

PHOTOICON



HERB RITTS

2009

MEDIA INFO



➔ THE IMAGE REVOLUTION IS HERE: BE A PART OF IT!

- ▶ EXCLUSIVE MATERIAL
- ▶ EMERGING TALENT
- ▶ MODERN MASTERS
- ▶ CELEBRITY PHOTOGRAPHERS
- ▶ RARE ARCHIVES
- ▶ INTERNATIONAL PROFILE
- ▶ PHOTOGRAPHIC NEWS & EQUIPMENT

The *essential* art of our time: A cutting edge website that reports the meteoric rise of photographic art.



PHOTOICON revisits the **Modern Masters** of photography; exposes **emerging talent**; examines the **new techniques and technology** - and showcases the artists currently exploring these directions. In addition, PHOTOICON Online offers one of the **highest quality users' galleries** on the net today!

PHOTOICON Online has an **international profile** and is **visited and used** by several thousand photography aficionados from all over the world daily.

PHOTOICON Online - offering **rare and exclusive interviews** and previously **unseen rare archive material**. Regular features incorporate profiles and interviews with **celebrity photographers** and the **new breed of image makers** - yet still salutes the masters of the great photographic tradition.



Daniel Craig by Nicolas Guerin



To speak to makers of photographs, buyers of cameras, collectors of images or anyone with a serious interest in the photographic image – SPEAK TO PHOTOICON

➔ OUR READERS

Speak to makers of photographs, buyers of cameras, collectors of images or anyone with a serious interest in the photographic image:

- ▶ 72% are male professionals actively involved with photography, graphics and the creative media
- ▶ 88% have purchased a book related to photography in the last 12 months
- ▶ 92% own an digital camera; 68% are actively looking to upgrade to a more sophisticated model as soon as able
- ▶ 64% take photographs professionally or semi-professionally
- ▶ 39% are directly connected to the artworld
- ▶ 41% have purchased an original image in the last five years
- ▶ 88% have attended a photographic exhibition in the last 12 months
- ▶ 100% of readers who responded said they would use the links to discover more information on hardware or software products reviewed in the Gear section

2009 reader survey

➔ ONLINE ADS

PHOTOICON.COM offers a great 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
 PHOTOICON.COM has final approval over all artwork.

When you purchase a display ad:

- Ads link directly to advertisers web page or customized splash page
- Ads appear in rotation of maximum 3 campaigns.
- Ads appear in rotation on section(s) of your choice.
- You get access to banner ad management and data collection system
- Ads must be paid before going live.

For custom solutions, reserve ad space and get payment details, please email to advertising@photoicon.com

Online Ad Specs

Homepage

Top:	700x70px	€ 149/month or € 340 for 3 months
Bottom Center:	530x80px	€ 59/month or € 120 for 3 months
Bottom Left or Right:	200x80px	€ 39/month or € 90 for 3 months
Right Column A:	200x100px	€ 69/month or € 180 for 3 months
Right Column B:	200x200px	€ 79/month or € 200 for 3 months
Right Column C:	200x300px	€ 89/month or € 220 for 3 months

Gear Pages:

Bottom Center:	530x80px	€ 59/month or € 120 for 3 months
Right Column A:	200x100px	€ 59/month or € 120 for 3 months
Right Column B:	200x200px	€ 69/month or € 180 for 3 months
Right Column C:	200x300px	€ 79/month or € 200 for 3 months

News Pages:

Bottom Center:	530x80px	€ 59/month or € 120 for 3 months
Right Column A:	200x100px	€ 59/month or € 120 for 3 months
Right Column B:	200x200px	€ 69/month or € 180 for 3 months
Right Column C:	200x300px	€ 79/month or € 200 for 3 months

PHOTOICON Online Features/Users' Gallery Pages:

Bottom Center:	530x80px	€ 59/month or € 120 for 3 months
Right Column A:	200x100px	€ 59/month or € 120 for 3 months
Right Column B:	200x200px	€ 69/month or € 180 for 3 months
Right Column C:	200x300px	€ 79/month or € 200 for 3 months



PHOTOICON Homepage



PHOTOICON Users' Galleries Main Page

Please see available online banner modules and spots illustrated to your right. Most modules can also be displayed on all other pages and sections.

For more details and to learn about our special offers, please write to: advertising@photoicon.com or call:

UK: +44.020.8123.0276

USA: +1.323.319.4281

AUSTRALIA: +61 02 8006 2705

PORTUGAL: +351 964 278 171

BELOW: PHOTOICON Main Gear Page



Homepage Top Center
700x70px

PHOTOICON

www.photoicon.com | IMAGE IS ALL

ABOUT | CONTACT US | ADVERTISING | EDITOR | LINKS | ORDER MAGAZINE | LOGIN

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HOME
MAGAZINE
NEWS
LIBRARY
GEAR
ONLINE FEATURES
USERS' GALLERIES

CURRENT ISSUE

ENLARGE COVER | PREVIEW

SPECIAL FEATURES

Solve Sundsbø
Provocatively Experimental
By Michaela Freeman

PHOTOICON NEWS REVIEW

EDITED BY MICHAELA FREEMAN

Isabelle Haysur
Formes De Monuments

... Since the end of the 1990s, Isabelle Haysur has been taking panoramic photographs which reveal her unusual critique of the North American anthropic landscape.
[FULL STORY](#)

Boris Savelev
31 Years

... The Michael Hoppen Gallery presents '31 Years'; an exhibition of work by Boris Savelev, one of Russia's most important and renowned photographers. It will be the first time his work will be shown in the UK.
[FULL STORY](#)

PHOTOICON ESSENTIAL GEAR

Nikon AF-S DX 10-24mm

More Opportunities
Nikon announces the new AF-S DX NIKKOR 10-24mm ...
[READ MORE](#) | [MAIN GEAR](#)

Nikon D5000

Simple Operability
Nikon Corporation has announced the newest addi...
[READ MORE](#) | [MAIN GEAR](#)

USERS' GALLERIES

Alexandre Pintiaux
BELGIUM
20 Images

Morris MacIver
UNITED KINGDOM
8 Images

THE PI INTERVIEW

Adolf Zika
A Wrinkle In Time
By Andrew Kaler

PHOTOICON LIBRARY | BOOKS TO VALUE

Bordello
Vee Speers

Daydream Believer
BORDELLO REVISITS the legendary brothel world of Paris during the inter-war years. It's the twilight world of Brassai's famous 1933 photographic study Paris de nuit (Paris by Night). An interesting essay by Paul Ryan puts the ... [READ MORE](#)

THE PHOTOICON GALLERY

Foto Palma
Changing Backgrounds

THE DARKROOM

Lon Ferguson
Spiritual Nude

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MORE REVIEWS

- **Locusts**
Gutov
- **Time Wearing Out Memory**
Steve Gross & Susan Daley
- **Room At The Top**
Tony McGee
- **Digital Retouching**
Gry Garmess
- **On Reading**
André Kertész
- **Georgia O'Keefe and the Camera**
Susan Danly
- **Lisette Model**
Bernice Abbott
- **Norwegian Art Photography 1970 - 2007**
Cecilie Malm Brundtland
- **The Sixties**
Robert Altman

Homepage Bottom Left
200x80px

Homepage Bottom Center
530x80px

Homepage Bottom Right
200x80px

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