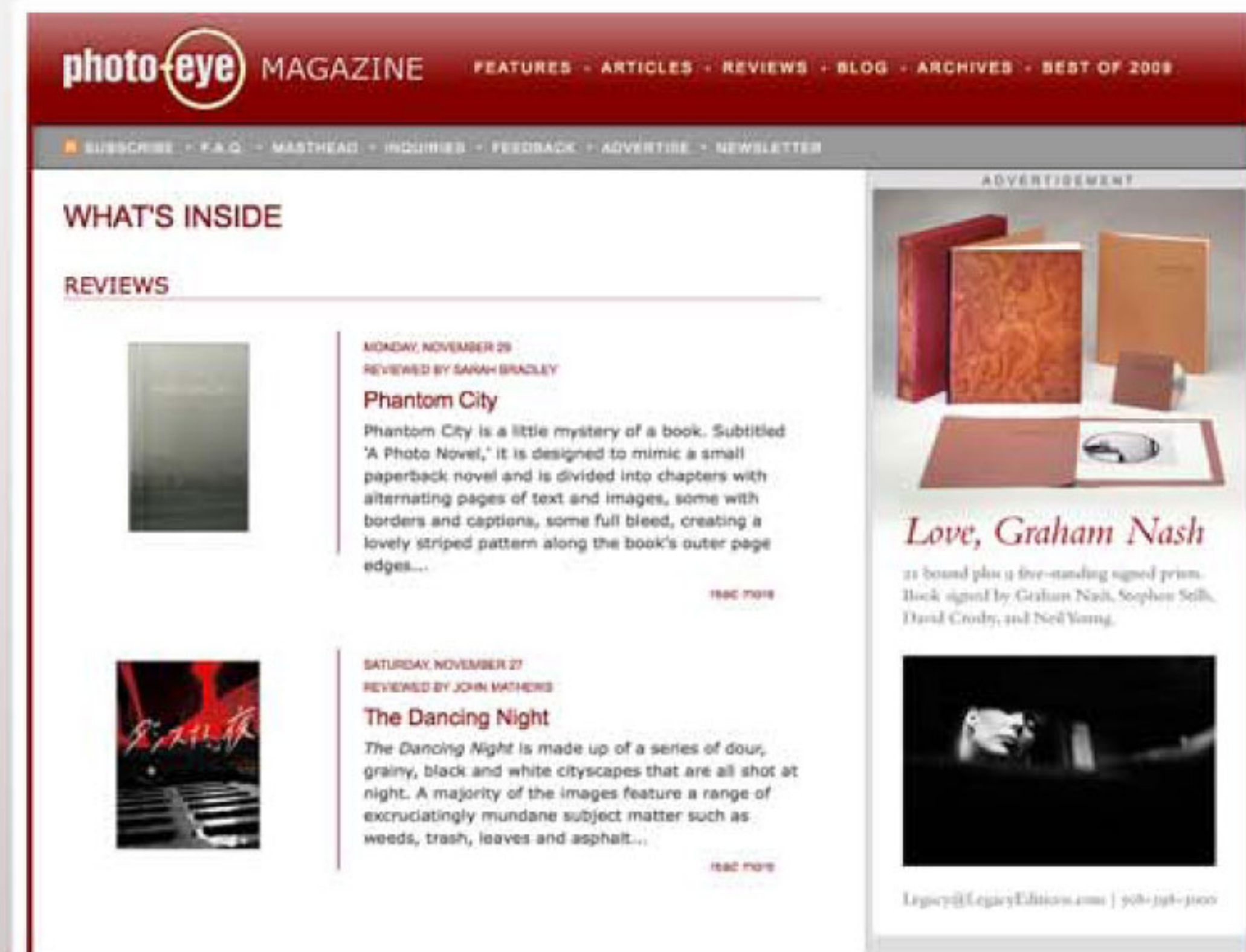


**photo-eye** 2011 Media Kit

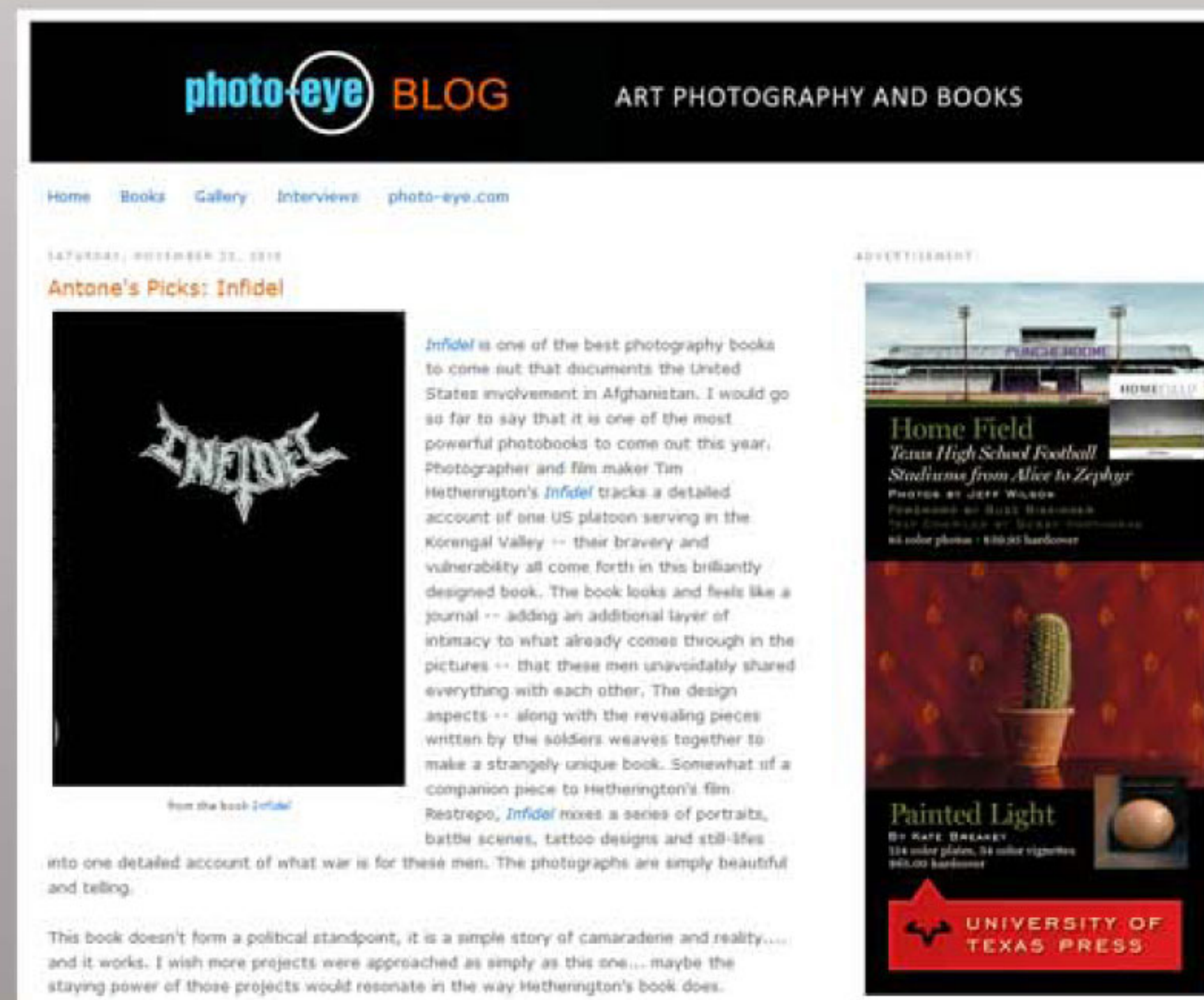
# photo-eye 2011 Media Kit



**photo-eye Magazine** surveys and showcases the most important books on the market in concise and intelligent book reviews and writing. Our stable of writers includes Colin Pantall, George Slade, Sara Terry, Nicholas Chiarella, Mary Goodwin, Shane Lavalette, Alex Sweetman, David Ondrik, Mary Anne Redding, Faye Robson, and photo-eye Staff, among others. The Magazine established its online presence in 2008 and continues to grow its devoted following.

*"Our presence in the photo-eye Magazine and Blog has helped to increase our web traffic and, ultimately, sales beyond our expectations. I would highly recommend this platform for any advertiser wishing to utilize dollars in an efficient and productive manner."*

—Steven Albahari, Publisher, 21ST Editions



**photo-eye Blog** exists to inform our readers of all things photo-eye, including new photography books, events, exhibits and the latest photo-eye news. Our blog features interviews with photographers and publishers, photo-eye Staff picks, news and co-hosts all book reviews with photo-eye Magazine. Since its creation in May of 2010, photo-eye Blog has been linked to and cross-posted on numerous websites including Engadget, reddit and PDN.

**Reserve an ad space on photo-eye Blog and Magazine for one price**

For more info or to reserve an ad, contact  
 Melanie McWhorter, 505.988.5152 x 112, melanie@photoeye.com  
 Antone Dolezal, 505.988.5152 x 114, tony@photoeye.com

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**Reserve an ad space on  
photo-eye Blog and  
Magazine for one price**

Specifications  
72 dpi, sRGB  
300 x 600 pixels  
(as shown here)

Over its 30 year history as a Bookstore and Gallery, photo-eye has established a unique place for itself in the photo world. Our reputation as a vital resource for photobooks & prints has now grown to include, through our Magazine and Blog, a dialogue and discourse about contemporary art photography in an e-commerce environment.

The photoeye.com website welcomes 7,000 visitors per day. The full size ad rate introductory price is \$450 for a 300 x 600 pixel image. Ads will remain in both locations (on photo-eye Magazine and photo-eye Blog) for three months with a guarantee of 10,000 impressions.

Ads may be placed at any time. Please inquire about our discounts on year-long agreements.

For more info or to reserve an ad, contact  
Melanie McWhorter, 505.988.5152 x 112, [melanie@photoeye.com](mailto:melanie@photoeye.com)  
Antone Dolezal, 505.988.5152 x 114, [tony@photoeye.com](mailto:tony@photoeye.com)

\*All ads must be paid in full before publication.