



MAGAZINE VOOR  
PROFESSIONELE FOTOGRAFIE



*Professional photography  
(Inspiration  
& Information)*

**PLANNING & RATES 2018**

## Editorial formula

Pf has been the trade magazine for professional photographers for 30 years. The strength of the magazine is the combination of technical expertise content and image compiled by one involved, independent editorial. Each issue contains a unique one portfolio of a professional photographer. Pf is a source of information, inspiration, technology, portfolio, interview, background, specials and creation.

## Target group and reach

The target groups of Pf includes both professional and professional image makers as image users:

- professional photographers, semi-professionals
- buyers of photography
- designers, architects and others professions in which photography plays a major role
- critical amateur photographers
- photographers in training at the photo graduate schools, photo academies and academies for the visual arts

Extra distribution through photography museums, photography schools and various photo trade fairs, festivals, workshops and events.

## Advertising both online and offline

Pf Magazine is a firm believer in the combined strength of advertising offline and online. Doing this means your message achieves optimal reach and impact. Both online and offline we offer commercial and editorial opportunities for maximising exposure.

### Content marketing

Your story, written by our editorial staff, is a powerful means to convey your message. Our media advisor is more than willing to assist you making a tailor-made campaign

## Dates of issue in print 2018

Edition	Theme	Copy to reserve	Publication
1	Winter edition	23 January	9 February
2	Pi fair on 24 - 26 March + World Press Photo	20 February	9 March
3	Emerging talent	20 March	6 April
4	Photofair, Photo España	23 April	11 May
5	Tipa special and Portrait photography	4 June	15 June
6	Noorderlicht fotofestival	19 June	7 July
7	Unseen 22 September	28 August	14 September
8	 Jubilee Edition Pf 35 years: the big names of the past	8 October	19 October
9	 Jubilee Edition Pf 35 years: the young generation of photographers	12 November	23 November

## Statistics Online

**Trade magazine** 10 x a year, circulation 4.100  
Circulation in the Netherlands and Flanders

### Website [PF.nl](http://PF.nl)

12,000 unique visitors per month

**Newsletter** 7.000 subscribers

**Twitter** 3.700 followers

**Facebook** 5.500 followers



## PF.nl & Newsletter

Maximise your exposure: use our website and digital newsletter. The digital newsletter is sent out weekly.

### Advertising on www.pf.nl

Size	Specifications	Rate €
Leaderboard /full banner/mobiele banner	728 x 90 (desktop) 468 x 60 (tablet) 320 x 50 (mobiel)	750 per month
Medium rectangle	300 x 250	625 per month
Button	125 x 125	135 per month
Advertorial (homepage)	250 x 167	500 per placement
Partner content online en/of offline		500 per placement

#### • Banner campaign

Your full banner or medium-sized rectangle is placed on the homepage and/or subsequent pages. A banner can be displayed on a carousel of three banners max.

#### • Advertorial

An advertorial looks like a news item and is placed at the top of the homepage between the most recent news. An advertorial links directly to you specified landing page.

#### • Button

A button is a square block on the right side of the page. A button links directly to you specified landing page

## Advertorials & banners nieuwsbrief

An advertorial is a text advertisement that is similar in style to the editorial content of the newsletter. Advertorials contain an image of 550 x 370 pixels (b x h), a header with max. 30 characters and a text of up to 100 words (including call to action) and URL / link. A banner is an online advertisement in the newsletter.

### Advertising in the Newsletter

Size	w x h pixels	Rate €
Full banner	468 x 60	567 per placement
Advertorial	Image 550 x 350 + text	557 per placement
Dedicated newsletter		1750

### Online banner specifications

	Website	Newsletter
File type	jpg, gif, animated gif, html5	jpg
Colour model	RGB	RGB
Resolution	72 dpi	72 dpi
Maximum size	99 kb	99 kb
Landing page	state web address	state web address



## Print adverts

Size	Specifications (w x h) (mm)	Rate €
2/1 page	470 x 312 (ex. 3mm extra all sides)	6.049
1/1 page	235 x 312 (ex. 3mm extra all sides)	3.455
1/2 page vertical	105 x 292	1.877
1/2 page horizontal	215 x 143,5	1.877
1/4 page vertical	105 x 143,5	1.046
Inserts		On request
Gatefold		On request

- Customers receive an attractive discount for reserving several advertisements at the same time
- All rates are based on full colour ads
- Insertion surcharge: page 2 cover: + 15%, page 3 cover: + 10%, page 4 cover: + 20%, special position: + 10%, advertorial + 10%

### Submission of advertisement material

When submitting advertisement material please use the Ad | Portal. You will subsequently receive an email from the Ad | Portal requesting you to submit your ad material. N.B.: this email can sometimes end up in your spam box / rejected emails folder.

Submit advertisement material for online placement (website and newsletters) to [traffic@archmedia.nl](mailto:traffic@archmedia.nl). You will then receive a request from the Traffic Department.

### Submission of inserts

Number: Same as circulation  
Dispatch: Conveniently packed in boxes  
Deadline: At least six working days prior to date of publication  
Delivery address:  
Veldhuis Media BV  
Attn.: Theo Nitrauw  
Kanaaldijk OZ 3  
8102 HL Raalte The Netherlands  
Please state: Sender, magazine title and edition

We also make the (advertisement) layout for many customers. Contact us for available options.



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All rates stated are in Euros, ex BTW (VAT)