
FOTO8

WWW.FOTO8.COM

**ONLINE
IN PRINT
ON DISPLAY**

FOTO8

THE ORGANISATION



The *FOTO8* building, located on Honduras Street, London, EC1 houses all components of the *FOTO8* organisation – the website studio, the offices of *8 Magazine* and London's only dedicated gallery of documentary photography, *HOST*. These three organs, forming the hub of activity that is the *FOTO8* building, constantly work to evaluate, stimulate and create photographic modes of storytelling and interpreting the world – online, in print and on display.

Established in 1997, *FOTO8* began life as a web journal – a much needed venue for photographers to be able to present their personal work to a wider audience. In 2001, the web journal organically led to the publishing of a physical magazine. *8 Magazine* has gone from strength to strength over the years, now occupying an envious position in the world of photography magazines as a biannual journal of inspiring photographic work.

The most recent *FOTO8* venture, the establishment of *HOST Gallery* in 2005, has seen the culmination of *FOTO8*'s objectives realised in exhibition form. *HOST Gallery* continues to exhibit incisive and challenging work on its walls, complimented by an on-going program of face-to-face encounters with photography and film.

8 MAGAZINE

THE PHOTOGRAPHY BIENNIAL



8 Magazine is the UK's fastest growing publication of photo-journalism. The magazine's focus is on independent reporting, presented to its readers in a high-quality engaging print format.

8 Magazine represents the highest standards in both physical production and intellectual content. The publication features challenging and inspiring photo stories by the world's leading photography talents. Topical essays and columns by established writers convey incisive commentary and personal points of view.

8 Magazine represents the very best in design and print and follows a graphic format that uses the medium of the printed page to its fullest. Published biannually, *8 Magazine* looks beneath the surface and shines a spotlight on the issues that shape our world.

Awards & Nominations:

**WINNER: Best Designed Consumer Magazine of The Year
(Under 40,000) Magazine Design Awards 2007, UK**

**WINNER: Amnesty Media Awards for Photojournalism
(Andrew Testa, *Acids Attacks in Bangladesh*).
*Amnesty International Media Awards 2007***

**FINALIST: Best Photography Magazine
*Lucie International Photography Awards 2007, USA***

**WINNER: Best Designed Consumer Magazine of The Year
(Under 40,000) Magazine Design Awards 2006, UK**

ALSO NOMINATED FOR:

'Best Use Of Typography' & 'Best Use Of Photography'

**WINNER: Best Front Cover of The Year (Under 40,000)
*Magazine Design Awards 2005, UK***

ALSO NOMINATED FOR:

**'Best Redesign/Relaunch of the Year,' 'Best Use Of Photography'
& 'Best Designed Magazine of the Year'**

8 MAGAZINE

DISTRIBUTION & READERSHIP

Distribution:

8 Magazine has a strong subscription readership, numbering four figures. It is sold directly from its sister website *foto8.com*. Single issues are distributed by *Central Books* in the UK and *COMAG Specialist Division* overseas. The magazine is sold in specialist bookshops and galleries.

Since *8*'s inception, there has been a **20% year on year growth in subscriptions**. Sales continue growing as *8* now enjoys distribution in Canada and the United States.

8 is personally **delivered to more than 300 picture editors and editors** at leading newspapers and magazines as well as to top art directors and photography creatives in the United Kingdom, Europe and the United States. *8* is used by key decision-makers in the photography industry as an essential resource of contemporary photography. It is a publication that is archived and referred to continually.

Readership Summary:

8 Magazine readers are an extremely literate ABI audience that numbers **over 9,000 per issue; 65.7% Male and 34.3% Female**

51% of our readers work in the media industry:

34.8% are photographers

4.49% are journalists

4.49% are editors

4.49% are designers

1.12% are art directors

16.8% of our readers are students (majority are photography students)

6.7% of our readers are teachers (in the subject area of photography)

24.7% of our readers work outside of the photography industry

8 readers include: teachers, investment bankers, social-workers, consultants, head-hunters, computer engineers, web producers and councillors

65% are UK-based with the balance being **20% domiciled in Europe** and **15% in the rest of the world**, predominantly in the USA and the English-speaking world

*NOTE: Readership figures and statistics are based on actual results from an online survey, of paying subscribers and other respondents, conducted in Winter 2006/2007

8 MAGAZINE

ADVERTISING RATES

Premium annual advertisers

(2 issues + online MPU homepage banner)

- Inside front cover £4000
- DPS front of book £4000
- Outside back cover £4000
- Inside back cover £4000

Exceptional one-off premium positions

- Inside front cover £3200
- DPS front of book £3200
- Outside back cover £3200
- Inside back cover £3200

Inside magazine:

Single Rates (one insertion)

- Half page £650
- Full page £1200

Annual Rates (2 consecutive issues)

- Half page £1000
- Full page £1800

Loose flyer Inserts

Price on application

Measurements (width x height):

- Half Page 180mm x 115mm
- Full Page Trim: 210mm x 270mm
Bleed: 213mm x 276mm
- DPS Spread Trim: 420mm x 270mm
Bleed: 426mm x 266mm

Production specifications

Digital copy should be supplied as a CMYK print-ready PDF or TIFF files @300 dpi. Digital copy should be supplied via email or on a CD/DVD. In order to guarantee colour reproduction a colour proof is required.

Annual Publishing dates and Copy deadline

Spring/Summer

- on sale 15 April

- copy by 01 February

Autumn/Winter

- on sale 15 October

- copy by 01 August

Advertising Agencies and Bookings

Note: all prices quoted as Net of advertising agency discount.

Contact:

Will Carleton

1 Honduras Street

London EC1Y 0TH

T - 020 7253 8801

F - 020 7253 2752

E - will@foto8.com

www.foto8.com/media

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WWW.FOTO8.COM

**1 HONDURAS STREET
LONDON EC1Y 0TH
020 7253 8801**