





# OUR PROPOSITION

**TO DELIVER THE MOST IN-DEPTH  
AND AUTHORITATIVE  
PHOTOGRAPHY MEDIA BRAND IN  
THE WORLD**

amateur  
**Photographer**

**TO ENGAGE, EDUCATE & INSPIRE  
PHOTOGRAPHERS**

**PRODUCT REVIEWS  
NEWS & GLOBAL AFFAIRS  
FEATURES & INTERVIEWS  
TECHNIQUE  
BUYING ADVICE**

amateur  
**Photographer**



**OUR EDITORIAL  
STRATEGY**

**IN-DEPTH  
PRODUCT  
REVIEWS & FIELD  
TESTS**

Testbench CAMERA TEST



**Canon EOS R**

It's been a long time coming, but Canon finally has a full-frame mirrorless camera to its name. Michael Topham reveals his first impressions.

**Key spec options**

- Mirrorless rangefinder-style camera
- 30fps burst mode
- 5-axis in-body image stabilization
- 100% viewfinder coverage
- 5.7m-dot EVF
- 3.2" touchscreen LCD
- 100MB/s write speed
- 100MP resolution
- 100% viewfinder coverage
- 5.7m-dot EVF
- 3.2" touchscreen LCD
- 100MB/s write speed
- 100MP resolution

**Price**

Body only: £2,499 / \$3,499  
Body with lens: £2,999 / \$3,999



Testbench IN THE FIELD



**A Fuji in Fiji**

Nigel Atherton took a Fujifilm X-T3 and a selection of lenses to the South Pacific in a quest to find the perfect travel photographer's kit.

**Key spec options**

- APS-C mirrorless camera
- 26MP resolution
- 4-axis in-body image stabilization
- 100% viewfinder coverage
- 5.7m-dot EVF
- 3.2" touchscreen LCD
- 100MB/s write speed
- 100MP resolution

**Price**

Body only: £1,199 / \$1,699  
Body with lens: £1,499 / \$2,099




Testbench IN THE FIELD

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Body with lens: £2,999 / \$3,999



# Photography can save your life

...or at least your sanity **Geoff Hart** studies to both photographers and therapists to see how image-making can help with mental health issues

**G**ive me the best advice you can: how do I deal with my mental health problems? I've been diagnosed with depression and anxiety. I've been taking medication for a while now, but I still feel like I'm not in control of my life. I've been thinking about taking a break from work, but I'm not sure if that's the best option. I've been thinking about therapy, but I'm not sure if that's the best option. I've been thinking about photography, but I'm not sure if that's the best option.

...or at least your sanity **Geoff Hart** studies to both photographers and therapists to see how image-making can help with mental health issues

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**GLOBAL NEWS & CURRENT AFFAIRS**

## WWI ARMISTICE CENTENARY

# Making a new world

A new exhibition of London Imperial War Museum examines the period after the First World War **Amy Davies** speaks to curator Alan Wainwright to find out more

**I**t was 100 years ago that the world was forever changed. The war that had raged for four long years had finally come to an end. The world was a different place. The world was a new world. The world was a world of hope and possibility. The world was a world of change and progress. The world was a world of a new world.



1918 **100** 2018

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...or at least your sanity **Geoff Hart** studies to both photographers and therapists to see how image-making can help with mental health issues



7days  
A weekly photo magazine

Photo Stories

# Surviving Boko Haram

We talk to **Adam Ferguson** about his powerful award-winning portraits of young Nigerian girls who escaped from Islamist militants

**P**roliferating Adam Ferguson was seeking an assignment in Nigeria when he heard about a young woman who had been rescued by the Nigerian military. He subsequently learned that she had also been rescued by the Nigerian-based militant group Boko Haram in a remote location that had escaped.

The official government public awareness campaign in Nigeria around suicide bombings features a cartoon of a woman in a headscarf like a cartoon of a boy following western agents. So it isn't the thinking, talking or the Nigerian girl who is the subject of the story. It's the woman who is the subject of the story.

Boko Haram was female suicide bombers as a new weapon of war and has abducted more than 2,000 women and girls since 2014. The girls are dressed with headscarves and wearing Boko Haram-style headscarves. The group has 27 children, usually girls, in custody across in the first quarter of 2015. But a small number of them managed to escape and find help.

The challenge for Adam was to be able to tell the story when, for their own safety, he couldn't show the girls' faces. He discovered the faces with the girls' bodies at the New York Times. David Laundy, who was the first to see them, said he was

in a room with a group of women who were marginalised, as we've seen so much work like that over the years. I wanted a set of portraits which were honest and unambiguously real. I wanted to accompany the readers and friends of these girls.

Adam returned to Nigeria with a journalist from the New York Times, Elaine Scerrato, and she interviewed the girls while Adam photographed them. Scerrato from this captured the faces of 18 women. "The stories were all different," explained Adam. "They were all around 18 or 19 years old."

or in their early 20s, most of them had been kidnapped when they were around 12. Some were turned into sex slaves or servants. Some were their own families being sold. Some were not rescued with families and were not able to identify themselves for the cause. All these girls had all been through a very intense level of indoctrination and a very strong and impressive faith.

The girls' families were made outside the group and could enter in camps for the separation in their villages. Only their immediate families knew their status and in some cases, when the girls are out of their family, only the military knew their identities.

The girls' names are not identical, an issue that is not, and had very mixed time to work with them - especially in the surface. We had a series of talks, books and meetings, and they were used to see everything was maintained, and happened very organically - photographed 18 girls in their own, and working with the journalists that were there. The young women with the faces in front of her face was taken at my house. We found an old conference room in the back, full of abandoned furniture. I decided to use the wall as a background. I asked the girl to go to a bunch of these old flowers I found in the front of the house. Some of the portraits are very much in line with what I thought they would be, but others came together in a way that I didn't anticipate.

One of the most striking elements in some of Adam's portraits is the lighting, but it was absolutely simple. I originally set out to do portraits of girls, and I brought a lot of soft and light modifiers to Nigeria, but due to the dark conditions that I was in, I decided to photograph the girls without using any of my light modifiers and just turning the modeling light on. They all ended up with the light set to 1/2000.

Adam's set of images subsequently won the place in the People's Choice category at the 2015 World Photo Awards.

Adam Ferguson gave us a behind-the-scenes look at his portrait work in a feature, appearing in our first issue. You can find his website at [www.adamferguson.com](http://www.adamferguson.com). The New York Times, The New York Times, and the New York Times.



ADAM'S KIT



All of these portraits were shot with a Nikon D810 and a Sigma 35mm F1.4 DC DN Art lens.

I wanted to accentuate the beauty and beauty of these girls.



**INSPIRATIONAL INTERVIEWS & CONTENT**

**INSPIRATIONAL  
TECHNIQUE &  
ADVICE**



**Angela Nicholson**  
 Angela is an award-winning portrait and travel photographer for iStock. She has worked with several major brands including Canon, Nikon, and Sony. She is also a frequent speaker at photography conferences and workshops.

# Your perfect camera set-up

## Tips for shooting like a pro

Taking some time to set up your camera from the outset will help you get the right settings for the right moment. **Angela Nicholson** guides you through the process

**1** **Check the battery**  
 Before you start shooting, make sure your camera's battery is fully charged. If you're using a camera with a removable battery, it's a good idea to have a spare battery on hand in case you run out of power. You can also check the battery level in the camera's menu system.

**2** **Check the lens**  
 Make sure your lens is clean and free of scratches. You can use a lens cleaning cloth to wipe away any dust or smudges. It's also a good idea to check the lens mount to make sure it's properly seated on the camera body.

**3** **Check the camera settings**  
 Before you start shooting, make sure your camera's settings are correct. This includes checking the aperture, shutter speed, ISO, and white balance. You can also check the camera's menu system to make sure all the settings are set to your preferences.



# True colours

Photographer James Paterson puts setting up his Redlight LEDs to good use and says they offer more control over colour than ever before

**O**ne of the most important aspects of photography is getting the colours right. In the past, photographers have had to rely on natural light or a few basic studio lights to illuminate their subjects. But now, with the advent of Redlight LEDs, photographers have a new tool at their disposal. Redlight LEDs are a type of LED light that emits a red light. This light is used to illuminate subjects in a way that is different from other types of LED lights. Redlight LEDs are used in a variety of ways, including for portrait photography, product photography, and stage lighting. One of the main reasons for using Redlight LEDs is that they provide a soft, even light that is easy on the eyes. This makes them a popular choice for portrait photography. Redlight LEDs are also used in product photography to create a dramatic, high-contrast look. Finally, Redlight LEDs are used in stage lighting to create a specific mood and atmosphere. By using Redlight LEDs, photographers can achieve a level of control over colour that was previously impossible.



**Lighting set-up**  
 James Paterson's lighting set-up for a portrait session. He uses a combination of Redlight LEDs and other studio lights to create a dramatic, high-contrast look.



**Technique**



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# BRAND REACH

## amateur Photographer

<b>CIRCULATION</b>	<b>53K</b>
<b>SESSIONS</b>	<b>420K</b>
<b>UNIQUE USERS</b>	<b>317K</b>
<b>DESKTOP</b>	<b>53%</b>
<b>FACEBOOK</b>	<b>52K</b>
<b>TWITTER</b>	<b>362K</b>
<b>INSTAGRAM</b>	<b>11.3K</b>



# amateur Photographer

<b>AVERAGE AGE</b>	<b>59</b>
<b>MALE</b>	<b>88%</b>
<b>ENTHUSIAST</b>	<b>77%</b>
<b>SEMI-PRO/PRO</b>	<b>14%</b>
<b>DSLR</b>	<b>66%</b>
<b>MIRRORLESS</b>	<b>46%</b>
<b>ESTIMATED KIT VALUE £1K-£5K</b>	<b>48%</b>
<b>PLAN TO SPEND £1K – £2K ON NEXT CAMERA</b>	<b>38%</b>
<b>OWN 4+ LENSES</b>	<b>72%</b>

**75% READ AP REVIEWS TO RESEARCH  
THEIR NEXT CAMERA PURCHASE**

**70% TRUST AMATEUR PHOTOGRAPHER TO  
GIVE THEM IDEAS ON WHAT TO DO OR BUY**

SOURCE: Amateur Photographer Audience Survey  
Base: All Respondents (2,405), AP Readers (2,159), AP Subscribers/AA Readers (755)



A close-up photograph of a hand holding a camera. The camera is a silver and black model with a lens attached. The background is a bright, out-of-focus sunset or sunrise scene with warm yellow and orange tones. The overall mood is artistic and professional.

**MEDIA SOLUTIONS**

amateur  
**Photographer**

**PRINT**

The **ONLY** weekly photography title in the world

Weekly ABC Audited Circulation 13,144 (Jan-Dec 2019)

### PRINT SOLUTIONS

Display/Dealer/Classified adverts

Creative solutions – Gate-folds, feature sponsorship, advertorials, native articles

Bespoke supplements



# 2020 SPECIAL ISSUES

## **FEBRUARY**

29<sup>th</sup> Feb: *Gear of the Year & Amateur Photographer Awards*

## **MARCH**

21<sup>st</sup> March: *Money Saving Special*

## **APRIL**

18<sup>th</sup> April: *Shooting with Film & Black & White Special*

## **MAY**

2<sup>nd</sup> May: *ECO Issue*  
23<sup>rd</sup> May: *Budget Cameras Special*

## **JUNE**

20<sup>th</sup> June: *Mirrorless Special*

## **JULY**

18<sup>th</sup> July: *Summer Special*

## **AUGUST**

22<sup>nd</sup> Aug: *Second-hand Special*

## **SEPTEMBER**

19<sup>th</sup> Sept: *Travel Special*

## **OCTOBER**

24<sup>th</sup> Oct: *Lens Special*

## **NOVEMBER**

21<sup>st</sup> Nov: *Christmas Accessories Buying Guide*

28<sup>th</sup> Nov: *Christmas Cameras & Lenses Buying Guide*

## **DECEMBER**

19<sup>th</sup> Dec: *Christmas Double Issue // Celebration of the Year*

**PLEASE CONTACT THE COMMERCIAL TEAM FOR BESPOKE CONTENT, PARTNERSHIP & SPONSORSHIP OPPORTUNITIES TARGETING SPECIFIC OR A RANGE OF ISSUES**

**PRINT**

## DISPLAY RATES

DOUBLE PAGE SPREAD	£2,185
FULL PAGE	£1,295
HALF PAGE	£882
QUARTER PAGE	£483
EIGHTH PAGE	£305

Creative media solutions POA



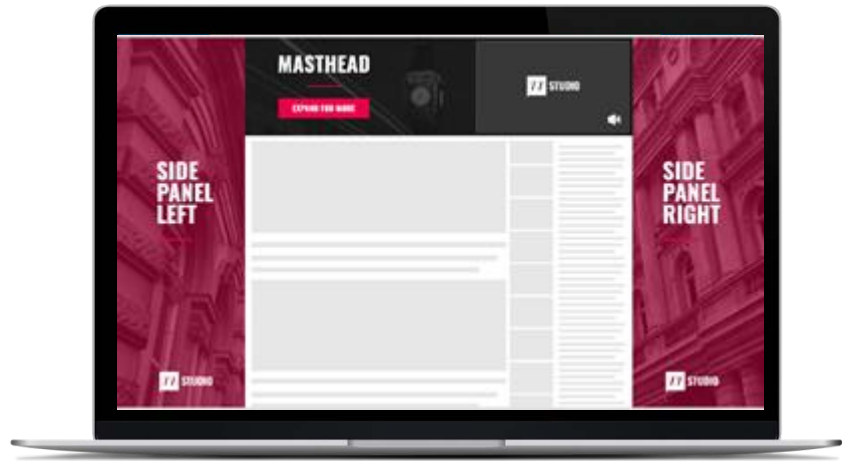
# DIGITAL

Amateur Photographer's digital audience trust our recommendations

Highly engaged channels across News, Technique, Reviews & Buying advice

Digital strategies **DRIVE CONSIDERATION** & help brands to remain **FRONT-OF-MIND**

Bespoke solutions available for all budgets



# BRANDED CONTENT

Amateur Photographer branded content (Advertorials & Native content) are created with 3 key principles in mind, to be **authentic**, **opinionated** and **purposeful**.

We maintain a clear editorial tone of voice to **entertain**, **educate** and **inspire**

Guaranteed **KPI** metric set for page views to support maximum **engagement & value**





# BRANDED CONTENT

## ARTICLE

Bespoke content written by our editorial team & hosted on Amateur Photographer

**KPI set of guaranteed page views**

## VIDEO

Video shot at in-house studio or on location presented in the Amateur Photographer brand personality for maximum authenticity

**Video views KPI set at time of sign off**

PRICE ON APPLICATION

## SOCIAL

Amplification of client's own or Amateur Photographer editorial content (reviews) shared to our 1<sup>st</sup> party audience

**Guaranteed minimum reach across social channels**





**SOCIAL AMPLIFY**

# amateur Photographer

Amateur Photographer is the voice of **AUTHORITY** within the photography market.

We deliver **TRUSTED** content that engages and **INSPIRES** audiences through their passion for photography.

We hold a unique relationship with our audience that brands can leverage to **STRENGTHEN** their position



**WE HELP BRANDS  
CREATE  
MEANINGFUL  
CONNECTIONS**

# SOCIAL AMPLIFICATION



**Amateur Photographer with Nikon.**  
Published by TI Media (TI) · Paid Partnership ·

The Nikon Z 6 wins Enthusiast camera of the Year as well as the highly coveted Product of the Year at the AP Awards 2019

**Amateur Photographer with Nikon.**  
Published by TI Media (TI) · Paid Partnership ·

Doing the double! The Nikon Z 6 comes out on top, winning Enthusiast Camera of the Year and Product of the Year at the Amateur Photographer Awards 2019



AMATEURPHOTOGRAPHER.CO | AMATEURPHOTOGRAPHER.CO.UK  
Why the Nikon Z6 is the | Nikon Z6 review

Amateur Photographer can share your content across our highly engaged social channels driving reach, awareness and engagement.

Your brand will sit side-by-side Amateur Photographer on our brand wall leveraging the trust and authority we have with our photography audience.

- ✓ Trusted environments
- ✓ Builds connections
- ✓ 1<sup>st</sup> party data
- ✓ Guaranteed reach to deliver value and scale
- ✓ Leverage the power of Amateur Photographer

# EVENTS

PLH100Y  
Lucky T shirt

# E V E N T S



## EDITORIAL

We create meaningful experiences to strengthen  
our connection with our audiences

Commercial partnerships can integrate brands at  
the heart of these experiences

## COMMERCIAL

Bespoke events & experiences  
Leverage our brands' trusted authority & reach  
Build associations  
Breaking down barriers  
Building connections



**EXPERIENCES**



**TALKS**



**WORKSHOPS**



**GALLERY  
EXHIBITIONS**



**PHOTO WALKS**



**AWARDS**

# THE TEAM



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**THANK YOU**

