

# photoworks

The biannual photography and visual culture magazine from Photoworks

Each beautifully produced issue shows new or unpublished work from emerging and established artists alongside incisive commentary commissioned from leading photographic writers. *Photoworks* is a unique forum for British and international photography and has established its reputation by leading the debate surrounding all photographic genres.

*Photoworks* is published in the UK in May and November and is available, by subscription, worldwide from specialist retailers, WHSmith stores and in the US from Barnes & Noble.

Readership: 16,300

50/50 male female, aged 25-54, highly educated, frequent travellers, interested in art & design.

Our most recent survey suggests 87% of our readers work directly in photography or the visual arts. The majority visit 11 or more photography exhibitions a year; 29% will travel anywhere in the UK for a show that interests them and over 90% have travelled internationally specifically to view an exhibition. 51% claim reading about an exhibition in *Photoworks* magazine has prompted them to visit it; 39% say a *Photoworks* review has prompted them to purchase a publication.

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*“Photoworks has good writing and good editing, and I like their idea of presenting well known photographers alongside younger ones, creating an open creative mix”*  
**Jeff Wall - Photographer**

*“Packed with interesting debate, reviews and a fresh insight into the world of contemporary photography. Beautifully produced and well worth making shelf space for.”*

**Mark Sealy – Director of Autograph, Association of Black Photographers**

*“I always enjoy *Photoworks* coverage of emerging photography - the life-blood of a poignant photography magazine. In the UK, photography is often marginalised and trivialised, but *Photoworks* has the welcome knack of knowing what issues, events and exhibitions deserve serious attention.”*

**Martin Parr - Photographer**

*“Making a photography magazine work well both in terms of the selection of photographic projects and the issues presented, is a fine art – and *Photoworks* succeeds in every issue.”*

**Charlotte Cotton – Creative Director, National Media Museum, London**

*“Required reading for anyone interested in photography.”*

**Brett Rogers, Director, The Photographers’ Gallery, London**

*“*Photoworks* has quickly established itself as a leading forum for groundbreaking photography and critical debate. Its mix of high quality reproduction and thoughtful design make it an exemplary publication”*

**David Company -Writer, Artist and Lecturer**

*“A beautiful and thought-provoking publication”*

**Martin Barnes - Curator, Photographs, Victoria & Albert Museum**

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## Advertising Rates 2011

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### Commercial organisations

Inside front cover	£1500
Inside back cover	£1300
Opposite colophon	£1200
Full page	£1100
Half page	£600

### Not for profit organisations

Inside front cover	£1200
Inside back cover	£1040
Opposite colophon	£960
Full page	£880
Half page	£480

Photoworks will not charge VAT on your advert  
Rates for inserts available on request  
Series discount 15%

## Publishing schedule

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<u>Booking</u>	<u>Copy</u>	<u>Publication</u>
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### Issue 16

Spring Summer 2011

15 March	30 March	1 May
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### Issue 17

Autumn Winter 2011/12

16 September	4 October	1 November
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## Artwork specifications

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We accept only high-resolution print ready, single page PDF files.

Fonts must be embedded.

Artwork must be scaled at 100%. Images must be 300dpi and in TIFF or EPS format.

All colour artwork must be separated into CMYK – no colour profiles or spot colours.

All artwork should have crop marks and all half page and quarter page ads should have a keyline or background image or tint to define the size.

Reproduction quality of tints less than 20% cannot be guaranteed.

<b>Full Page</b> 230x280mm 3mm bleed	<b>Half Page</b> 200x120mm
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Please contact us for online rates