TRAIL Photographers

SPONSOR MEDIA KIT

About

TRAIL Photographers MAGAZINE

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 cooredinates (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 possibly on social media. Photographer is credited.
- All photographers are provided an online review of the magazine prior to publishing.
- Feature enhancements are available.
- Current rotation: **Once every 2 to 3 issues**

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

TRAIL Photographers MAGAZINE

Print and Digital

- Interactive Online Version : Free Subscription
- Digital Download : $12
- Print-On-Demand : $20

Audience:

- Studio Art Lab Network: **8,400+**

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:

Our regular issues are submission volume based, however, we are fairly selective. We like to get one or more issues published each month. As soon as we have 40-50 photographers to submit accepted images, we move forward with the next issue.

Special Issues:

Special issues are announced as they are conceptualized. List of current special issues will be listed on the "Submit Photos" screens and can be selected at the time of photo submission.

Production

TRAIL Photographers MAGAZINE

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 considerd 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

TRAIL Photographers MAGAZINE

Contributing 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)

2 page spotlight (1 spread) : **Just $40**

Add Spotlight Photo Spreads

Up to 2 images per page OR 1 image as a 2 page spread

4 pages spotlight (2 spreads) : **$75**
6 pages spotlight (3 spreads) : **$110**
8 pages spotlight (4 spreads) : **$145**

Email: tpm@studioartlab.com

Rate Card

TRAIL Photographers MAGAZINE

Front Cover Consideration

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

Cover 1 - Front Cover .... $**200**

General Advertising Placement

Cover 2 - Inside front cover (left side) .... $**180**
Cover 3 - Inside front cover (right side) .... $**160**
Cover 4 - Back cover .... $**200**
Inside full page *(page placement varies)* .... $**150**
Back of magazine 1/2 page horizontal .... $**90**
Back of magazine 1/2 page vertical .... $**90**
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

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 @ $60/pg : $**120**
4 pages @ $55/pg : $**220**
6 pages @ $50/pg : **$300**
8 pages @ $45/pg : **$360**
10 pages @ $40/pg : **$400**

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

Dedicated Special Issue Photo Book

40-page special issue of Trail Photographers magazine featuring just your photography! All regular issue social media marketing included. $30/pg : **$1200**

Email: tpm@studioartlab.com