



*for* PHOTOGRAPHERS  
AND AFICIONADOS

[www.f11magazine.com](http://www.f11magazine.com)



- Free ●
- Opt-In ●
- Monthly ●
- Targeted ●
- Design led ●
- High quality ●
- Pro and enthusiast focus ●
- Online page flip magazine ●
- iPad friendly PDF option ●
- Read in over 60 countries ●
- Top 5 readership markets: ●  
Australia, New Zealand, USA,  
United Kingdom and Canada
- Over 5,000 professional ●  
photographers are subscribers
- Online imaging community ●

## ENGAGING, ONLINE AND FREE!

Introducing *f11* Magazine for photographers and aficionados!

[www.f11magazine.com](http://www.f11magazine.com)



*f11* is a FREE online magazine presented in a page flip format.

*f11* is aimed directly at professional and enthusiast photographers, designers and creative people working with images, and collectors of photography and ephemera.

*f11* contributors share this passion as they make, collect, live, eat and breathe pictures. They're also astute observers and experienced commentators on the imaging industry.

*f11* features images from interesting, passionate photographers and shares their ideas, opinions and techniques. Our readers expect to see images of every type and origin, silver and pixels, wet and dry, dark and light, Polaroid and iPhone!

*f11* targets and engages with the following audiences:

- Professional photographers
- Photographic institutes and associations
- Photographic enthusiasts and hobbyists
- Collectors of photography
- Graphic design professionals, illustrators & retouchers
- Advertising industry professionals
- Motion picture, CGI and animation professionals
- Educational establishments and students

*f11* features products that appeal to this audience and seeks insight from leading exponents of the art. The magazine also covers associated technology products.

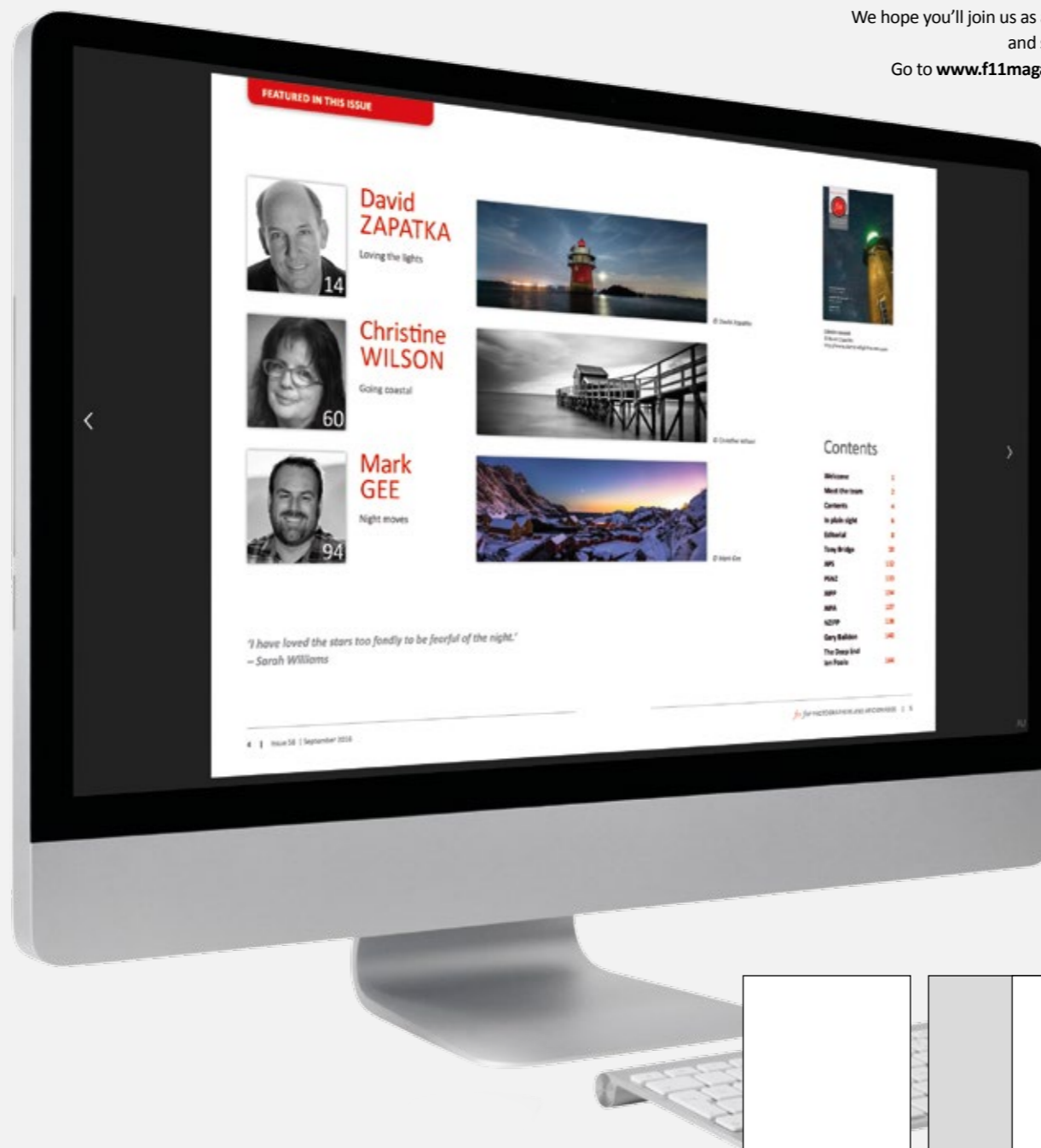
All this and more, and free to read online each month! Readers can digest *f11* on their iPad, Mac, PC, tablet or internet connected smart high definition television.

### HOW TO ADVERTISE WITH US

Full Page	210mm W x 297mm H plus bleed (5mm) Cost NZ\$2000 plus GST
Double Page Spread	420mm W x 297mm H plus bleed (5mm) Cost NZ\$3000 plus GST
Half Page Vertical	95mm W x 287mm H Cost NZ\$1200 plus GST
Light Box listing	95mm W x 95mm H Boundary Boxed Cost @ NZ\$450 plus GST

See list of future issues on the back page of this kit.

**TO ADD TANGIBLE VALUE, EVERY AD CARRIES AN EMBEDDED HOT LINK TO YOUR WEBSITE'S HOME PAGE, OR TO A SPECIFIC PRODUCT PAGE.**



We hope you'll join us as an advertiser, and as a reader, and share in our developing story!  
Go to [www.f11magazine.com](http://www.f11magazine.com) to subscribe NOW!

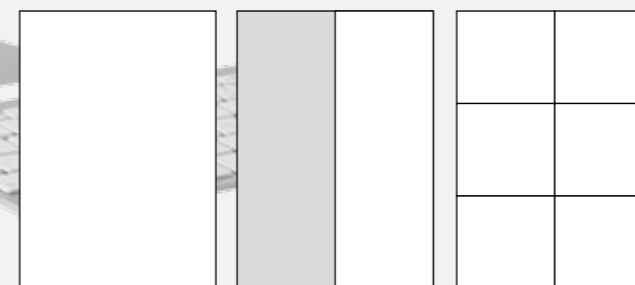
### ADVERTISING SPECIFICATIONS

We construct the magazine in high resolution at 300 dpi, just as we would if we were going out to print. Therefore, all advertising material should be originated in high resolution at 300 dpi and supplied as a press quality print PDF file.

Please note:

- All fonts, graphics and logos must be vector based, outlined and embedded in the final artwork.
- All images must be high resolution (at least 300 dpi)

Ads should be built in InDesign or Illustrator, not in Photoshop, to prevent information loss and ensure high quality reproduction.



Full Page

Half Page Vertical

Light Box listing

Our production process translates these high resolution files for the scalable screen resolution enjoyed by our readers.

In most cases for full page ads, you'll find that we can work with the same A4 material you're using in any print media advertising.

*f11* publishers reserve the right to decline advertising for any reason without explanation and this can take place any time before or after material is supplied.

From the publisher:

Established in July 2011, *f11* is made in New Zealand for an online world without frontiers. Our first issues featured Australian and New Zealand photographers and stories but now, with a global community of readers, our feature photographers come from all over the world.

*f11* is free for a very good reason.

It's all about building and maintaining a community of interest and the fastest way to do this is to give our content away. In a traditional print and paper based publishing environment the cover price or subscription cost is a barrier to opting in, a reason to opt out and an annual bridge to burn when difficult times force choices on discretionary spending.

*f11* is not the place to promote low end photo equipment. We don't have articles on how to win photo competitions, shoot the family cat or use starburst filters. Instead, we engage with people who passionately and willingly spend money on imaging, year in and year out. This is the market that keeps advertisers' businesses humming in good and bad times. This sector is also relatively recession-proof.

We publish electronically with the intention of absolute platform flexibility. However readers browse, whatever their device, we aim for a seamless readership experience.

Readers need an internet connection, a device with a screen, and browser software – so the delivery system is already in their home and highly likely in their hands.

Readers register to subscribe online and receive an email when each issue is released.

It's fast, easy and free to sign up, so join us now.

**Tim Steele**  
Publisher/Creative Director



## ISSUE SCHEDULE

f11 is published monthly, with the sole exception being a combined December/January issue for a total of eleven issues per year:

Issue #	Name	Material Deadline	Release Date
62	Feb 2017	20 Jan	1 Feb 2017
63	March 2017	20 Feb	1 March 2017
64	April 2017	24 March	1 April 2017
65	May 2017	21 April	1 May 2017
66	June 2017	26 May	1 June 2017
67	July 2017	23 June	1 July 2017
68	Aug 2017	21 July	1 Aug 2017
69	Sept 2017	25 Aug	1 Sept 2017
70	Oct 2017	22 Sept	1 Oct 2017
71	Nov 2017	23 Oct	1 Nov 2017
72	Dec/Jan 2018	24 Nov	1 Dec 2017
73	Feb 2018	22 Jan	1 Feb 2018
74	March 2018	23 Feb	1 March 2018
75	April 2018	23 March	1 April 2018
76	May 2018	20 April	1 May 2018
77	June 2018	25 May	1 June 2018
78	July 2018	22 June	1 July 2018
79	Aug 2018	20 July	1 Aug 2018
80	Sept 2018	24 Aug	1 Sept 2018
81	Oct 2018	21 Sept	1 Oct 2018
82	Nov 2018	26 Oct	1 Nov 2018
83	Dec/Jan 2019	23 Nov	1 Dec 2018
84	Feb 2019	25 Jan	1 Feb 2019

## ADVERTISING PAYMENT

Advertising will be invoiced on the day of publication of each issue. Publication is the release day that each issue becomes available to readers online. Invoices will be issued in PDF form and sent by email to the advertiser on the day of publication. Advertising invoices must be paid within seven working days of the invoice date.

## CONTACT DETAILS

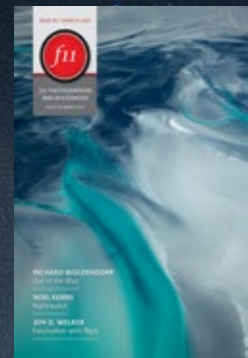
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This Media Kit is correct at the time of production but we reserve the right to make changes at any time without prior notice. Advertisers should check that the terms and dates are correct when making bookings. We'll do our best to notify regular advertisers of any upcoming changes but infrequent advertisers should ensure that they are referring to the most up to date media kit.

Date of issue: 1 February 2017



Cover photography:

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