



ProPhoto

MEDIA KIT PRO PHOTO

PROPHOTO is Australia's only monthly magazine exclusively dedicated to professional photography and digital imaging technologies. The magazine's history dates back to 1937 and it has been continuously serving the needs of working photographers ever since.

The magazine is committed to providing its readers with the very latest developments in imaging technologies, creative trends, business practises and changes in legislation relative to commercial photography.

As digital imaging and multimedia technologies change the nature of professional

photography in Australia, ProPhoto is playing an important role in the education process by providing balanced, independent and informed editorial on related topics.

Regular content includes equipment evaluations, exhibition details, photographer profiles, portfolios, book reviews, advanced techniques, business practices, and comprehensive product guides to assist with buying decisions.

ProPhoto is published 10 times a year and distributed nationally. For advertising that works, call Glyn Smith on 0431 792 293 or Jim Preece on (02) 9901 6150 or 0400 808 900.

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
Quarter Page Colour	\$1650	\$900	\$750	\$550
Outside Back Cover	\$3750	\$3540	\$3350	\$3150
Inside Front/Inside Back Cover	\$3550	\$3350	\$3150	\$2850

*All rates plus 10% GST

MECHANICAL DETAILS (DEPTH X WIDTH)

	Type area	Trim	Bleed
DPS	278x442mm	315x470mm	321x476mm
Full Page	278x215mm	315x235mm	321x241mm
1/2 Page DPS	140x442mm	157x470mm	160x476mm
1/2 Page Horizontal	137x215mm	157x235mm	160x241mm
1/2 Page Vertical	278x107mm	315x114mm	321x117mm
1/3 Page Vertical	278x60mm	315x78mm	321x81mm
1/4 Square	136x105mm	154x115mm	157x118mm



MATERIAL REQUIREMENTS

DIGITAL MATERIAL

ALL ADVERTISING MATERIAL for nextmedia magazines must be supplied as PDF digital files via the Quickcut system to ensure the quality and integrity of files meets the material specifications of nextmedia. Please contact Quickcut on:

Sydney (02) 9467 7500 | **Melbourne** (03) 8696 5701
Brisbane (07) 3013 6279

Or visit their website www.quickcut.com.au

CONSTRUCT AN AD

NEED HELP CREATING your advertisement? Consider contacting Digitalads International. It's the cheapest way to go for timely makeup and delivery of material. Digitalads will produce the artwork for your approval before sending directly to us via the Quickcut system.

Digitalads International – Managing Director: Murray Elliot
 170 Harris Street, Pyrmont NSW 2009 www.digitalads.com.au

Alternatively, you may contact your advertising representative to discuss ad creation in-house at nextmedia. This will incur a production charge.

NEXTMEDIA AD CREATION

WHERE ADVERTISING IS to be created by nextmedia, all supplied material must meet the guidelines contained in the document nextmedia Recommendations For Preparing Digital Material.pdf on our website www.nextmedia.com.au. In particular:

- **SUPPLIED MATERIAL:** must include all images, logos and text copy to be used in the advertisement.
- **FONTS:** nextmedia supports Opentype fonts and PC Postscript fonts only.
- **APPLICATIONS SUPPORTED:** Indesign CS2 (Vs 4 or earlier); Photoshop CS2 (Vs 9 or earlier); Illustrator (Vs 10 or earlier); Word documents; Text documents; PDF documents (above Vs 1.3 and below Vs 1.5)

Delivery options: CD/DVD: Please courier your advertising material to:

ProPhoto Advertising Traffic: Di Preece
 nextmedia Pty Limited, Level 5, 55 Chandos St, St Leonards NSW 2065

Or post to: ProPhoto, Advertising Traffic: Di Preece,
 nextmedia Pty Limited, Locked Bag 5555, St Leonards NSW 1590

EMAIL: We accept email files under 30MB. Please note the booking number and magazine title in the subject field and email to avtraffic@next.com.au

FTP: Please FTP files over 30MB to ftp.nextmedia.com.au
 Email the traffic coordinator at avtraffic@next.com.au for passwords and again immediately after the file has been uploaded.