



**TRAIL Photographers**

SPONSOR MEDIA KIT

# About

## Theme - Nature Trail Photography:

TRAIL Photographers magazine was created to promote photography that is taken on the trails and back country of North America. The location of the shot, trail name and even GPS coordinates ( if available ) are requested to accompany all image submissions. Our primary mission is to encourage others to get out and enjoy the great outdoors be it hiking, camping, etc.

## Coverage Area

Submissions will be considered if the photo was taken on any trail located in the North American continent. Photographer's home or place of business is not a requirement. All photographer skill levels are welcome.

## Aesthetic/Genres

TRAIL Photographers magazine publishes only family friendly content. We want the whole family to be able to enjoy our publication.



## Contributing Photographers List / Rotation

- There is no cost to be on our contributors list or to submit images for consideration.
- There is no guarantee that an image will be selected.
- The Photographer retains all copyright/ownership of the image.
- We will use the image submitted only in the magazine and on social media. Photographer is always credited.
- All photographers are provided an online review of the magazine prior to publishing.
- Feature enhancements are available.

## Future Plans

We currently plan to continue to grow this magazine internationally and eventually get it's distribution to include magazine stands all over the world.

# Distribution



## Print and Digital

- Interactive Online Version : Free Subscription

## Audience:

- Studio Art Lab Network: **11,000+**

## Viewer Demographics

### AGE RANGE

13-17: **1.4%**  
18-24: **10.0%**  
25-34: **8.6%**  
35-44: **32.9%**  
45-54: **21.4%**  
55+: **25.7%**

### GENDER

Men: **58.7%**  
Women: **41.3%**

## Publishing Calendar:

We aim to release one new digital issue per month but operate on a flexible, content-driven schedule to ensure exceptional quality. A new issue is published as soon as our editors have curated 50 pages of the highest-performing submitted photographs—selected, in part, by social media engagement—resulting in a quality-first approach that typically delivers a fresh issue every 4–6 weeks. Selected contributors receive advance notice the moment the 50-page threshold is reached and the publication date is confirmed.

## Special Issues:

Each year we produce one premium printed photo book: the “Best of the Year” (or “Year in Review”) edition. This collectible, annual issue showcases the top-performing photographs from all regular digital issues published during the previous 12 months, ranked objectively by combined viewer engagement metrics (views, likes, shares, and saves across our platforms). Selection is automatic and data-driven—no additional submissions are accepted.

# Production

## Standard Feature Page Layout

Photos will be placed on the page in one of the following layouts based on image aspect ratio/crop.



### Vertical / Portrait

Page Size: 2,550px(W) x 3,300px(H)

Recommended Aspect Ratios: 8.5x11, 8x10, 5x7, 4x6

( 8.5x11 and 8x10 images may be considered for covers )

Accepted File Formats: JPG, PNG, TIF

### Horizontal / Landscape

( Horizontal images can not be considered for covers )

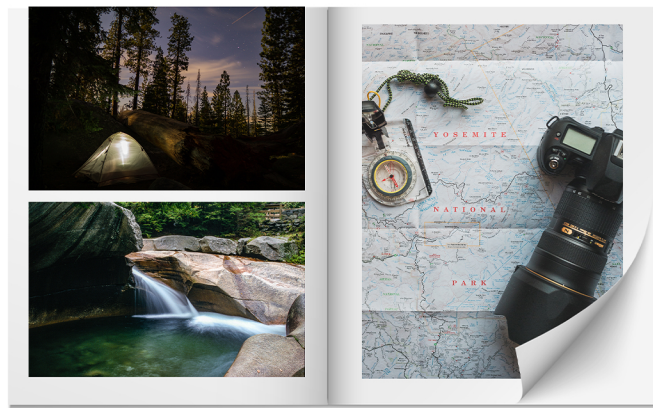
Page Size: 2,550px(W) x 3,300px(H)

Recommended Aspect Ratios: 8x10, 5x7, 4x6

Accepted File Formats: JPG, PNG, TIF

# Spotlight Upgrade

## Photographer Spotlight



## 2 Page Photographer Spotlight

- 1/4 page info area on top of intro page ( as shown )
- Small photographer portrait OR logo placement
  - Text area for bio or photo project set description
  - Contact Info ( phone, email, website, social media, etc )
- Starting at \$40 ... ( see "Add Spotlight Photo Spreads" )*

## Add Spotlight Photo Spreads

- Up to 2 images per page OR 1 image as a 2 page spread
- 2 additional pages +\$35 ( 4 pages / 2 spreads ) = \$75*
- 2 additional pages +\$30 ( 6 pages / 3 spreads ) = \$105*
- 2 additional pages +\$25 ( 8 pages / 4 spreads ) = \$130*
- Email: [tpm@studioartlab.com](mailto:tpm@studioartlab.com)

# Rate Card

## Front Cover Consideration

Available to contributing photographers only. Fee is not charged until photo is approved and issue is confirmed.

Cover 1 - Front Cover . . . . \$100

## General Advertising Placement

Cover 2 - Inside front cover ( left side ) . . . . \$190

Cover 3 - Inside front cover ( right side ) . . . . \$180

Cover 4 - Back cover . . . . \$200

Inside full page ( *page placement varies* ) . . . . \$150

Back of magazine 1/2 page horizontal . . . . \$100

Back of magazine 1/2 page vertical . . . . \$100

Back of magazine 1/4 page . . . . \$50

Ad design services available but not included

All ad designs must be approved.

Accepted file formats: JPG, PSD, PNG, PDF, TIFF

Email: [tpm@studioartlab.com](mailto:tpm@studioartlab.com)



## Photographer Advertorials

*Fully custom page layouts created by our staff with Interview style editorial intermixed with up to four(4) of your photographs per page.*

*2 pages @ \$50/pg : \$100*

*4 pages @ \$45/pg : \$180*

*6 pages @ \$40/pg : \$240*

*8 pages @ \$35/pg : \$280*

*10 pages @ \$30/pg : \$300*

*NOTE: 10 pages represents approx. 1/4 of the issue. Currently limited to one advertorial per issue.*

## Dedicated Special Issue

*Full 48-page SPECIAL ISSUE of TRAIL Photographers magazine featuring just your photography! All regular issue social media marketing included. Starting at \$900*

Email: [tpm@studioartlab.com](mailto:tpm@studioartlab.com)