COASTAL NORTH CAROLINA PHOTOGRAPHY MAGAZINE

NC EDGE

SPONSOR MEDIA KIT

About

Theme - Coastal NC Photography:

NC EDGE magazine was created to "exclusively" promote photography that is taken in the North Carolina counties that touch the coastline. A coastal/beach theme is not required but is generally preferred as our primary mission is to encourage tourism and attracting clients seeking coastal photography sessions.

Coverage Area

Submissions will be considered if the photo was taken in a county of North Carolina that touches the coastline of the NC. Photographer's home or business location is not a requirement. All photographers are welcome.

Aesthetic/Genres

NC EDGE magazine publishes only family friendly content. We want the whole family to be able to enjoy our publication. Our primary mission is to get the photographers that are featured new clients.

NC EDGE

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 are currently developing a photographers directory and search engine at NCEdge.com. This Online presence will provide an interactive resource for prospective clients to quickly find the perfect local photographer for their next photography session on the coast of North Carolina. This directory will be created using our contributing photographers list.

Distribution

Print and Digital

- Interactive Online Version : Free Subscription
- Digital Download : $12
- Print-On-Demand : $20

Audience:

- Social Media: **2,100**
- Studio Art Lab Network: **8,400+**

Viewer Demographics

AGE RANGE

13-17: **0.8%**
18-24: **9.8%**
25-34: **36.3%**
35-44: **23.3%**
45-54: **16.2%**
55+: **13.6%**

GENDER

Women: **69.4%**
Men: **30.6%**

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.

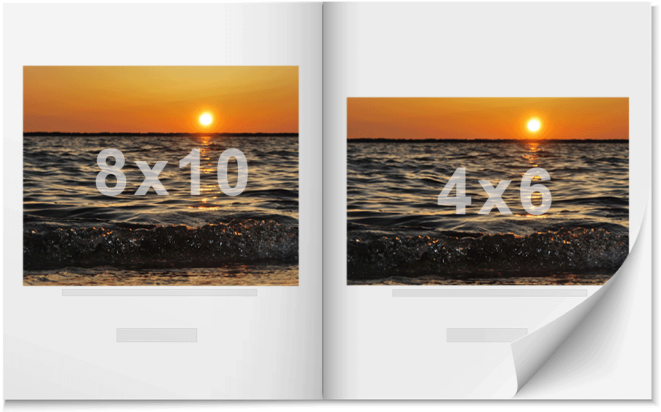
Special Issues:

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

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

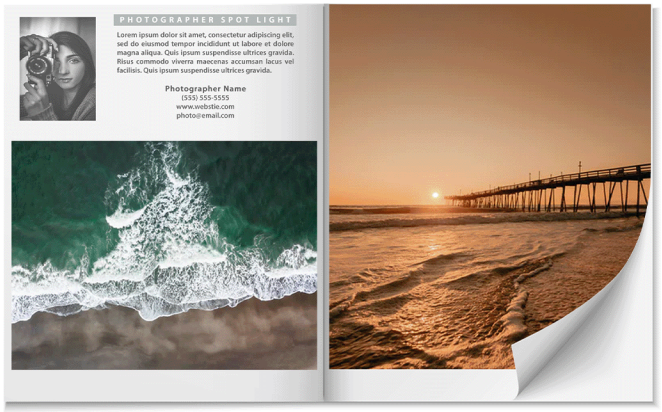
Horizontal / Landscape

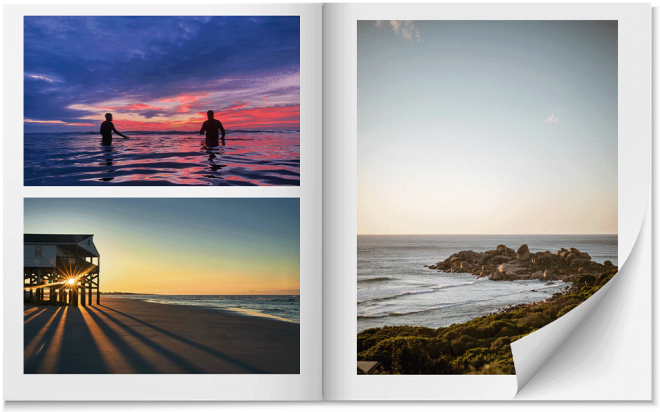
(Horizontal images can not be considerd for covers)
Page Size: 2,550px(W) x 3,300px(H)
Recommended Aspect Ratios: 8x10, 5x7, 4x6
Accepted File Formats: JPG, PNG, TIF

Spotlight Upgrade

NC EDGE

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: ncedge@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 .... $**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: ncedge@studioartlab.com

NC EDGE

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

*A 40-page special issue of **NC EDGE** magazine featuring just your photography! All regular issue social media marketing included. $30/pg :* **$1200**

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