

Pf magazine for professional photography *Mediacard 2019*



Pf has been founded in 1983 and for 36 years the only magazine that's been focusing on professional photography in every aspect. Pf is not only a magazine but also an online platform. Pf is also a community on Facebook and Instagram (and Youtube.com) and sends out a weekly newsletter with all the latest news.



Statistics

- PF magazine is published **8x per year**. Circulation **4.100 copies**
- Website www.pf.nl has 15.000 unique visitors per month
- The weekly newsletter has 6.000 subscribers
- Social media; Facebook 5.600 followers, Instagram 1.300 followers

Advertising Print

Size	Specifications w x h (mm)	Rates €
2/1 page	470 x 305 (excl. 5 mm bleed)	3,495
1/1 page	235 x 305 (excl. 5 mm bleed)	1,995
1/2 page landscape	235 x 150 (excl. 5 mm bleed)	1,245
1/2 page portrait	110 x 305 (excl. 5 mm bleed)	1,245
1/4 page portrait	100 x 140	745
Surcharge branded content*		+750 per page
Inserts		On request
Other advertisement sizes		On request

Publication List 2019

Edition	Deadline supplying advert	Publication date
1	5 February	1 March
2	19 March	12 April
3	30 April	24 May
4	4 June	28 June
5	6 August	30 August
6	10 September	4 October
7	15 October	8 November
8	12 November	6 December

Advertising PF.nl – Newsletter - Facebook

Size	Specifications	Price €
Leader board banner website	728 x 80, 468 x 60, 320 x 50	775 a month
Medium rectangle	300 x 250 , 320 x 50	550 a month
Wide skyscraper	160 x 600	700 a month
Button	300 x 95	300 a month
Logolink	150 x 150	150 a month
Facebook Posting + Boost		250
Full banner newsletter	468 x 60	250
Digital advertorial newsletter	550 x 370 + 60 words	250
Dedicated e-zine		1,785 per newsletter



SUBMISSION OF MATERIAL

Print: Digital advertising material has to be drawn up in Adobe InDesign or QuarkXPress, or delivered as Certified PDF, EPS or TIFF. Regarding colour ads, make sure you are not using RGB colours or in addition to full colour are adding spot colours.

Online: Banners or buttons ought to be delivered in 72 dpi as jpg, gif, png (flash only after prior consultation). Meet the required specifications and size max 99 kb, and add a URL to which the banner or button should address. All banners can be placed in carrousel.

Send print and online advertisements to: traffic@virtumedia.nl, stating title and edition number

Contact details

Publishing company

Virtumedia B.V.
Postbus 595
3700 AN Zeist
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Publisher

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Advert department

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Traffic department

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