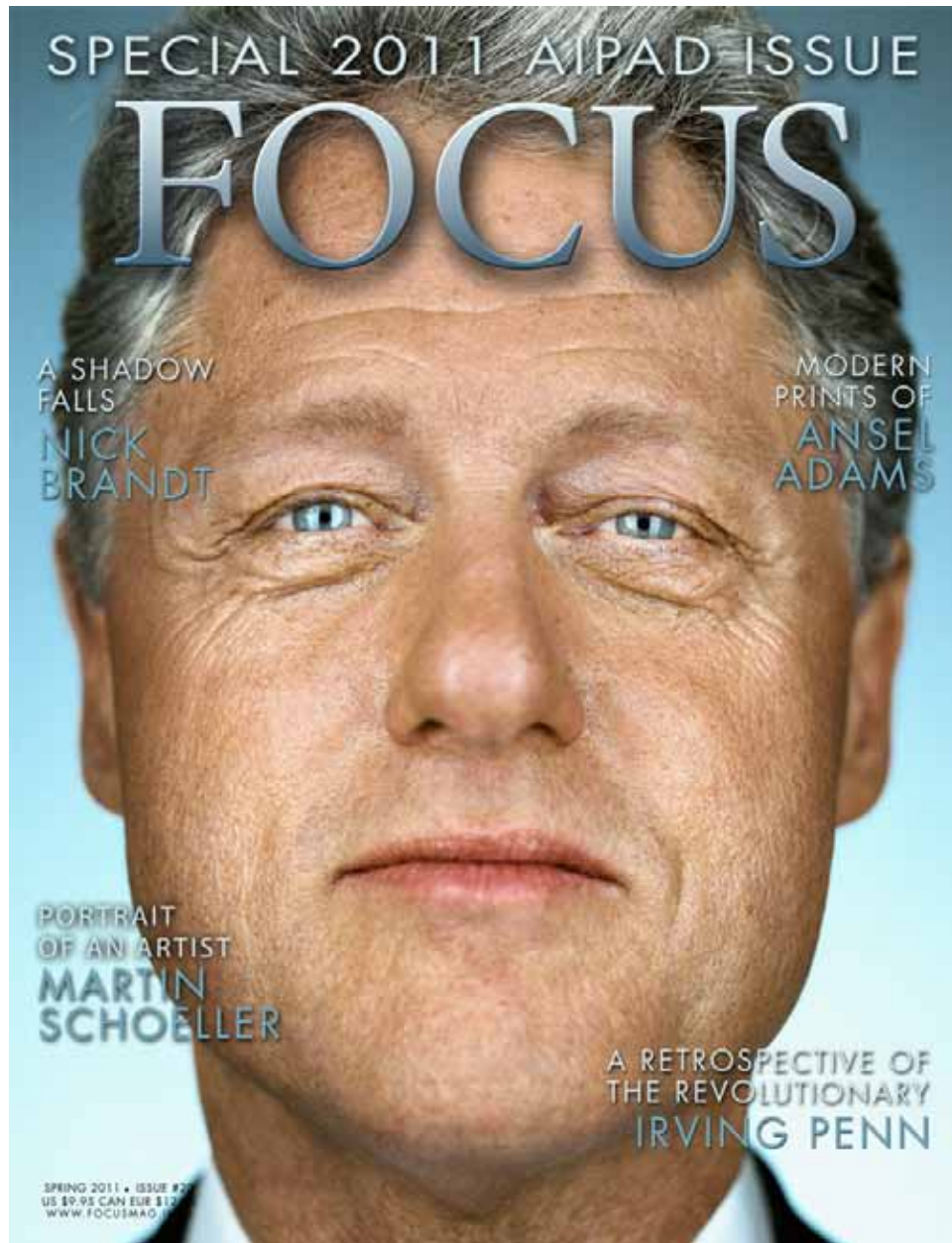


FOCUS

FINE ART PHOTOGRAPHY MAGAZINE



2011 ADVERTISING MEDIA KIT



▶ WHAT MAKES FOCUS MAGAZINE UNIQUE?

- ▶ In-Depth interviews with photographers and curators of museums and galleries from across the world. Our interviews are usually no less than 10 pages, allowing the reader to fully explore the depth of the subject being interviewed.
- ▶ Direct distribution to collectors at art fairs, galleries, auctions and other events through special controlled (free) circulation.
- ▶ Regular columns by some of the most knowledgeable and respected names in the industry.
- ▶ Auction, art fair and exhibition news, listings and reviews.
- ▶ Digital distribution through iPad, iPhone and Droid mobile devices.

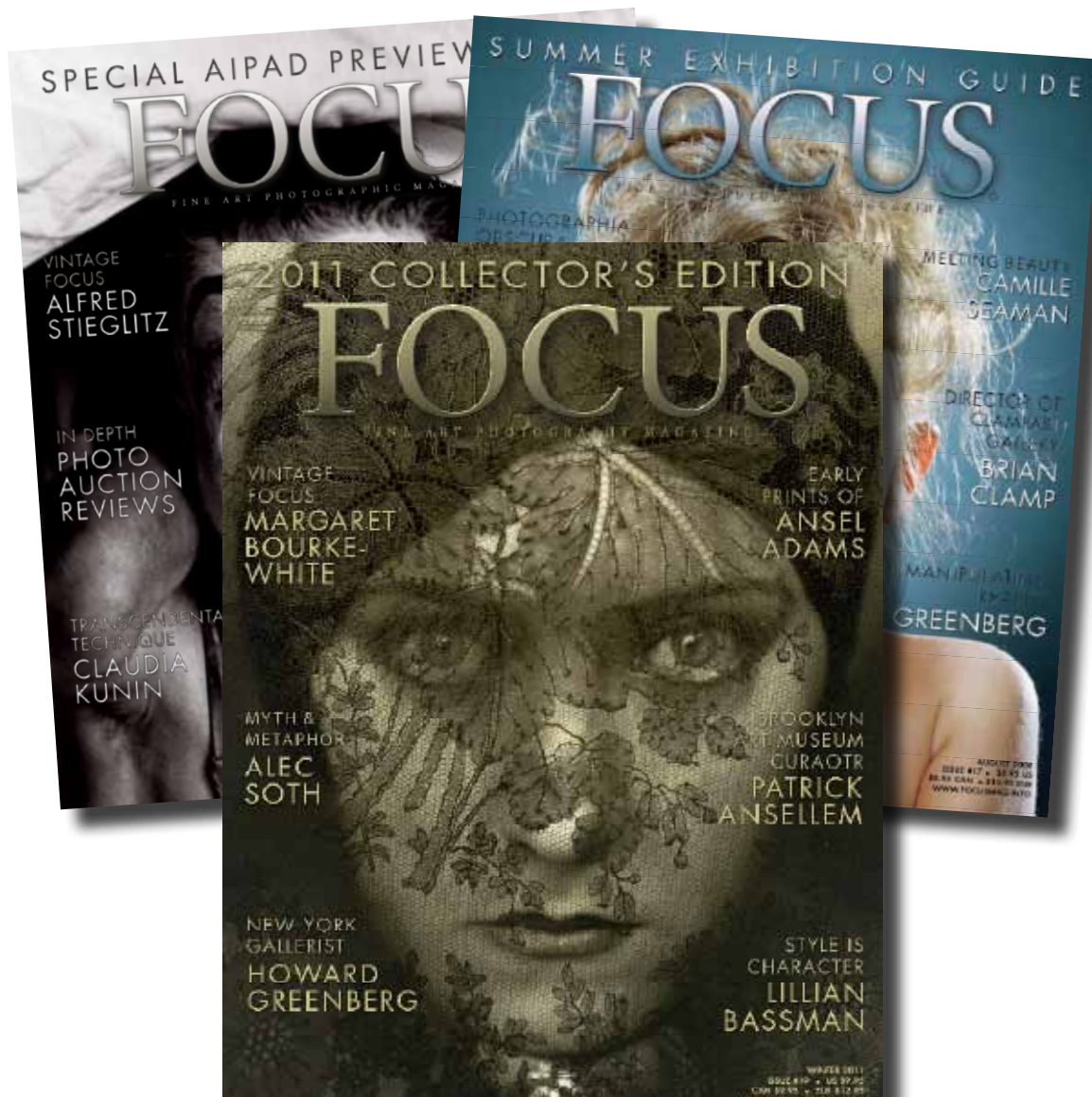


▶ OUR READERS

WHO ARE OUR READERS? OUR READERS ARE...

- ▶ 63% photographers
- ▶ 37% collectors

THE COLLECTORS ARE 53% are Male, 35-54 (54%), have their Masters (63%), while 15% have their PHD, 72% have an average HHI of over \$100,000, 76% collect photography, 68% own and collect photo books, 91% attend gallery exhibitions while out of the 91%, 42% attend an exhibition on the opening night, 81% bought photography from galleries in 2008, 43% bought photography from galleries that advertised in Focus and 80% are either likely or very likely to buy photography again in 2009 and 91% of those surveyed said that they would consider visiting a gallery even more because they advertised in Focus Magazine



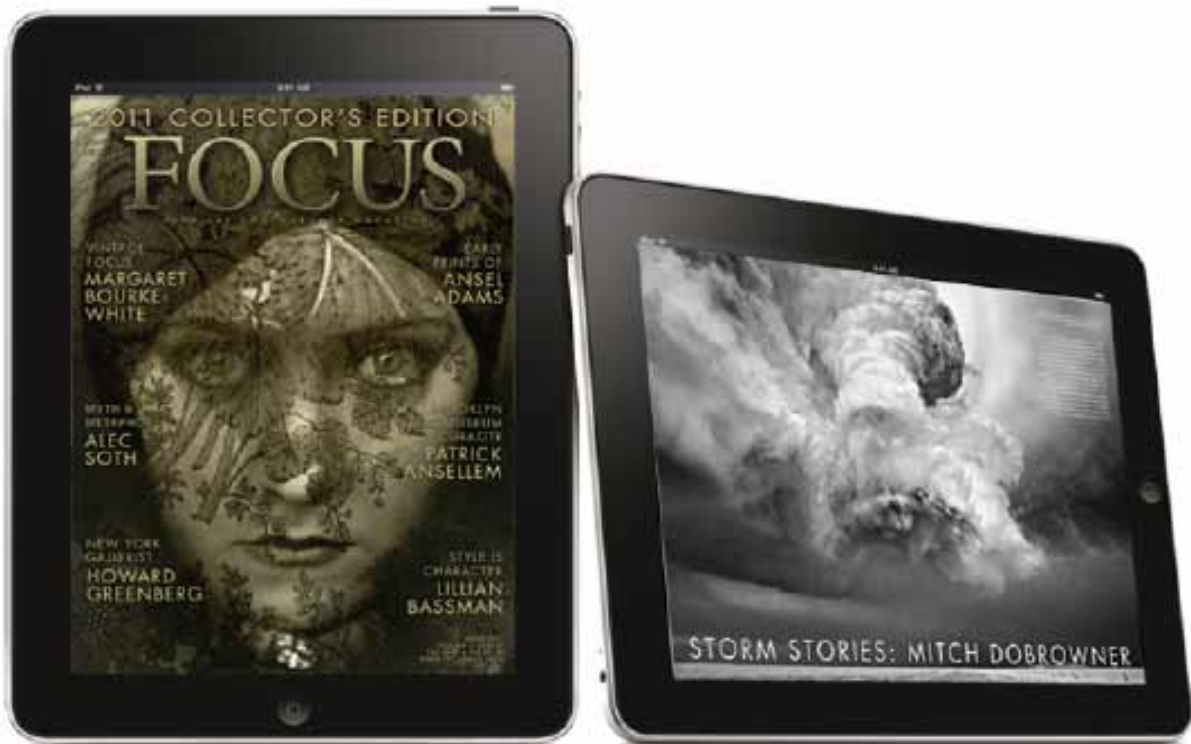
▶ OUR READERS

WHO ARE OUR READERS? OUR READERS ARE...

- ▶ 63% photographers
- ▶ 37% collectors

THE PHOTOGRAPHERS ARE 58% are Male, 42% are Female. In a recent E-Mail survey conducted of our photographer readers, the top 10 brands that they used were Epson, Nikon, Hahnemuhle, HP, Kodak, B&H, Ilford, Fujifilm, Blurb and Bostick & Sullivan. Over 93% of the photographer who read FOCUS Magazine are professional fine art photographers, meaning that they are in the business of creating work to sell to collectors and/or galleries. Over 43% of the photographers who advertise in Focus already have representation at one or more art galleries and/or museums. The photographers surveyed spend on average \$10,355 annually on photographic equipment and supplies.

► Digital Edition

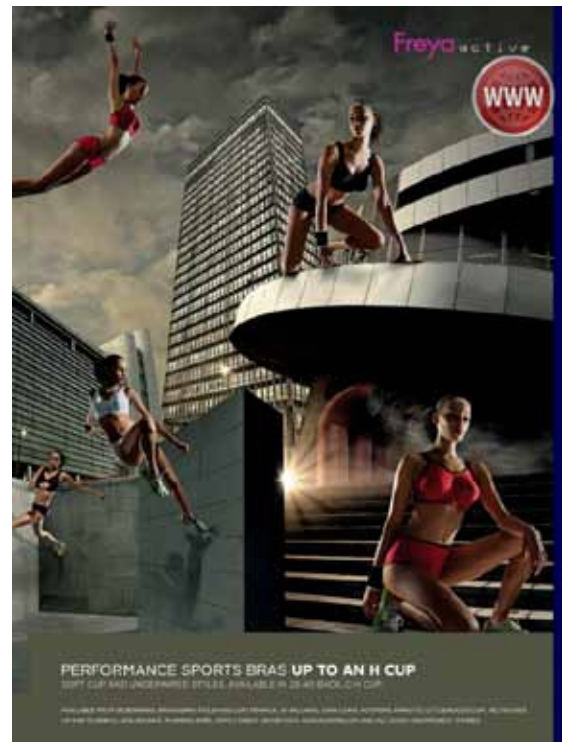


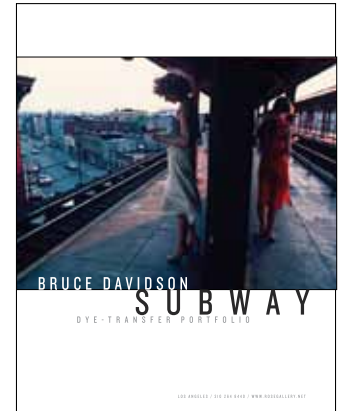
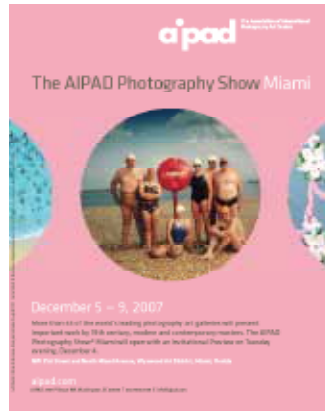
The future of magazine publishing isn't held in bookstores or newsstands, isn't held in magazine shops – it's on your tablet. Whether it's the Apple iPad, the BlackBerry PlayBook, the Samsung Android Tablet or any of the tablets coming out this year, FOCUS Magazine is everywhere where you have an internet connection. No longer will a consumer miss a copy of FOCUS Magazine because it's sold out or misplaced at the local bookstore. In December 2010, FOCUS launched its tablet presence through Zinio, where 8 million people in the past year have either purchased a single copy or a subscription. In March 2011, FOCUS launched its first APP through Distacor Digital Publishing, allowing FOCUS to be seen by over 100 million people through the iPad, iPhone, iPod Touch, Droid Tablets and Droid Phones Advertising in the digital edition of FOCUS allows consumers to have INSTANT access to your website plus you can include video and audio content and really make your ad sizzle! Have your brand seen all over the world through the pages of FOCUS Magazine's digital edition!

► Why advertise in the digital edition?



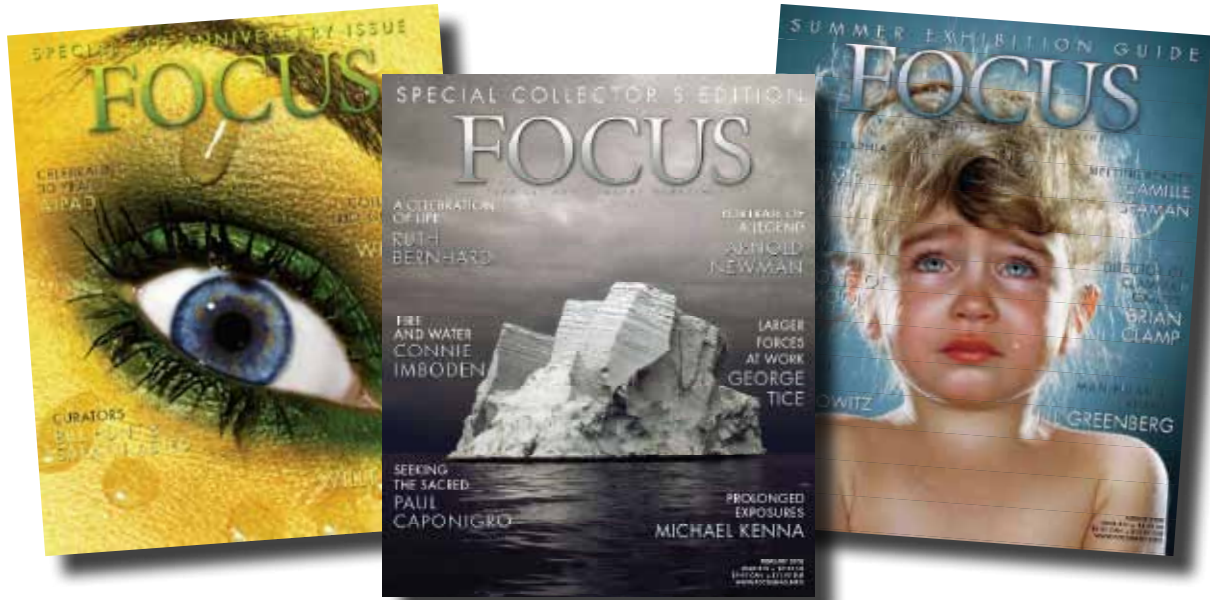
Advertising in Focus Magazine's digital edition not only allows you to reach a wider audience than its print edition, but also allows you to include video and audio content as well as slideshows and hyperlinks where people can either directly access your website or be taken to a page to purchase a product you're selling. Your message can reach people on ALL modible devices including smart phones like the AT&T and Verizon iPhone and the Droid plus all tablets like the Galaxy Tab, Xoom and iPad. That's over 100 million people that your company can reach just by advertising in Focus Magazine's digital edition!





▶ ADVERTISING DUE DATES

- Spring 2011: Advertising deadline - March 4, Materials deadline March 4; Digital newsstand date: March 7, Print newsstand date March 22
- Summer 2011: Advertising deadline - May 6, Materials deadline May 6; Digital newsstand date: May 9, Print newsstand date May 24
- September 2011: Advertising deadline - July 1, Materials deadline July 1; Digital newsstand date: July 4, print newsstand date August 16
- Autumn 2011: Advertising deadline - Sept. 2, Materials deadline Sept. 2; Digital newsstand date: September 5, Print newsstand date October 3
- 2012 COLLECTOR'S EDITION: Advertising deadline - November 4, Materials deadline November 4; Digital newsstand date: November 25, Print newsstand date November 29
- Winter 2012: Advertising deadline - Dec. 2, Materials deadline Dec. 2; Digital newsstand date: December 27



► RATES: PRINT AND DIGITAL

RESERVE YOUR SPACE BEFORE MARCH 1, 2011 AND RECEIVE A FULL PAGE AD FOR FREE WHEN YOU RESERVE SPACE IN OUR PRINT EDITION
E-MAIL US AT: ADVERTISING@FOCUSMAG.INFO

PRINT EDITION

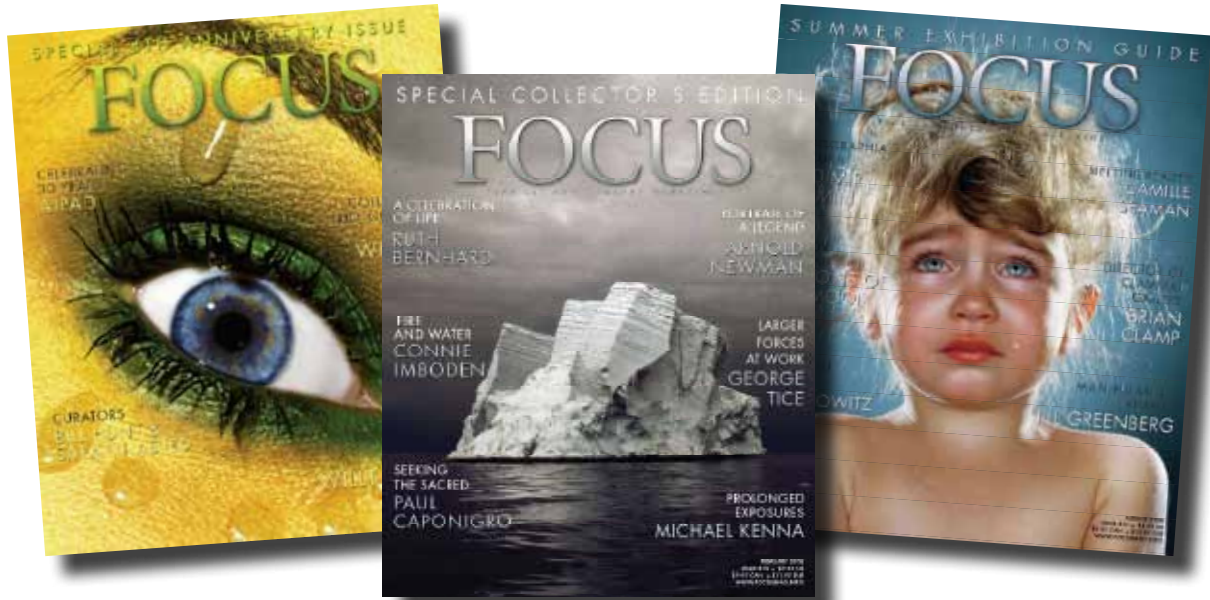
PAGE	1 – 2x	3 – 4x	5 – 6x	7 – 8x
Cover 2	—	\$2000	\$1750	\$1500
Cover 3	—	\$1500	\$1250	\$1000
Cover 4	—	\$1750	\$1500	\$1250
Full Page	\$1250	\$900	\$800	\$700
Double Page	\$2000	\$1500	\$1250	\$1000
1/2 Page	\$850	\$650	\$550	\$450
1/4 Page	\$575	\$500	\$400	\$300

DIGITAL EDITION (ZINIO, iTunes APP, Droid APP)

PAGE	1 – 2x	3 – 4x	5 – 6x	7 – 8x
Cover 2	—	\$750	\$1750	\$1500
Cover 3	—	\$650	\$1250	\$1000
Cover 4	—	\$700	\$650	\$600
Full Page	\$750	\$700	\$650	\$600
Double Page	\$1250	\$1150	\$1050	\$950
1/2 Page	\$350	\$650	\$550	\$450
1/4 Page	\$250	\$225	\$200	\$175

Don't make just a static ad! Enhance your digital ad with a video or a slideshow of your gallery!
 \$350 for a slideshow, \$450 for an audio tour of your gallery or \$550 for a video.

FOCUS



► SIZE AND CIRCULATION

Full page:	Double:	Half:	Quarter:
8.25 x 10.75 trim 7.25 x 9.75 live area 8.5 x 11 bleed	8.5 x 12 trim 14.5 X 9.75 live area 19 X 11 bleed	4.625 x 12 - Vertical 9.25 x 6 - Horizontal	3.625 x 5 - Square 8.25 x 2.375 - Horizontal 1.8125 x 1.6 - Vertical

PRINT:

Newsstand 10,000
(2008 avg. sell through 62%)
Subscribers 3,500
Gallery Distribution 4,950
Auction/Art Fair Distribution: 3,500

Total Print Circulation 21,950
Total Audience 98,775 (4.5 readers/copy)

CPM - Full Page 4C

Focus \$65/thousand readers
Aperture \$100/thousand readers
Blindspot \$200/thousand readers
Color \$133/thousand readers
Photograph \$172/thousand readers

(prices reflect 2009 Advertising rates)

DIGITAL:

Zinio Digital Newsstand: Eight million people from over 50 different countries purchased either a single copy or a subscription through the Zinio Digital Newsstand 2008-2009.

iPad/iPhone: As of February 2011, 14 million iPads and 42 million Apple iPhones have been sold worldwide. Focus Magazine will be offering its APP through the iTunes APP Store available on ALL Apple iPads beginning March 2011. All Apple iPads and iPhones are pre-loaded with the iTunes Apple APP Store. All Apple iPhones are pre-loaded with the iTunes Apple APP Store.

The APP market is the fastest growing digital market ever. In 2010, over \$8 billion was spent on APP purchases.

Focus Magazine will also be made available on every single Droid Tablet and Droid Phone in March 2011.

▶ FOCUSMAG.INFO

Focus Magazine's website offers a number of banner sizes and options. Please see the chart below for a reference of different ad sizes and the specifications for each type of ad.

All submitted ads must follow the specs outlined below.

GIF, JPEG, HTML, FLASH accepted for all ad sizes
 50K maximum file size for all units we serve
 Animated creatives may have unlimited looping
 The Publisher has final approval over all artwork. The advertiser received unlimited clicks and unlimited impressions.

Homepage

Top:	1000 x 275 pixels	\$500/month
Bottom:	1000 x 100 pixels	\$350/month

Subscribe

Top:	1000 x 275	\$350/month
Bottom:	1000 x 100	\$250/month

Back Issues

Top	1000 x 275	\$250/month
Bottom	1000 x 100	\$250/month
Side Left	220 x 1500	\$350/month

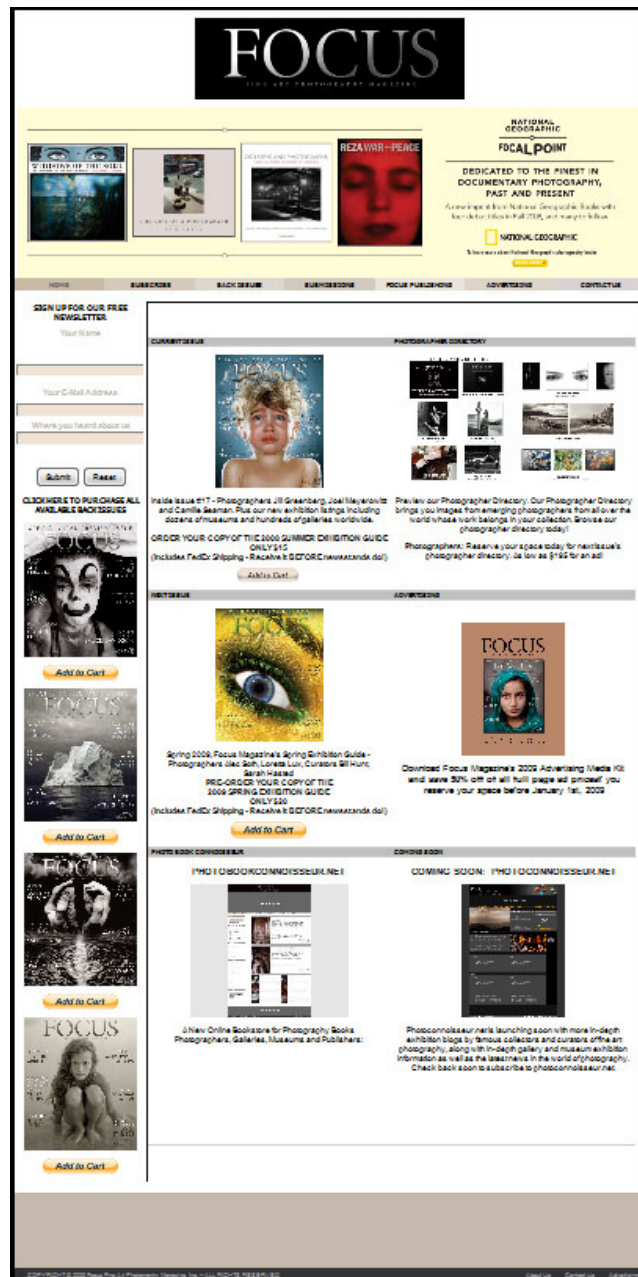
Submissions

Top	1000 x 275	\$250/month
Bottom	1000 x 100	\$250/month

Advertising

Top	1000 x 275	\$250/month
Bottom	1000 x 100	\$250/month
Side Left	220 x 1500	\$350/month

Focus Magazine also offers newsletter sponsorship. Your ad can be seen in one of our monthly newsletters that we send to over 5,000 readers. We charge 25 cents per name. For more information please e-mail us at advertising@focusmag.info.

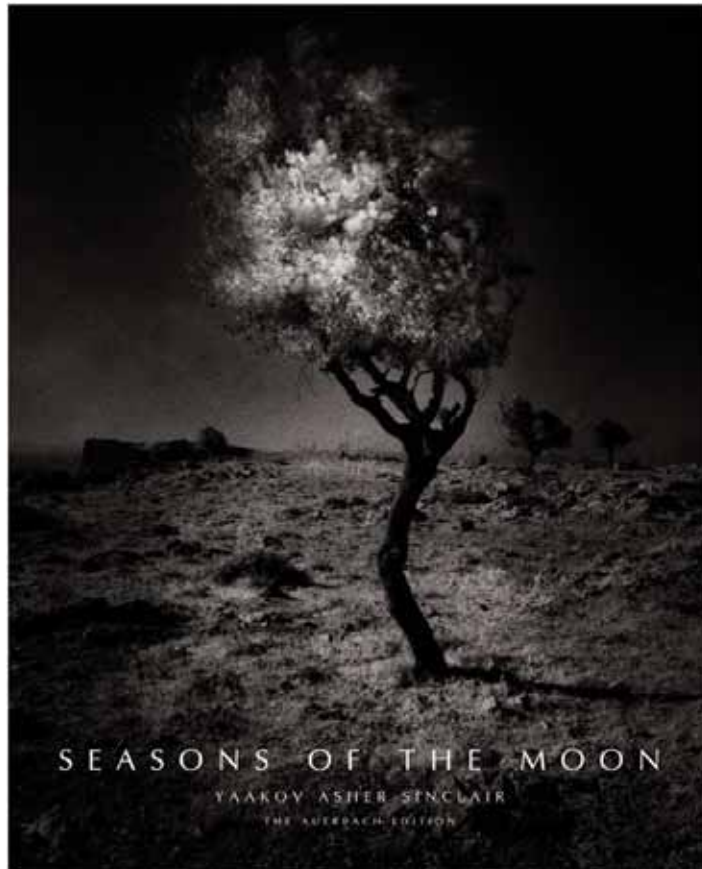


► FOCUS PUBLISHING

Focus Publishing is a new resource for galleries, museums and auction houses who want to publish a catalog for their upcoming exhibition.

Focus Publishing is also a fantastic resource for galleries, museums and photographers who are looking to publish a monograph of work, either to accompany an upcoming exhibition, or for a photographer to use as a tool to promote his or her work. Focus Publishing not only offers the highest line screen reproduction by any printer in the United States, but it also offers books of extraordinary high quality and depth for prices thousands of dollars lower than is commonly offered by the few printers who are responsible for a majority of the catalog and monograph publishing in the United States. We do this by buying large quantities of materials and supplies from the printer, bindery and paper mills that we already use to print Focus Magazine.

Submit a quote today on focuspublishing.net and we'll get back to you within 5 business days. We are now accepting estimates for spring exhibition catalogues and monographs.



▶ PRINT ON DEMAND



Want to print 50 books? How about 100? Don't have the budget to print 500 or 1,000 books? No problem! Focus Publishing has teamed with local printers and binderies to utilize the hp Indigo technology that can deliver extremely high quality printing on the same paper we would use for a longer run book. Not only that, but we can offer you as many shapes and sizes of your book as you can imagine - anywhere from a small 6 x 6 square book, a standard 8 x 10 size to a extra large 12 x 18 landscape book! Not only that, but our print quality can beat all other PoD companies. Blurb and Lulu consistently have produced poor quality books

What's also great about printing your book through Focus Publishing is that once your book is printed, no matter how large of a quantity of books, you can market these books through the pages of Focus Magazine which reaches nearly 30,000 collectors and enthusiasts of photography. Nearly all of our readers spend their money on books of fine art photography and use Focus Magazine as a resource to find out the latest news, trends and information on collecting photography. We can offer you marketing and advertising services that reach the people you'll want to promote your book to once it's complete.

If you're thinking about printing a book of photography this year, you can't afford not to hire Focus Publishing as your resource to print, market and distribute the highest quality book of photography. Why wait? Get a quote today. Check out www.focuspublishing.net/pod.htm.

► DESIGN SPECS

Software:

Please build your ad in either InDesign or Illustrator and send us the raw file along with the images and fonts. This is the only way we will accept and ad from you.

PC or Macintosh format are acceptable. When sending in either three formats, please send all fonts and images in sub-folders. All fonts must be True Type Fonts.

Please send the ad in any of the above format along with images and fonts separately. All images must digital high resolution images (TIFF files). All hi-resolution images must be included with the digital advertisement. Minimum resolution for all images is 300 dpi. Lower resolution will result in poor quality and will not be accepted. We strongly discourage submission of JPEG, GIF, BMP, or PICT images as these will result in loss of image quality. Avoid artwork taken from the internet. It is typically 72-96 dpi and is unusable for print. For additional software options and FTP information, please contact our production department at 718.360.4724.

Film:

Photos, transparencies, film, and 35mm slides are not accepted. Please send original digital files formatted to the above specifications with digital proof.

Proofing:

Focus is perfect bound. Please leave a minimum of .25" from each side for all non-bleeds. There is no extra-charge for bleeds which are preferred. Please provide laser printout for ads at 100% size. If proofs are not supplied and seen as necessary, the publisher reserves the right to have them made at the advertiser's expense. We use PDF previews as proofs. If you require a hard copy, each proof is \$50.

In-House Design:

To design, layout and create your ad, we only charge \$250 per page. We strongly encourage you to send prints to be included in your ad to our printer for high quality drum scanning. There is no additional charge for scans.

Cancellations:

Cancellations must be received in writing no later than 60 days prior to cover date. Clients will be billed for frequency discounts, which become inapplicable upon cancellation.

Publisher Policy:

The publisher reserves the right to reject any advertising that is not within the publisher's standards. Advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from unauthorized use of any name, photograph, artwork, or words protected by copyright or registered trademarks. For all media labeling and shipping, please include publication name, issue date, agency name, phone number, vendor name, list of contents with directory and the name of the advertiser. Advertising materials will not be returned. All advertising materials should be securely packed and protected.

Send material to Focus Magazine, 16 Wildwood Lane, Smithtown, NY 11787

► INSERTION ORDER

Company or Agency Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Special Position Request: _____

NOTE: Non-cover position requests are charged a premium of 10%:

Number of issues insertion order is good for: _____

Special production requests: _____

Would you like to receive a printer's proof? (add \$150 to price): _____

If no, you waive the right to a refund if reproduction of ad does not meet your requirements

Payment Information:

All opportunities must be paid in advance by check or credit card prior to posting.

Check is enclosed (Please mail check payments to: Focus Magazine, 16 Wildwood Lane, Smithtown, NY 11787
Make checks payable to: Focus Magazine

VISA MasterCard American Express

You may fax your credit card payment to: 718.247.1763

Credit Card Number

Expiration Date

CVV (last 3 on back or top 4 numbers if AMEX)

Signature

Date

Focus Fine Art Photography Magazine is authorized to insert our advertisement in their magazine according to the specifications listed above. We agree to pay at the rates and under the conditions shown in the rate information attached. Advertising copy deemed objectionable by publisher for any reason may be rejected. I understand that no ads may be canceled 60 days before the cover date. Terms: Payment is required one week after closing date and can be by check, bank transfer, or credit card (AmEx, MasterCard, Visa). All credit card payments are subject to a 3.9% charge.