

Put your business in front of 1,000s of photographers

We are committed to ensuring that your company will find great value in working with The Societies of Photographers.

The Societies of Photographers have been running successful events for the past 17 years, and for the last 14 years we have run the largest Convention in Europe.

The Societies has a membership of 6000+ and are able to offer the trade a full advertising package. Packages are flexible to requirements and budgets. If you would like further information about our Convention, advertising in *Professional Imagemaker* magazine, roadshows or any other form of advertising, please contact The Societies of Photographers Head Office.

Contact: info@swpp.co.uk
+44 (0) 1279 815575.

The Societies offer a variety of channels for companies to reach their target audience.

These include:

Our publications
Professional Imagemaker
Members' Handbook
Convention Show Guide

Our Websites – 12 individual websites with a variety of advertising options.

Our London Convention and Trade Show – with an average attendance of 15,000.

Our Roadshows – attracting 3,000+ attendees over 9 regional shows (UK and Ireland).

Our direct mailing – with up to 7,500 UK and Ireland addresses you can reach a massive targeted market.

Our Online Newsletters – reach out to up to 40,000+ opt-in subscribers.

Professional Imagemaker Magazine

Professional Imagemaker is renowned as one of the most informative magazines in the photographic business.

Aimed at the professional photographer through to the serious enthusiast, *Professional Imagemaker* features articles on photographic techniques, photographic software, specialist interviews, practical advice and photographic inspiration to name a few, to inspire and educate you to enhance your photographic career.

The bi-monthly magazine is distributed to members of the Societies, information pack enquiries and also distributed at Trade Events and Shows. With an average page count of 156 full colour pages and a print run of 8,000 copies this sought after magazine tends to be retained by recipients who refer to past articles as a knowledge base of advice and information.

Reach out

When you buy into advertising/promotion campaigns with The Societies (the world's fastest growing global association for professional photographers) your message reaches a massive UK and international audience both online and through bi-monthly high-quality print magazines.

Professional Imagemaker offers professionally crafted 'inside-track' features with the world's top photographers; compelling 'how-to' programmes across the full gamut of photo-disciplines; latest imaging product news and services, competitions and constantly updated news on the annual London Convention and Trade Show – the biggest show of its kind in Europe.

2017/2018 Deadline Dates

December 2017–January 2018

Editorial: 3 November
Advertising: 10 November
Estimated delivery date: 18 December

February–March 2018

Editorial: 19 January
Advertising: 26 January
Estimated delivery date: 12 February

April–May 2018

Editorial: 2 March
Advertising: 9 March
Estimated delivery date: 10 April

June–July 2018

Editorial: 1 May
Advertising: 7 May
Estimated delivery date: 5 June

August–September 2018

Editorial: 29 June
Advertising: 6 July
Estimated delivery date: 7 August

October–November 2018

Editorial: 7 September
Advertising: 14 September
Estimated delivery date: 16 October

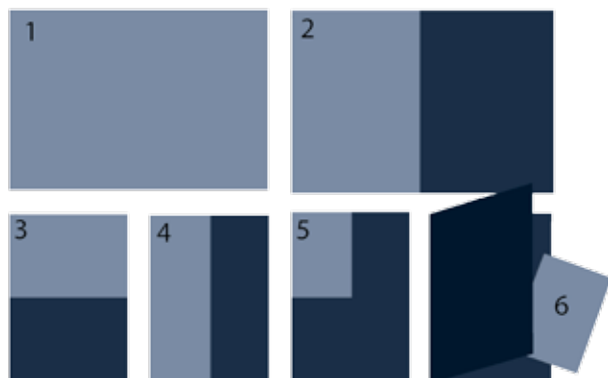
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Mechanical Data



Unit Size	Bleed	Trim
1 - Double Page Spread	426w x 303h	420w x 297h
2 - Full Page	216w x 303h	210w x 297h
3 - Half Page horizontal	193w x 136h	187w x 130h
4 - Half Page vertical	96w x 273h	90w x 267h
5 - Quarter Page	96w x 136h	90w x 130h
6 - Loose Inserts (maximum)		210w x 297h

All measurements are in millimetres (mm).

Technical Specifications for submissions to *Professional Imagemaker* magazine
The magazine format is A4, 210 mm wide by 297 mm high. A 3mm bleed should be used on the cropped sides, if known, otherwise around all four edges.

Images

Images should be provided at a minimum of 300dpi and saved in either RGB format (Adobe RGB preferred) or CMYK (Coated Fogra 39 preferred); files should be tagged with the relevant icc profile. TIFF file formats are preferred but we will also accept JPEGs.

Paths and Alpha channels should be deleted, unless they are specifically required. eg. cut out a camera.

Copy

Text may be supplied in any standard format (MS Word, .txt, or RTF formats). Passages of text should not be supplied within an email but as an attached file. Text for inclusion as editorial matter should never be supplied in pdf format.

Advertisements

The preferred format is press-ready, PDF files, see below.

Images, background colours and fills that are intended to extend to the edge of the page, must be supplied with a 3mm bleed on all edges. Crop marks should be included.

Text boxes and other 'live matter' should sit 5mm in-board from the outer edges of the page.

The inner gutters to the magazine are set at 15mm and for ease of reading, live matter closer than this to the spine should be avoided. Please also ensure that any fonts used are legitimate copies and not protected. If you are unsure convert the text to outlines. *Professional Imagemaker* works to the 'pass4press' protocols of the Periodical Publishers Association and only files made to that standard (including the correct transparency flatteners) are assured of safe passage through to print. The pass4press methods are available, free of charge, at <http://www.ppa.co.uk/all-about-magazines/production/pass4press/>. The instructions are simple to follow and are recipe-based for the major page layout programs. Please note that spot colours should be converted to CMYK.

Submitted adverts should be named according to best practice (ie do not use any illegal characters in your file name) and should include the name of the advertising company not '*Professional Imagemaker*', '*Imagemaker*', 'SWPP advert' or the like – we already receive a number of those each issue and they can be mixed up. File extensions should be included when saving from Macintosh operating systems.

If you refer to *Professional Imagemaker*, The Societies or the Convention in your advertising matter, please use the spellings here. High resolution, vector logos are available from colin@swpp.co.uk.

Good luck, our objective is to present your material in the best possible manner to the highest possible standards of reproduction

Advertising Rates

Professional Imagemaker

Double Page Spread – £2,050

Full Page – £1,195

Half Page (horizontal/vertical) – £645

Quarter Page – £360

Loose Inserts – £60 per 1,000*

Other sizes and insert costs by request.

Series and agency discounts available. All prices + UK VAT.

Professional Imagemaker Magazine on iOS and HTML5

With currently 25+ superb publications of our leading magazine now available through our iOS and HTML5 facility members can read through the complete archive at no additional charge. The archive is continuously being added to and members will gain access throughout their membership period.

The digital edition of the magazine is also available to purchase and is read by an ever increasing world wide audience.

Banner adverts are available on both the iPad and iPhone App and are available from £50 per month (+ VAT).

742x105 pixels – iPad
320x50 pixels – iPhone



Publications

Members' Handbook

This annual publication is distributed to all existing and new members throughout the calendar year. The publication contains a valuable directory of photographic manufacturers and suppliers.

With a print run of 8,000 copies this unique publication has great shelf life with members using the handbook as a resource throughout the year.



Convention Show Guide

This publication features in depth profiles of our Convention speakers along with a directory of exhibitors, schedule of the event and information to assist attendees gain the most from the Convention experience.

With a print run of 12,500 copies this (approx) 76-page guide is mailed to all members and all pre-booked attendees and distributed at the January Convention.

The Convention Show Guide is a superb opportunity to reinforce your product or service to attendees and will go a long way to ensure that your exhibition stand is at forefront of visitors' target of 'must see' exhibitors.



Convention 2018 Show Guide Deadline Dates

Editorial: 31 October 2016

Advertising: 3 November

Estimated delivery date: 1 December

Roadshows

Over the last six years we have developed a selection of one-day shows throughout the UK and Ireland where an average 250 delegates attend per event. Attendees range from the high-end enthusiast to professional photographers.

We will be holding Roadshows throughout 2018 in the UK and Ireland

Stand Prices 2018

The cost per stand block is:

Single - £380

Double - £725

Triple - £1,000

All prices + UK VAT

If you book to exhibit at every show then a discount will apply.

Please contact Juliet Jones for more information.

juliet@swpp.co.uk +44 (0) 1745 356935

Direct Mail Opportunities

The Societies offers a variety of direct mail opportunities, these include:

Solus mail outs to our extensive databases (up to 60,000 UK and Ireland)
Magazine inserts (8,000)
Convention mailings (70,000 UK)
Roadshows (2,500 UK and Ireland per show)

Rates – POA

We can look at your advertising needs and tailor a series package to suit your budget, and exposure needed through your peaks and troughs.

We can organise a mixture of branding and immediate response adverts for you to monitor the advertising that you place with us.



Weekly E-Newsletter

Our online newsletter is distributed weekly (usually midweek). Distribution is to our 40,000+ opt-in subscribers.

The newsletter contains the latest photographic news, information on the Societies' upcoming events, competition information, Convention, Qualifications, Roadshows...

Weekly Newsletter Advertising
800x350 pixels – £250 + VAT

Read Online http://www.swpp.co.uk/newsletter/news_nov15.html

The Societies' Newsletter
November 19 2015

In this week's newsletter:
Monthly Competition - Don't Miss Out! | 2016 Convention Classes | Latest News | Convention Voucher | Qualifications | Magazine Offer | Fujifilm Cashback | ProPhoto Prints | Green Clean

Photographer of the Year 2015

11 days left to enter the Monthly Image Competition for 2015

This is your final chance to get your images in for the 2015 Monthly Image Competition (There is no competition in December, as judging will be taking place for the overall Photographer of the Year Awards at the 2016 Convention)

Even though we receive up to 2,000 entries per month sadly 100s of our talented members as yet have not participated. So for all those who haven't submitted then make this month extra special by uploading your images today.

Put your images forward to the Photographer of the Year Awards at the 2016 Convention, and be in with a chance of winning a trip to WPPI in Las Vegas plus a Fujifilm Digital Camera.

<http://www.swpp.co.uk/competition/>

Forgotten the upload instructions - no problem visit this thread

Subscribe to the Societies' Newsletter

www.swpp.co.uk/newsletter/

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