

NUVENUE PHOTOGRAPHIC

THE PHOTO ENTHUSIASTS' FINEST NEW MAGAZINE

NUVENUE PHOTOGRAPHIC

VINTAGE SILVER

Alfred Cheney Johnston

SHOOTING ON LOCATION

Swimsuit Assignment
in the Bahamas

STUDIO TEST SHOOT

Conducting a Test on Set

MASTER PHOTOGRAPHER

Art Shay

LEARNING THE ONE LIGHT SHOOT

How Others Make
Simple Magic

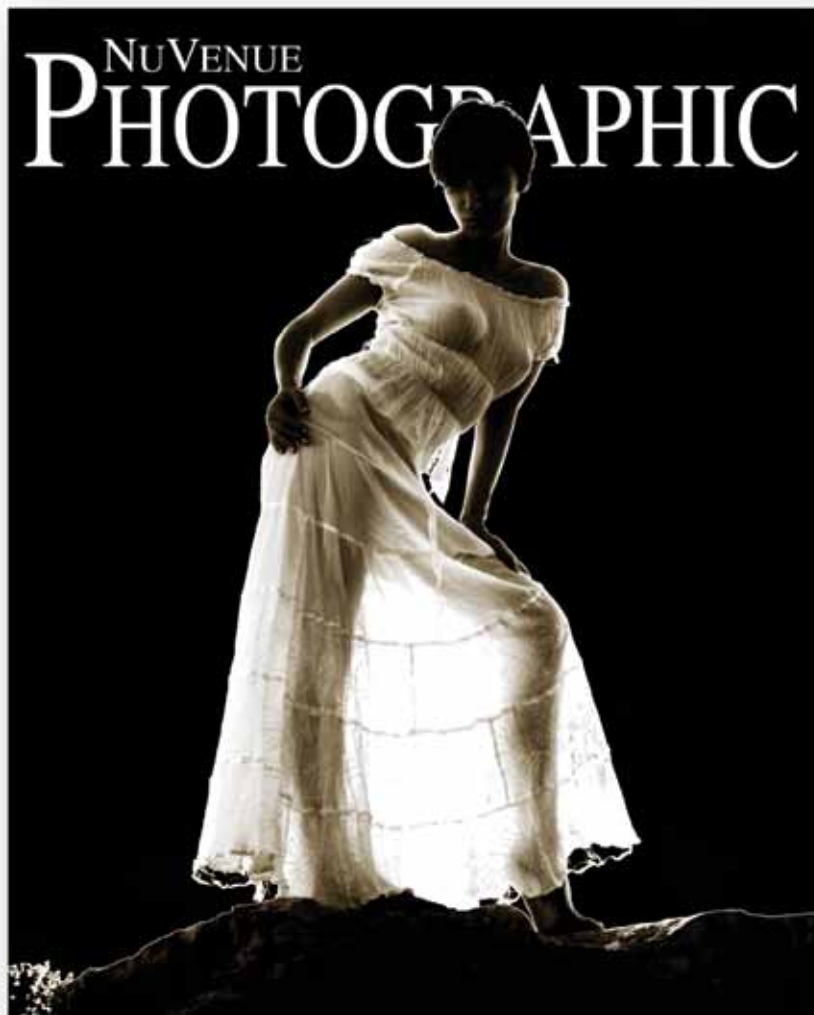


2012/2013 ADVERTISING MEDIA KIT

NUVENUE PHOTOGRAPHIC

SPECIAL PROMOTION FOR PREMIERE ISSUE

SEE OUR RATES,
SIZES & CIRCULATION PAGE



Our Premiere issue No.1 will be the coveted issue that collectors will cherish most.

Heavy. Oversized. Glossy and Beautiful.

With nearly all US published photo magazines prepared with low-impact paper & dimensions, NuVenue Photographic will boldly hold its prominent position on the magazine shelf.

Amazing collector-level photographs deserve to be featured in the BEST venue possible. Soon, people the world over will agree, that the best venue will surely be... NuVenue Photographic.

NUVENUE PHOTOGRAPHIC



▶ WHAT MAKES NUVENUE PHOTOGRAPHIC MAGAZINE UNIQUE?

- ▶ In-depth stories featuring top photographers on-location or in their studios. Experience their struggles and their successes... Learn from them and feel yourself part of their process.
- ▶ Photo enthusiasts LOVE photography. As they search the magazine shelves for exciting material to encourage their interest, they soon discover there's just not enough. Now, NuVenue Photographic brings "be-there" experience, ideas and knowledge about shooting and equipment... and so much more. Artistic, commercial, portraits, nudes, sport concepts, story illustration photography... -It's all here.
- ▶ Super high quality-400 line screen reproduction, giving each page the highest quality reproduction available today.

NUVENUE PHOTOGRAPHIC



► OUR READERS

Who are our readers?

Our readers are...

► **Photographers:**

- Top-tier professionals immersed in their field of interest
- Semi-professionals whose work in photography adds to their annual income
- Serious amateurs & devotees finding photography as their primary form of personal and artistic expression
- Aspiring professionals - both young and not-so-young...
- Students in college and high school - planning a fulfilling future with new digital tools
- Younger people using Facebook to show their artistic side
- Second career and post-career retirees

- **Non-Photographers:** So many people enjoy photography as an art; like a trip to the art museum or a gallery, they bring art into their lives through art photography in print. People buy magazines for the pictures. Photographs - great photographs - attract everybody. Non-photographers will absolutely enjoy our celebrity photography, beautiful models and exciting stories about glamorous photographers worldwide. Magazines are quite often an impulse buy, and beautiful images stimulate that impulse.

NUVENUE PHOTOGRAPHIC



► DISTRIBUTION: PER-COPY SALES

Distributed throughout the U.S.
and Canada, and soon...Worldwide!

- Bookstores: Barnes & Noble and Borders - Plus smaller franchise book & magazine stores
- Professional photography stores in all major cities
- Consumer retail camera stores (Wolf & Ritz) and local camera photo stores throughout North America
- Public Libraries in towns & cities everywhere
- Every college & university bookstore (currently numbering 4146!)
- Newstands & magazine independents in EVERY major city
- Huge major Photo Expo events accross North America
- Photoshop seminar events
- NuVenue-sponsored tours and how-to photography events

NUVENUE PHOTOGRAPHIC



► DISTRIBUTION: SUBSCRIPTION DEVELOPMENT

Our mission is to make every issue of **NuVenue Photographic** magazine SO COMPELLING that every reader simply *must* subscribe.

But you can't push people to subscribe. They must be enticed. **NuVenue Photographic** will provide photo enthusiasts with a wonderful sense of belonging. Being part of the world of photography is in the heart of many, many people.

One survey identifies that 1 out of every 4 people has more than a passing interest in photography as an avocation.

SUBSCRIPTION GROWTH THROUGH:

- Seminars & symposiums on college & university campuses nationwide
- Commercially promoted seminars and programs for all ages
- Fantastic Subscription Incentives VS. pre-copy purchases
- On-line promotions
- Active outreach at Industry Photo Events with our ATTRACTIVE representatives!

NUVENUE PHOTOGRAPHIC



► RATES, SIZES & CIRCULATION

All ads are 4 Color. Duotone, tritone and quadtone available upon request.
NuVenue Photographic Magazine: 400 line screen stochastic.

RESERVE YOUR SPACE NOW!
E-MAIL US AT: NUVENUEPHOTOGRAPHIC@GMAIL.COM

SPECIAL PREMIERE ISSUE CHARTER RATES

PAGE	1x	2x	3x	4x	5x	6x	8x
FULL	\$9800	\$9300	\$8800	\$8300	\$7800	\$7300	\$6800
1/2	\$5900	\$5400	\$4800	\$4400	\$3800	\$3400	\$2900

REGULAR RATES

PAGE	1x	2x	3x	4x	5x	6x	8x
FULL	\$12,800	\$12,300	\$11,800	\$11,300	\$10,800	\$10,300	\$9800
2/3	\$9875	\$9250	\$8625	\$8000	\$7375	\$6750	\$4875
1/2	\$7900	\$7400	\$6900	\$6400	\$5900	\$5400	\$3900
1/3	\$5925	\$5550	\$5175	\$4800	\$4425	\$4045	\$2925

B&W: -20%

INSIDE COVERS: +25%

www.nuvenuephotographic.com

NUVENUE PHOTOGRAPHIC



► PHOTOGRAPHERS & GALLERIES

NuVenue Photographic Magazine offers galleries and photographic artists the opportunity to showcase their work in a special feature style advertisement for a pro-rated fee.

All ads are 4 Color. Duotone, tritone and quadtone available upon request.

NuVenue Photographic Magazine: 400 line screen stochastic.

ARTISTIC PROMOTIONAL PAGE RATES

PAGE	CHARTER	REGULAR
FULL	\$1400	\$2200
1/2	\$900	\$1600

NUVENUE PHOTOGRAPHIC



▶ LOOKING FORWARD: MOTION

All major players of manufacturing in the camera arts are reaching into high-definition production capabilities using DSLR optics. The youth of today are thrilled and fascinated by the opportunity to express themselves in amateur venues (YouTube) and aspiring toward professional video production and all that it promises. **NuVenue Photographic** is prepared to regularly feature - primarily online - these efforts.

NUVENUE PHOTOGRAPHIC

▶ DIGITAL ONLINE VERSION FOR HANDHELD DEVICES



The potential for worldwide community assembled through topical interest is an advertiser's dream. This magazine has every intention of capitalizing on the access we'll have through enthusiastic participation in this, everyone's art.

NuVenue Photographic online issues will be available in the months to come. We live in an exciting age where digital publishing is just reaching its stride. NuVenue Photographic will inspire you both in print, and online. Check back for our online magazine specially designed for the iPad presentation.

▶ **PRINTING PROCESS**

- ▶ **NuVenue Photographic Magazine** will be printed using some of the finest printing technology available in today's market. A 400 linescreen press run ensures that top quality images are featured as they should be seen.
- ▶ A Line Screen is the measure of how many halftone lines are printed in a linear inch. The value is expressed as Lines Per Inch (LPI). The more lines per inch, the finer the detail and reproduction.
- ▶ **STOCHASTIC:** The best way to define stochastic printing is to compare it to conventional printing. In conventional printing, images are printed using grid-like screens that separate the image into evenly spaced dots that are larger in size in the darker areas and smaller in size in the light areas.
In 4 color process printing, separate screens are used to reproduce each of the 4 colors: black, cyan, magenta and yellow. In stochastic printing, images are printed by dots spread randomly throughout the image area. The dots are not equally spaced and aligned in a row or grid and they vary according to the tonal value to be reproduced. The lighter areas have few dots, the darker areas have more dots. These dots are comprised of micron dots. The lower the dot number, the higher the detail. The lowest micron dots available are 10 and 20.
NuVenue Photographic Magazine will be printed with 10 and 20 micron dots. If this were equal to line screen, the line screen would be close to 1,000 line screen. Most other magazines distributed on newsstands today for collectors of fine art photography don't even exceed 200 line screen.

► DESIGN SPECS

Providing your files:

Please build your ad in either InDesign or Illustrator and send us the raw file along with the images and fonts. This is the only way we will accept any advertising materials. PC or Macintosh format are acceptable. InDesign and Illustrator files are accepted. When sending in either format, please send all fonts and images in sub-folders. All fonts must be True Type Fonts.

TIFF or PSD ads will be accepted as long as they conform with our ad specs.

Please send the ad in any of the above formats, along with images and fonts separately. All images must be digital high resolution images (TIFF files). All hi-resolution images must be included with the digital advertisement. (minimum 300dpi)

Film:

Photos, transparencies, film, and 35mm slides **ARE NOT** accepted. Please send original digital files formatted to the above specifications with digital proof.

Proofing:

NuVenue Photographic is perfect bound. Please leave a minimum of .25" from each side for all non-bleeds. Please provide laser printouts for ads at 100% size. If proofs are not supplied and seen as necessary, the publisher reserves the right to have them made at the advertiser's expense.

We use PDF previews as proofs. If you require a hard copy, each proof is \$50.

In-House Design:

Working together with you, we will prepare the design for your ad at a charge of \$350. You must provide all necessary photographs and ad copy to our design department.

Publisher Policy:

The publisher reserves the right to reject any advertising that is not within the publisher's standards. Advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from unauthorized use of any name, photograph, artwork, or words protected by copyright or registered trademarks.

NUVENUE PHOTOGRAPHIC

▶ ADVERTISING PAGE INSERTION ORDER

Company or Agency Name: _____

Contact Person: _____

Address: _____

City: State: Zip: _____

Phone: Fax: E-mail: _____

Special Position Request: _____

NOTE: Non-cover position requests are charged a premium of 10%:

Number of issues insertion order is to be applied _____

Special production requests: _____

Payment Information:

All arrangements must be paid in advance by check or credit card prior to posting.

Mail checks payable to: **NuVenue Photographic Magazine**
736 N. Western Ave. #172
Lake Forest, IL 60045

VISA

MasterCard

American Express

Call for payment details.

Credit Card Number Expiration Date CVV (last 3 on back or top 4 numbers if AMEX)

Signature

Date

Contact Us: 847.234.7060

NuVenue Photographic Magazine is authorized to insert our advertisement in their magazine according to the specifications listed above. We agree to pay at the rates and under the conditions shown in the rate information attached. Advertising copy deemed objectionable by publisher for any reason may be rejected. We understand that ads may not be cancelled within 60 days or less from the scheduled press date.

Terms: Payment is required one week after closing date and can be by check, bank transfer, or credit card (AmEx, MasterCard, Visa).

www.nuvenuephotographic.com