



PROFILE

ProPhoto

Published continuously since 1937, ProPhoto is Australia's premier publication for professional photographers, emerging talent and students studying imaging-based courses. The content is dedicated to helping working photographers develop their technical skills, improve their business practices and increase their profitability.

In addition to its educational elements, each issue of

ProPhoto is also designed to inspire and stimulate readers with portfolios and profiles showcasing work from a diverse selection of photographers – both Australian and international – who are producing innovative work. The magazine's contributors are considered to be leading authorities in their respective fields such as photojournalism, corporate and advertising photography and small

business operations. Over the decades, ProPhoto has also established a reputation for comprehensive and fully-independent tests of imaging equipment with a particular emphasis on pro-level products.

In keeping with today's multiple platforms for publishing editorial content, the magazine is available in both the printed form and for display on mobile devices.



Digital Edition

As well as being available in print from newsagencies around Australia and by subscription, ProPhoto is now also available in electronic format for multiple platforms including iPad, Android, PC and Mac, plus additional exclusive content, including news, reviews and feature articles, is continually posted on ProPhoto's dynamic website, at www.avhub.com.au/prophoto and on its Facebook page.

RATES & SPECS

ADVERTISING RATES*

	Casual	3	6	12
Full Page Colour	\$3500	\$3400	\$3100	\$2600
Half Page Colour	\$2200	\$2100	\$1900	\$1600
Third Page Colour	\$1900	\$1800	\$1450	\$1200
Back Cover	\$3750	\$3450	\$3350	\$3150
Inside Front/Inside Back Cover	\$3550	\$3350	\$3150	\$2850

*All rates plus 10% GST

MECHANICAL DETAILS (H X W)

	Type area	Trim	Bleed
DPS (supply as single pages)	267 x 409mm	297 x 450mm	307 x 460mm
Full Page	267 x 205mm	297 x 225mm	307 x 235mm
1/2 Page Vertical	267 x 93mm	297 x 112mm	307 x 122mm
1/2 Page Horizontal	119 x 195mm	149 x 225mm	159 x 235mm
1/3 Page Vertical	267 x 57mm	297 x 75mm	307 x 85mm
1/3 Page Horizontal	76 x 195mm	99 x 225mm	109 x 235mm

Supplying direct to nextmedia

If supplying materials direct to nextmedia, all supplied material must meet the guidelines contained in the document 'nextmedia recommendations for preparing digital material.Pdf'. Please request a copy of this if it has not already been supplied.

In particular:

- **Supplied material:** must include all images, logos and text copy to be used in the advertisement.
- **DPS spreads:** please save as two single pages with bleed, marking left and right.
- **Fonts:** nextmedia supports opentype fonts and pc postscript fonts only.
- **Applications supported:** InDesign CS6 or earlier (packaged files; Photoshop CS6 or earlier; Illustrator CS6 or earlier (outline/supply fonts); Word docs; text documents; pdfs.

Production contacts:

ProPhoto advertising traffic enquiries:

Di Preece, nextmedia Pty Ltd,

Level 6, Building A, 207 Pacific Highway, St Leonards NSW 2065

Phone: (02) 9901 6151 email: dpreece@nextmedia.com.au

Email: we accept email files under 30mb. Please note the booking number and magazine title in the subject field and email to avtraffic@nextmedia.com.au

Ftp: please ftp files over 30mb to [ftp.nextmedia.com.au](ftp://ftp.nextmedia.com.au)

Email the traffic coordinator at avtraffic@nextmedia.com.au for passwords and again immediately the file has been uploaded.



Supplying via Quickcut

Nextmedia's preferred delivery system for advertising is as PDF digital files via the Quickcut system. This will automatically ensure the quality and integrity of files meets our material specifications.

For details please contact Quickcut:

Sydney (02) 9467 7500

Melbourne (03) 8696 5701

Brisbane (07) 3013 6279

Or visit their website www.quickcut.com.au

Contact

ProPhoto is published six times yearly and distributed nationally.

For advertising that works, call

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