Salvatore Cincotta BEHIND THE SHUTTER



Sala BEHIND THE SHUTTER

## OUR MISSION

We are all about photography education. Our goal is to provide current, insightful, and in-depth educational content for today's professional wedding and portrait photographer. We use the latest technologies to deliver information in a way that is relevant to our audience. Our experienced contributors help us create a sense of community and establish the magazine as one of the leading photography publications in the world.













6.3

# 

ON THE PLANET

### WITH OVER 125K SUBSCRIBERS AND GROWING.



**Shutter Magazine** is one of the leading professional photography magazines on the planet! With over 125k subscribers, you are among your peers in your thirst for quality knowledge and education. No fluff here! What makes us different? Our contributors are plugged into the industry, they are leaders in the industry. They understand running a photography business.

### SHUTTER MAGAZINE // THEN AND NOW

THE DIGITAL LAUNCH OF SHUTTER MAGAZINE

40K ACTIVE SUBSCRIBERS

JULY 2012 — JANUARY 2013 — JANUARY 2014 — JULY 2014 –

75K ACTIVE SUBSCRIBERS TWO YEAR ANNIVERSARY ISSUE PRINTED EDITION LAUNCHES WITH OVER 100K SUBSCRIBERS - JULY 2015 -NATIONWIDE DISTRIBUTION TO

**BARNES & NOBLE** 

JANUARY 2015 — JULY 2015 — FEBRUARY 2016

EXPANDED FROM 176 PAGES TO 208 PAGES















### OUR EDITORIAL CALENDAR

JANUARY | **GLAMOUR** FEBRUARY | **SALES & MARKETING** MARCH | **SENIORS** APRIL | **TRAVEL** MAY | **WEDDINGS** JUNE | **BABIES** JULY | **ANNIVERSARY ISSUE** AUGUST | **LIGHTING** SEPTEMBER | **BLACK AND WHITE** OCTOBER | **FAMILIES AND PORTRAITS** NOVEMBER | **BRANDING** DECEMBER | **DIGITAL STRATEGIES** 



# NUMBERS DON'T LIE



11.9K // @salcincotta

时 14.5K // @salcincotta

#### MAGAZINE CIRCULATION

DIGITAL // 125K

PRINT // 15K

#### PROFESSIONAL PHOTOGRAPHERS YEARS IN BUSINESS

34% // ENTHUSIAST

26% // OVER 2 YEARS

18% // 3-5 YEARS

13% // 11+ YEARS

9% // 6-10 YEARS

### HOW OLD ARE THEY?

35% // 30-39 29% // 40-49 15% // 50-59 13% // 22-29 5% // 60-69 1% // <21

#### MONTHLY WEB VIEWS & VISITS

355,000 PAGE VIEWS

120,000 WEB VISITS

### WHAT ARE THEY SHOOTING?

32% // WEDDINGS

23% // GENERAL PORTRAITS

12% // SENIORS

8% // FAMILY

4% // BABIES

### WHERE ARE THEY LOCATED?

62% // UNITED STATES 7% // CANADA 6% // UNITED KINGDOM 3% // AUSTRALIA 2% // GERMANY



## ADVERTISING **RATES**

SM Rates	1Х	6X	12X
Poly Insert + Digital Splash Page	12,000	9,500	7,000
Back Cover	10,500	8,500	7,500
Inside Opening Spread	9,500	7,500	5,500
Inside Opening 1 <sup>st</sup> Page	5,500	3,500	2,500
Inside Back Cover Full Page	6,500	4,000	3,000
Internal 2 Page Spread	8,500	6,500	4,500
Internal Full Page	5,000	3,000	2,000
Feature // Product Review	5,500		
Feature // The List	1,000		
Leaderboard	7,500	5,500	4,500
200x200 Web Banner	4,000	3,000	2,000
Blog Post	2,000		
Social Media Contest	1,000		
Webinar	8,000		
Dedicated Email Blast	10,000		

## SUBMITTING **DESIGNS**

**DEADLINE** // THE 1<sup>ST</sup> OF THE PREVIOUS MONTH

UPLOAD TO THE SHARED DROPBOX FOLDER WE'LL SEND YOU. NAME FILE: yourcompany\_monthyear.pdf | ie. Evolve\_Feb15.pdf (Include text doc stating the area/text to be made clickable & link)



## DESIGN SPECIFICATIONS

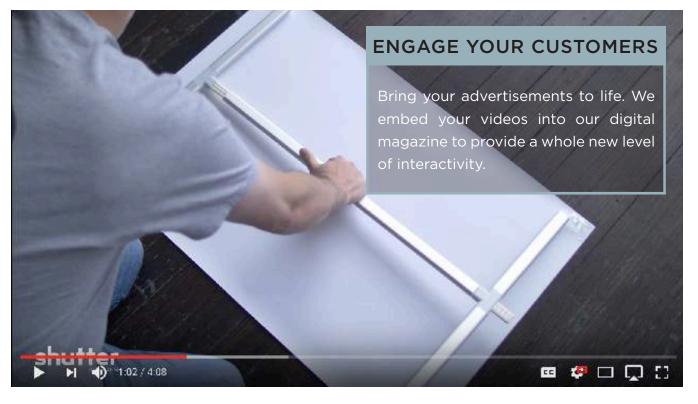
SM Sizes	File Size	File Format	Resolution
Poly Insert	7.75" x 10.25"	PDF	300
Back Cover	7.75" x 10.25"	PDF	300
Inside Opening Spread	15.25" x 10.25"	PDF	300
Inside Opening 1 <sup>st</sup> Page	7.75" x 10.25"	PDF	300
Inside Back Cover Full Page	7.75" x 10.25"	PDF	300
Internal 2 Page Spread	15.25" x 10.25"	PDF	300
Internal Full Page	7.75" x 10.25"	PDF	300
Feature // Product Review	7.75" x 10.25"	JPG	300
Feature // The List	5" x 5"	JPG	300
Leaderboard	502px x 77px 2500px x 42px	JPG	72
200x200 Web Banner	200px x 200px	JPG	72
Blog Post	680px x 455px	JPG	72
Social Media Contest	1200px x 628px	JPG	72
Dedicated Email Blast	600px x height varies	JPG	72

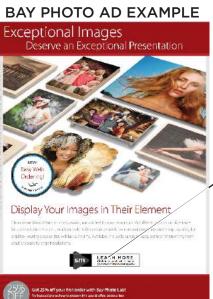
## OTHER SPECIFICATIONS

Please include -WEBSITE LINK VIDEO(Optional) VIDEO PLAYER ICON(See following page) See our Advertisers Checklist for more information.



## VIDEO



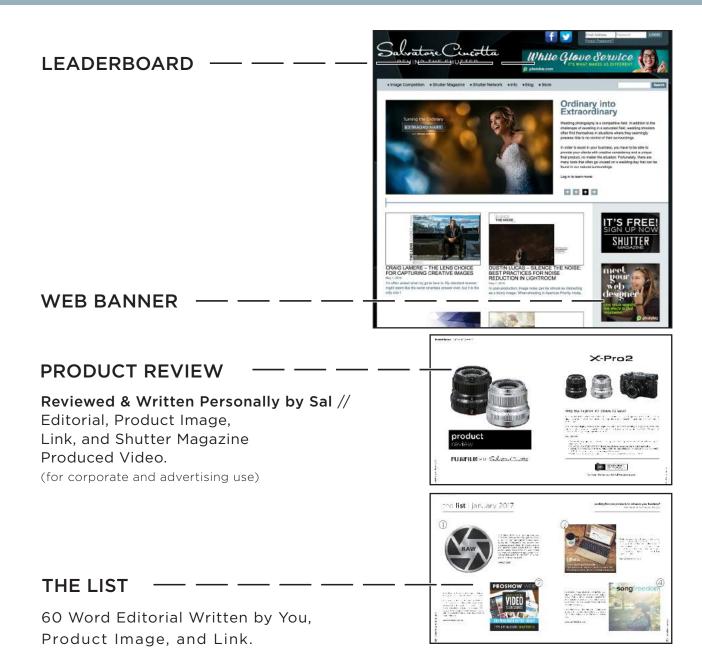


#### **ICON TO INCLUDE**



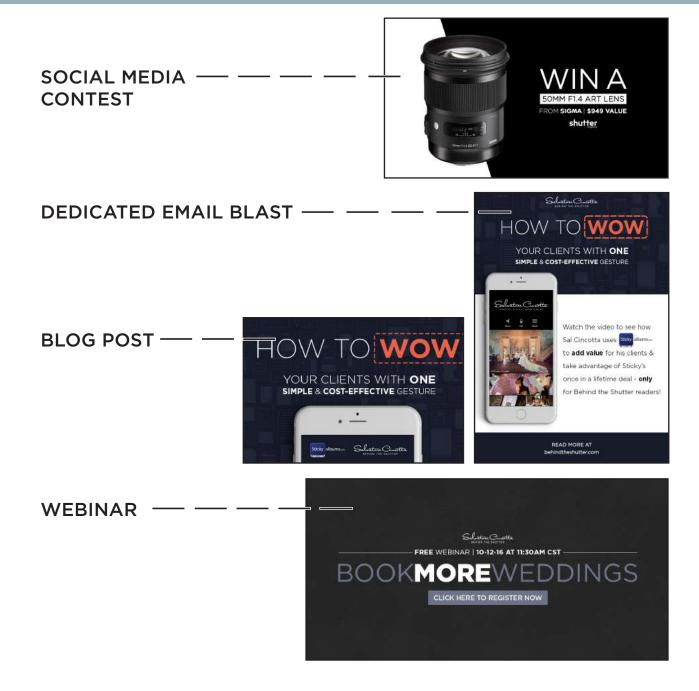


## FEATURED **ADVERTISING**





## FEATURED **ADVERTISING**





When ShutterFest first started, it was limited to **500 people** and we built an **incredible community of photographers** around the world with one thing in common:

## A LOVE OF EVERYTHING PHOTOGRAPHY

Project | Lunacy goes back to basics. We have put together an incredibly unique format - 3 instructors teaching small groups of 200-300 photographers - that allows us to offer advanced learning, hands-on training, and an incredible community like no other conference does. Have the opportunity to interact one-on-one with our attendees during our field trip to the Neon Museum in Las Vegas.

Advertising Rates		
Main Sponsor	5,000	
Table	1,000	



# TOP NOTCH HANDS-ON EDUCATION SHOOT. LEARN. PARTY.



**ShutterFest.** It's a conference where you come to learn, enjoy hands-on labs, shoot and work with models, and party Woodstock style. Ok maybe not just like Woodstock, but you get the point. It's all about learning and having fun with your peers at the same time.

## APRIL 3-5, **2018**

Advertising Rates				
Main Sponsor	20,000			
<b>Sponsorship</b> (Image Comp)	10,000			
Opening Night Lobby Party	5,000			
Executive Suite	4,000			
Double Booth (10x20)	4,500			
Single Booth (10x10)	2,500			
Lunch and Learn	2,500			
Platform Pitch	2,500			
Ad in Shutter Magazine (Month prior to show)	1,500			
Speaker Sponsor	1,500			
Looping Media Wall Commercials	1,000+			
Full Page Show Guide Ad	900			



## FEATURED **ADVERTISING**

### IMAGE COMP SPONSOR

- Informational ad in show guide\*
- Double booth
- 3x promotional ads in Shutter Magazine\*
- Logo on competition site

### **OPENING NIGHT LOBBY PARTY**

- Ceiling gobo
- Informational ad in show guide\*
- Logo on all party promotions
- Open bar to be paid for by sponsor

### EXECUTIVE SUITE

- Midway suites 1-4
- 1/2 page ad in show guide\*

### LUNCH & LEARN

- 1pm till 2pm
- 1/2 page ad in show guide
- Dedicated classroom in ShutterFest class schedule

### DOUBLE BOOTH

- 10'x20'

### SINGLE BOOTH

- 10'x10'

### PLATFORM PITCH

- 15 minutes on stage before platform class
- 1/2 Page ad in show guide\*
- 2 spots available

### SPEAKER SPONSOR

- Signage in speaker room
- Free 1 page ad in show guide
- Logo next to speaker on schedule in show guide & on posters with schedule
- Pass out fliers in speaker room

### AD IN SHUTTER MAGAZINE

- Month prior to show
- 7.75"x10.25"

### SHOW GUIDE AD

- 7.75x10.25, RGB, PDF, 300DPI

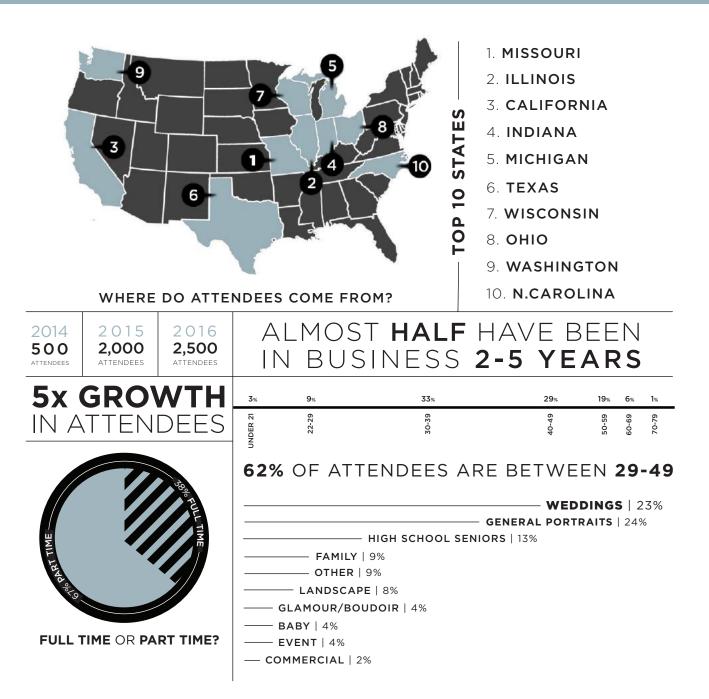
### LOOPING MEDIA WALL COMMERCIALS

- 15-30sec commercial // \$1000\*\*
- 3-5min commercial // \$2500\*\*
- Commercial produced by Salvatore Cincotta Films // custom quote
  \*\*To be provided by vendor

\*To be designed by Shutter Magazine



## SHUTTERFEST // DID YOU KNOW?





## CONTACT US

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