256 photo

MEDIA KIT

About

256photo

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.

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

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Print and Digital

- Interactive Online Version : Free Subscription
- Digital Download : $12.00
- Print-On-Demand : $20.00

Audience:

- Social Media Fallowing: **1,400**
- Studio Art Lab Network: **8,400+**

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:

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

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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

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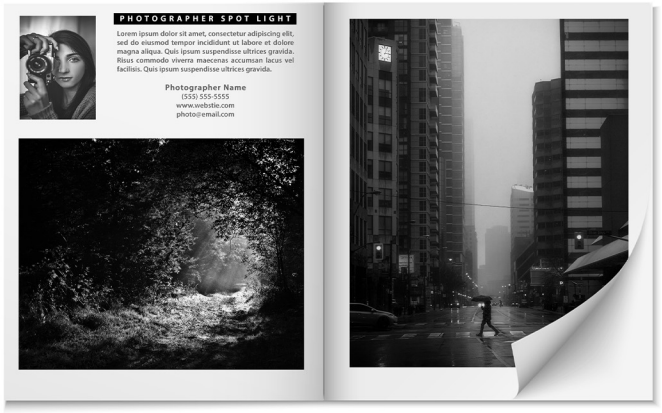
Contributing Photographer Spotlight



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: 256photo@studioartlab.com

Rate Card

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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: 256photo@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 **256photo Magazine** featuring just your photography! All regular issue social media marketing included. $30/pg :* **$1200**

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