

Digital Camera TM

GUIDE TO ELECTRONICS

iPod Photo



NOT JUST ABOUT DIGITAL MUSIC ANYMORE!

EPSON R-D1 PAGE 40

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GE 56

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MEDIA KIT

GOING, GOING, GONE! How to create prints that will last
PAINTING WITH LIGHT Cast a new light on your subject
DIGITAL GALLERY Our readers' excellent work!
COOL NEW STUFF The stuff you want



Rolleiflex Mini



Casio P700



Sony DSCV

HOT PRODUCT REVIEWS

START ON PAGE 14

For Ad Sales, contact:

Jeff Adler
jadler@enoblemedia.com
201-843-4004 ext. 124

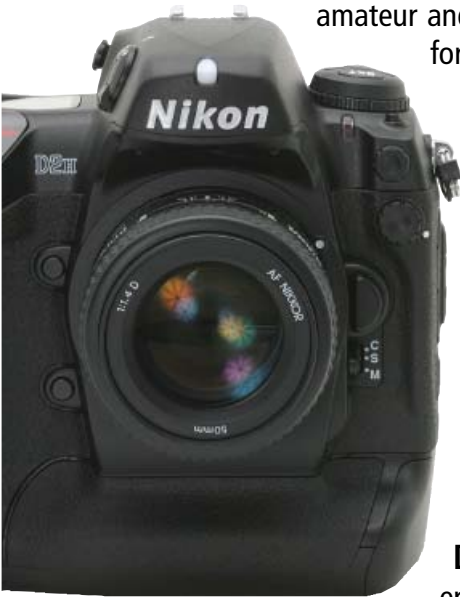
Alyssa Guelzow
Alyssa@enoblemedia.com
941-493-0139



media kit 2005

about Digital Camera

Digital Camera magazine, first published in 1998, is the most authoritative and respected magazine in the field of digital photography. As the market has exploded with new product, **Digital Camera** magazine has been the title that countless amateur and experts depend upon for all the latest and most accurate information. Readers count on reliable product reviews and how-to features. Advertisers know they can count on **Digital Camera** magazine to deliver consumers to their websites or store counters.



Digital Camera readers enjoy reports on new hardware as well as easy to use information on software and peripherals helping to find equipment that works together to optimize performance. We'll tell what's needed to get the job done, or just have fun!



Each issue of Digital Camera will feature:

- All the latest trends and developments in the digitcamera and imaging field
- CamLab Reviews putting products to the test in our state of the art labs for real world benchmarking.
- New Product Coverage including low, medium and high-end price point equipment, imaging software and peripherals.
- Product Comparisons of both competitive product and product updates
- Primers offering all the information a new user needs to become a hobbyist and an hobbyist needs to become a pro.
- How-To columns and features offering expert advice on a multitude of solutions





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about Our Readers

Digital Camera magazine readers are active purchasers. By simply subscribing or purchasing a copy at retail, our readers identify themselves as Camera and Imaging Enthusiasts. **Digital Camera** magazine readers are your best potential customer.

Our readers:

54% Own one or more Digital Cameras
39% Own two or more Digital Cameras
74% Plan to purchase a Digital Camera in the next 6 months
71.8 % are 18 to 44
71% are Male
29% are Female
Own computers at home (79%) or use at work (67%)
Have high speed internet access at home (57%) or work (82%)
Enjoy Digital Photography and imaging for personal use (62%) or for work (41%)



Here's how some of our readers using Digital Photography and Imaging

Editing Photos (69%)
Producing Greeting Cards (44%)
Using photos on web sites (42%)
Incorporating photos into business proposals or newsletters (39%)
Readers per copy: 2.7

Source: Fall 2003 Reader Survey





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rates and dates

Ad Rates: 50,000 rate base*

Size	1x	3x	6x
Full Page	4030	3750	3545
2/3 Page	3060	2810	2695
1/2 Page	2365	2165	2095
1/3 Page	1760	1699	1640
1/4 Page	1220	1150	1095

Digital Camera Magazine will offer at least 10,000 copies of each upcoming issue on line at Zinio, where your ad page's URL will be live and allow readers to link immediately to your website. There is no additional cost to you for your print ad in these additional copies.

Rich Media Enhancements

up to .5 MB	\$750
.51 to 1 MB	\$1270
1 to 1.5 MB	\$1550
each additional MB	\$1000 per MB

Market Place

1/4 Page	915	860	820
1/8 Page	670	640	610
Cover 2	\$4630		
Cover 3	\$4430		
Cover 4	\$4830		

Digital Camera Schedule

	Issue	Ad Closing	Ad Material	On-Sale	Subscriptions Mailed
Feb/March	33	20-Nov	27-Nov	4-Jan 2005	12/08/04
April/May	34	15-Dec	20-Dec	8-Mar	2/09/05
June/July	35	16-Feb	23-Feb	3-May	4/06/05
Aug/Sept	36	9-May	16-May	12-Jul	6/08/05
Oct/Nov	37	11-July	18-July	13-Sept	8/10/05
Dec/Jan	38	12-Sept	19-Sept	15-Nov	11/08/05
Feb/Mar	39	7-Nov	14-Nov	17-Jan	

Special Position Requests - +10%



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Editorial Calendar

ISSUE DATE	ISSUE	FEATURES
February/ March 2005	33	Feature: Great Accessory Roundup Roundup: Top Imaging Software Tutorial: Shooting for eBay Tutorial: Let It Snow
April/ May 2005	34	Feature: Print Longevity of Inks and Papers Roundup: Online Photo Printing Services Tutorial: Retouching Reflections in Portraits Tutorial: TBA
June/ July 2005	35	Feature: Pro Photographer Showcase (Name TBA) Roundup: Top 5 Photo Printers Tutorial: RAW Power! Get the most out of your camera Tutorial: TBA
August/ September 2005	36	Feature: Archiving Your Digital Library Roundup: Top 10 Adobe Photoshop Accessories Tutorial: Close-up Flash Techniques Tutorial: TBA
October/ November 2005	37	Feature: TBA Photo Retouching 101 Tutorial: Background Control in your Compositions Tutorial: TBA
Decemberr/ January 2006	38	Feature: TBA Winterize Your Digital Rig Tutorial: Create Breathtaking Landscapes Tutorial: TBA



Mechanical Specifications For Print Ads

Advertising Materials

Digital Camera™ Magazine requires that all specifications be followed for the preparation of all digital ads. Charges incurred by the publisher to meet these specs due to advertiser or agency error will be paid by the advertiser.

Applications and Fonts

- Quark Xpress 4, Macromedia Freehand 9, Adobe Illustrator 10 and Adobe Photoshop 6 are all accepted. Mac files preferred.
- All fonts should be Adobe Postscript Type 1 with no style attributes applied to the basic fonts. No True Type fonts.
- PC files are accepted but may create additional handling charges and costs. PC fonts are not accepted. All text must be converted to paths/outlines or bitmapped art.

Layout

- Build ads to trim size. For full page, full bleed ads, extend art .125" beyond trim. (See diagram below)
- Keep important matter 1/4" from final trims/borders.
- Please set your trapping and overprint accordingly. We will not alter your trap settings.

Scans/Images

- All images must be in CMYK color mode.
- Scanned or bitmapped images must be 300 ppi and should not be enlarged beyond 110% or reduced more than 50% in the layout.
- Image file format should be flattened TIF or EPS.
- JPEG, GIF, PICT, and BMP formats are NOT supported.

Final Files

- Files should be named using alpha-numeric characters only.
- Please add a period and three character file extension: scan_01.tif, drawing.eps

- Please include your name, our publication code* and a file extension in your file name.

YourCoName_OurPubCode_YourAdName.tif

AcmeAnvils_HHC_HvyWeightAd.qxd

AcmeDynamite_HHC_BlasterAd.eps

- If the file size is smaller than 5MB ad can be e-mailed, larger than 5MB, you must supply it on a Zip disk or CD (which will be returned only by request). We also have ftp transfer options.
- Please label your Zip Disk or CD with the name of the magazine in which your ad is to appear and your contact information.
- Include a printed directory of the disk's contents.
- Provide a hard copy proof containing 100% of the file information for each ad.
- If submitting electronically, you must include a screen optimized PDF for "proofing".
- For Quark ads: all elements used in the creation of the document (native Quark file, images and fonts) must be included.
- Please eliminate unused data and supply only those fonts required by your ad. Do not send PC fonts. We highly recommend the use of Flightcheck for packaging files.
- For Photoshop ads, save as flattened tiff or eps file format.
- Illustrator or Freehand, convert all text to paths/outlines and embed images.

Technical Issues

E-mail: craig@mobilemg.com for technical issues.

Ad Materials FTP Site

<ftp.enoblemedia.com>

login: [mediaupload](#)

password: [public](#)

We recommend the use of Fetch or FTP Voyager for ftp transfers.

* Publication Codes



Ad Sizes

Ad Size	Dimensions (w x h)
Full Page - Full Bleed	8.125 x 11.125
Trim Size	8 x 10.875
Live Area	7.5 x 10.375
2/3 Page Vertical	4.875 x 10.375
1/3 Page Vertical	2.375 x 10.375
1/2 Page Vertical	3.8125 x 10.875
1/2 Page Horizontal	7.375 x 5.125
1/3 Page Square	4.875 x 4.875
1/4 Page	3.625 x 5

Inserts - Call for details

Marketplace Ad Size

Dimensions (w x h)

1/4 Page

3.625 x 5

1/8 Page

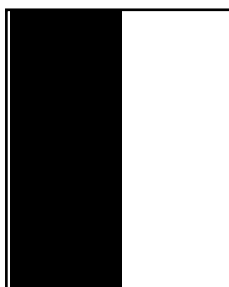
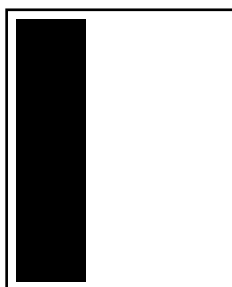
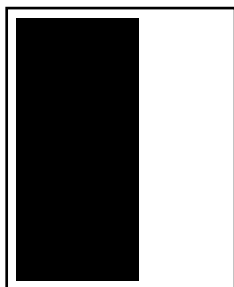
3.625 x 2.5

Gray - .125" bleed

Black line - Trim

White - safe margin

Black - Live area

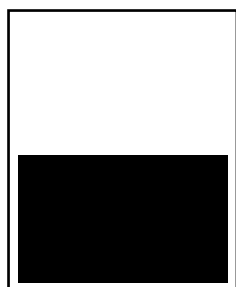


Full Page (Trim)
8 x 10.875

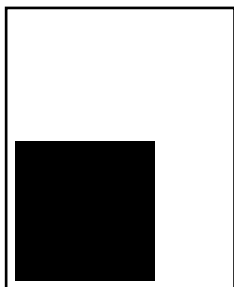
2/3 Page Vert
4.875 x 10.375

1/3 Page Vert
2.375 x 10.375

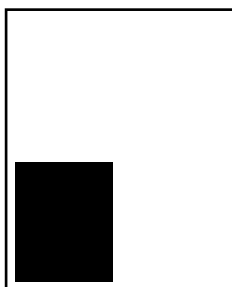
1/2 Page Vert
3.8125 x 10.875



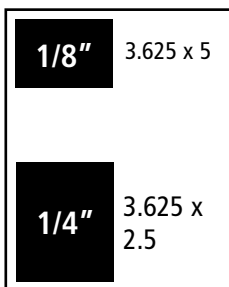
1/2 Page Hor
7.375 x 5.125



1/3 Page Sq
4.875 x 4.875



1/4 Page
3.625 x 5



Marketplace Ad
1/4 and 1/8 Pg



TERMS AND CONDITIONS

Contract Period: Frequency discounts are based on the number of insertions contracted. Signed insertion orders must accompany all space reservations.

Cancellations: Cancellations or changes in orders may not be made by the advertiser or its agency after the space closing date.

Credit and Payment Terms and Conditions: New advertisers must furnish credit and bank references or can establish credit by payment in advance.

Billing Procedures: Invoices are due within 30 days of billing date.

Past Due: All accounts not paid in full within 30 days of billing date will carry a 1-1/2% late charge per month.

Note: Advertising materials will be stored for 12 months after last run and then destroyed unless other written instructions are received from the advertiser or its agency.

1. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any exposure or loss by reason of any claims arising out of publication.

2. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order or space reservation at any time.

3. Positioning of advertisement is at the discretion of the publisher except where a request for a specific preferred position is accepted by the publisher in writing.

4. Publisher shall have no liability for errors in key numbers, or in any preparation or correction done by publisher.

5. Cancellations or changes in orders may not be made by the advertiser or its agent after the space closing date.

6. All insertion orders are accepted subject to the provisions of our current rate card. Rates are subject to change upon notice from publisher.

7. Cancellation of space reservations for any other reason in whole or in part by the advertiser will result in an adjustment of the rate (short rate) based on actual insertions to reflect actual space used at the earned frequency or volume rate.

8. Publisher shall not be liable for any costs or damages for failure to publish an advertisement for any reason.

9. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and its agency ordered and which advertising was published.

10. Failure to make insertion order correspond in price or otherwise with rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.

11. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes, interruptions of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any matter.

12. The word advertisement will be placed with copy, which, in the publisher's opinion, resembles editorial matter.

13. Any ad requiring typesetting, electronic manipulation, corrections or other preparation by publication must be received by space reservation deadline. Additional charges will be applied.

14. **Press proofs cannot be furnished.**

15. Publisher will, on written request, release files to other publications five working days after receipt of instructions and authorization to make a set of duplicate files. Duplications and handling/forwarding will be billed at cost.

16. Publisher reserves the right to trim, reset, or to change cuts to standard size.

17. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher:

Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions on this rate card.

18. As used in this section entitled "Terms and Conditions," the term "publisher" shall refer to Digital Camera or, where relevant, to pre-press and production suppliers performing work on behalf of the Publisher.