

256 photo
MEDIA KIT

About

Theme - Black and White Only:

There are only 256 RGB color codes in a b/w greyscale image. We feature raw and artsy black and white images that will look amazing in the pages of our magazine.

Coverage Area: International

Aesthetic/Genres

- We are looking for raw and artsy black and white images that will look amazing in the pages of our magazine.
- Non-Watermarked - We will include your name and website/Instagram below the image in the magazine.
- Model Release - You must have permission from your creative team to publish the images prior to submitting.
- Rated-G: No adult or macabre / horror themes. We want the whole family to be able to enjoy our magazines.
- We tend to avoid featuring self-portraits(selfies), family or event/journalistic photos.

256photo

Contributing Photographers

- 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 social media posts and in the magazine. Photographer is credited.
- All photographers are provided an online review of the magazine prior to publishing live.
- Feature enhancements are available.

Distribution

256 photo

Print and Digital

- Interactive Online Version : Free Subscription

Audience:

- Social Media Following: **2,000**
- Studio Art Lab Network: **11,000+**

Viewer Demographics

AGE RANGE

13-17: **1.5%**
18-24: **16.8%**
25-34: **31.5%**
35-44: **24.5%**
45-54: **13.9%**
55+: **11.9%**

GENDER

Women: **58.2%**
Men: **41.8%**

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.

Annual Print Edition:

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

256photo

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)

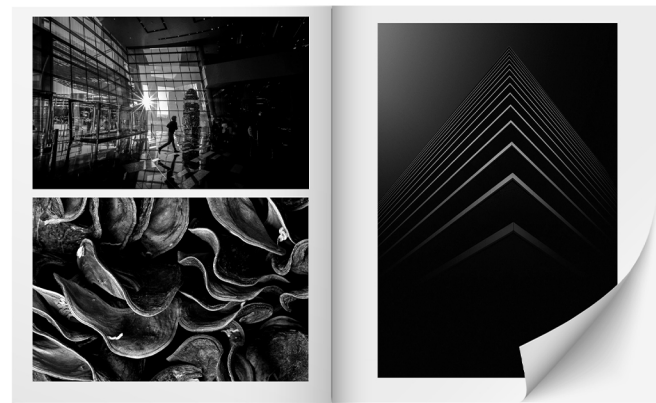
Recommended Aspect Ratios: 8x10, 5x7, 4x6

Accepted File Formats: JPG, PNG, TIF

Spotlight Upgrade

Photographer Spotlight | Rates

256photo



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: 256photo@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: 256photo@studioartlab.com

256photo

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 50-page issue of 256photo magazine featuring just your photography! All regular issue social media marketing included. Starting at \$900.

Email: 256photo@studioartlab.com