur	696,070	464,440

Source: MRI Doublebase 2015; BCI 2014 Reader Study

PRODUCTION SCHEDULE

ISSUE	SPACE CLOSE	MATERIAL CLOSE	ON-SALE
JANUARY 2016	10/30/15	11/3/15	12/15/15
FEBRUARY 2016	12/4/15	12/8/15	1/19/16
MARCH 2016	1/8/16	1/12/16	2/23/16
APRIL 2016	2/5/16	2/9/16	3/22/16
MAY 2016	3/4/16	3/8/16	4/19/16
JUNE 2016	4/8/16	4/12/16	5/24/16
JULY/AUGUST 2016	5/20/16	5/24/16	7/5/16
SEPTEMBER 2016	7/1/16	7/5/16	8/16/16
OCTOBER 2016	8/5/16	8/9/16	9/20/16
NOVEMBER 2016	9/2/16	9/6/16	10/18/16
DECEMBER 2016	9/30/16	10/4/16	11/15/16
JANUARY/FEBRUARY 2017	10/28/16	11/1/16	12/13/16

Note: Please upload files to ad portal – <http://adportal.bonniercorp.com>

PRINT SPECS

PRINT SPECIFICATIONS

Trim Size: 7.875" x 10.5"

Binding: Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

ISSUE THEME & CLOSING DATES

ISSUE	THEME	SPACE CLOSE	MATERIALS DUE	ON SALE
JAN 2016	2015 Camera of the Year	10/30/15	11/3/15	12/15/15
FEB 2016	The Lens Bible	12/4/15	12/8/15	1/19/16
MAR 2016	Launch a Photo Business	1/8/16	1/12/16	2/23/16
APR 2016	Annual Readers' Photo Contest	2/5/16	2/9/16	3/22/16
MAY 2016	The Big How-To Issue	3/4/16	3/8/16	4/19/16
JUN 2016	Best National Parks to Photograph	4/8/16	4/12/16	5/24/16
JUL/AUG 2016	Sports and Action	5/20/16	5/24/16	7/5/16
SEP 2016	Launch Your Photo Business	7/1/16	7/5/16	8/16/16
OCT 2016	Video After You Shoot	8/5/16	8/9/16	9/20/16
NOV 2016	Picture the Holidays	9/2/16	9/6/16	10/18/16
DEC 2016	2016 POP Awards for Photography's Outstanding Products	9/30/16	10/4/16	11/15/16

(Edit Calendar subject to change)

PRODUCTION GUIDELINES

For all bleed ads: **Build file to trim size (see chart at right) and add .125" bleed on all 4 sides.** Ensure that crop marks are offset .125" from bleed.

Allow .25" safety area within trim on all 4 sides (no live matter)

Spread ads: Supply in a single document

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

PHOTOS: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. **Images supplied in RGB will be converted to CMYK.**

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

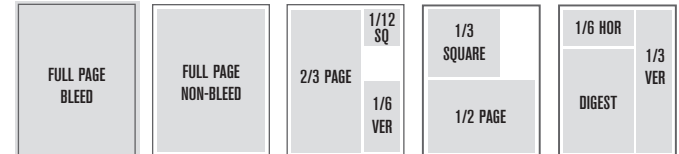
Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. (**Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

AD SIZE	NON-BLEED	BLEED	TRIM
Full Page	7" w x 10" h	8.125" w x 10.75" h	7.875" w x 10.5" h
2-Page Spread	15" x 10"	16" x 10.75"	15.75" x 10.5"
2/3 Page Vertical	4.625" x 10"	5.125" x 10.75"	4.875" x 10.5"
1/2 Page Horizontal	7" x 4.875"	8.125" x 5.375"	7.875" x 5.125"
1/2 Page Horiz. Spread	15" X 4.875"	16" x 5.375"	15.75" x 5.125"
Digest	4.625" x 7.375"	5.125" x 7.875"	4.875" x 7.625"
1/3 Page Square	4.625" x 4.875"	5.125" x 5.375"	4.875" x 5.125"
1/3 Page Vertical	2.25" x 10"	2.875" x 10.75"	2.625" x 10.5"
1/6 Page Vertical	2.25" x 4.875"	N/A	N/A

DIRECT RESPONSE	NON-BLEED
1/2 Page Horizontal	7" x 5"
1/3 Page Square	4.5" x 5"
1/3 Page Vertical	2.25" x 10"
1/6 Page Vertical	2.25" x 5"
1/6 Page Horizontal	4.5" x 2.375"
1/12 Page Square	2.25" x 2.375"

LAYOUT/PRODUCTION NOTES:

- Allow .25" safety area within TRIM on all 4 sides (no live matter)
- Ensure that crop marks are offset .125" from bleed



AD MATERIAL SUBMISSIONS

Submit files via our Ad Portal at adportal.bonniercorp.com

For ads supplied electronically, advertiser must supply an additional content proofing jpg. **We do not accept ads via e-mail.** Electronic files are stored for one year only, unless otherwise requested in writing.

SEND ALL OTHER MATERIALS TO:
Popular Photography / Magazine Issue
 Attn: Alison Klein
 460 N. Orlando Ave. Suite 200
 Winter Park FL 32789

PRODUCTION CONTACT
 Alison Klein / 407.571.4907
alison.klein@bonniercorp.com

IPAD SPECIFICATIONS & FEATURES

ADOBE DPS PLATFORM

FOR CLIENT SUPPLIED ADS DESIGNED FOR TABLET

Accepted Formats and Specs:

InDesign: Create document at 768 px x 1024 px. Use InDesign's Package Feature for gathering and supplying fonts and images.

If adding interactive elements such as video, audio and HTML5, please be sure to test in Adobe Content Viewer before submitting and notify your production contact. These assets must also be submitted with ad materials. For specs on interactivity or additional screens, see enhancement details to the right.

PDF: 10.667" x 14.222" 300 dpi

JPEG: or any rasterized file – 1536 px x 2048 px 264 dpi RGB

Layout Guidelines:

Keep any live material away 130 px from top and 200 px from bottom of screen

MATERIALS SUBMISSION

Upload a .zip file of your ad materials and all assets to the Popular Photography iPad Edition on our ad portal at: adportal.bonniercorp.com

Popular Photography on Kindle, Nook, Zinio & Google Newsstand are replicas of the print edition.

PRODUCTION CONTACT:

Alison Klein, Sr. Production Manager
407.571.4907
alison.klein@bonniercorp.com

FOR ENHANCEMENTS TO YOUR STRAIGHT FROM PRINT AD OR CUSTOMIZED AD BUILDS

Available Features and Specs:

External Web Links

- Your iPad-friendly web page can open up from a link on your ad without the user having to leave the app
- Webpage should not have Flash elements
- Avoid pages with long load times

Interactive Gallery

- Supply 300 dpi images at 536 px x 2048 px , 8 images max
- Button or touchable photo thumbnails bring up larger versions or scroll through multiple images in one frame

Additional Screens

- Four total screens max
- Two or three more screens can be stacked below your initial ad, offering more of your messaging and reader engagement

Video Player

- Maximum length for embedded videos is 30 seconds.
- Specs: 720p .mp4 file using .h264 compression
- Full Screen: 1280 x 720 (16:9 aspect ratio)
- In-Content: Specs are TBD depending upon scope

Advanced Interactivity / HTML 5

Will generally require greater pre-planning and lead time, and a creative call should take place well in advance of the ad close date. Adobe Flash formats are not acceptable since they are not compatible with the iOS platform. Flash formats or hyperlinks that link to Flash based websites will not work.

ISSUE SPACE CLOSE, MATERIALS DUE & ON SALE DATES

ISSUE	SPACE CLOSE	MATERIALS DUE	ON SALE
JAN 2016	10/30/15	11/3/15	12/7/15
FEB 2016	12/4/15	12/9/15	1/11/16
MAR 2016	1/8/16	1/13/16	2/15/16
APR 2016	2/5/16	2/10/16	3/14/16
MAY 2016	3/4/16	3/9/16	4/11/16
JUN 2016	4/8/16	4/13/16	5/16/16
JUL/AUG 2016	5/20/16	5/24/16	6/27/16
SEP 2016	7/1/16	7/6/16	8/8/16
OCT 2016	8/5/16	8/10/16	9/12/16
NOV 2016	9/2/16	9/7/16	10/10/16
DEC 2016	9/30/16	10/5/16	11/7/16



**POPULAR
PHOTOGRAPHY**

DIGITAL SPECS

BANNERS:	INITIAL LOAD	POLITE LOAD*	COMPLETE DOWNLOAD*
728 X 90 PX	40K	80K	120K
300 X 250 PX	40K	80K	120K
300 X 600 PX	40K	80K	120K

* Polite and Complete download only apply to creatives served via a third party

E-NEWSLETTER

(SPONSORED EDITORIAL CONTENT):

- 728x90 and 300x250
- File size cannot exceed 40k
- Standard gif or jpg only. No swf or rich media will be accepted
- Click-tracking URL's ONLY for tracking purposes

E-BLASTS

(CUSTOM ADVERTISE MESSAGE):

- Max pixel width 650. Size recommend as standard is 569
- All images are jpeg and gif format with layered files or removable text
- Max small file 50k including images
- Requires: subject line, seed list, click-tracking URL
- Delivered in HTML or PSD format

FEATURED PRODUCT

(300X250)

- Bold Headline: 20 characters max with spaces
- Copy: 100-105 characters with spaces, text will wrap naturally
- Click thru URL must be provided; 1x1 tracking pixels accepted
- 120x100 product image (gif or jpg), 4k max file size with white background
- 100x65 company logo (gif or jpg), 4k max file size with white background

RICH MEDIA BANNERS

- 3 loops + 15 sec animation (i.e. 3x/15 seconds)
- Rich media- flash (swf.)

PUSHDOWN

- 970x90 (non-expanded)- 40k
- 970x250 (expanded)- 60k
- Controls: Expanded must be user initiated
- Expanded Panel must include a close button
- Expanded Panel must close on mouse of

INTER-STITIAL/PRE-STITIAL

- 640x480 (site-served gif, jpg, or flash), 70K max weight
- Length cannot exceed 10 seconds (15 sec case by case)

STANDARD GUIDELINES

- These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)
- DoubleClick for Publishers (DFP) is used to serve all Bonnier Corp advertisements
 - There is a minimum of 48 hour turn around time once all creatives are submitted to Online Advertising Operations
 - All ad units must launch a new browser window when clicked on
 - All standard ad types are accepted (JPG, GIF, SWF, HTML) except where noted

APPROVED THIRD PARTY AD TAGS

Below is a list of the most commonly used third party vendors. For a complete list of approved vendors please contact PopPhoto.com. Bonnier has the ability to serve additional third party tags that are not on the list of approved vendors but may not be able to track clicks.

- Atlas
- Doubleclick
- Mediaplex
- Bluestreak
- Interpolis
- Etc.

EXPANDING ADS

- 728x90 expands to 728x225 (down)
- 300x250 expands to 400x350, 300x600, 600x250 (left)

MOUSE OVER / MOUSE OFF

- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button If the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user initiated by click, not mouse over

THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript ad calls, not iframes
- Audio must be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

FLASH AD UNITS

- Flash files served via DFP must be coded properly for click and impression tracking
- All flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- A click through URL must be supplied
- We accept flash versions 6-10

CORRECT ACTION SCRIPT FOR FLASH

- Create an invisible button over the area that you want 'active/clickable' to users
- On the invisible button, put the following action:

```
on (release) {
    getURL (_level0.clickTag, "_blank"); }
```

PRE-ROLL

Video Size (W X H): At least 640x480.
Video File Type: FLV, MP4, MOV, VAST tag.
Max Video File Wt.: 2 Mb.
Aspect Ratio: 16: 9.
Target Bit Rate: 400 Kps.
Animation Length: 15 seconds
Looping Frame: 29.97 FPS.
Lead Time: 5 Days Prior to Launch
Additional Notes: *VAST/VPaid creatives accepted (linear format only, no companion units)

TERMS & CONDITIONS

1. Submission of advertising constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.
2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or channel/ position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent media reservations to reflect actual space used at the earned commitment spend level or volume rate.
4. Cancellation or changes in orders may not be made by Advertiser or Agency after 60 days prior to campaign launch. In the event of cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.
5. Positioning of advertisements is at the discretion of Publisher except where request for a specific position is granted, in writing, by Publisher.
6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
7. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
8. Advertiser and Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
9. Creative work produced by Publisher remains the sole property of Publisher unless otherwise stated in writing with approval of Publisher.
10. Until credit is approved, advertisements are run on a prepaid basis only.
11. Signed contract is binding unless written otherwise in Insertion/ Purchase Order prior to campaign launch. Advertiser stipulates to venue and jurisdiction regarding any dispute being proper in the courts located in Orange County, Florida.
12. Payment is due within thirty (30) days unless otherwise stipulated and late payments will be charged eighteen (18%) percent interest per annum. In the event Bonnier Corporation obtains legal counsel to collect any past due sums, Bonnier Corporation shall be entitled to recover its attorney fees associated with collection, including but not limited to fees for demand letters, litigation or appeal. Advertiser and agency agree to all terms and conditions listed on the rate card, which are hereby incorporated by reference.

CONTACTS

PRINT, WEBSITE AND TABLET ADVERTISING INQUIRIES

Jeff Timm
Group Associate Publisher
212.779.5275
jeff.timm@bonniercorp.com

Christine Sendelsky
National Sales Manager
212.779.5081
christine.sendelsky@bonniercorp.com

PRODUCTION

Alison Klein
Sr. Production Manager
407.571.4907
alison.klein@bonniercorp.com

Michelle Doster
Group Production Director
407.571.4782
michelle.doster@bonniercorp.com

Send Advertising Materials To:
Popular Photography/Production
460 N. Orlando Ave. Suite 200,
Winter Park FL 32789
Attn: Alison Klein
Special Instructions: Magazine Issue

For Customer Service and Subscription questions,
such as renewals, address changes, e-mail preferences, billing and account status, go to popphoto.com/cs.