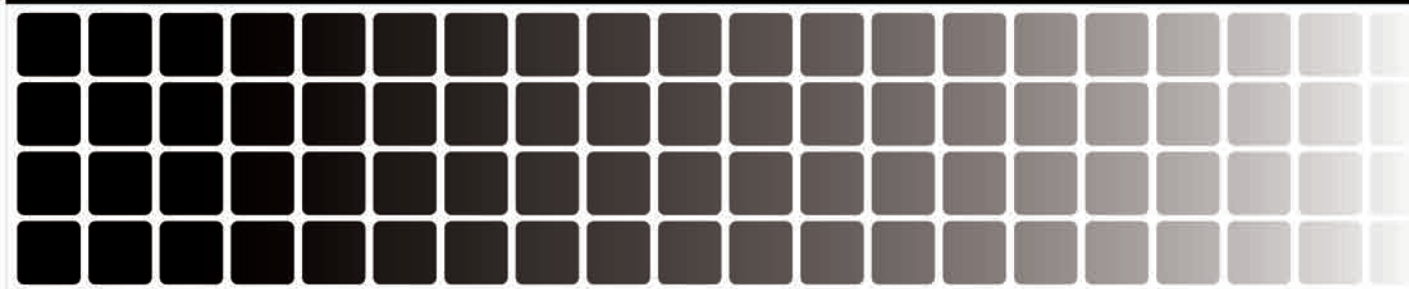




exposureMAGZ

MEDIA KIT 2014





Exposure Magazine is a regional photography magazine founded in Southeast Asia. Community-generated contents, this magazine is published monthly in PDF format and can be freely downloaded. It may also be self-printed. In addition to photos, Exposure Magz also contains audio-visual content.

Established in 2008 by the biggest photography community site in Southeast Asia, the magazine covers all readers who are photography hobbyists, professional photographers, photography business people, graphic design industries, and advertising, printing and publishing companies, and photography enthusiasts as well. The language used here is bilingual: English and Indonesian.



# OUR MISSION

To provide informative reading in simple-communicative words and inspiring photos with varied photographing method and style



Edition 59



Edition 60



Edition 61



Edition 62



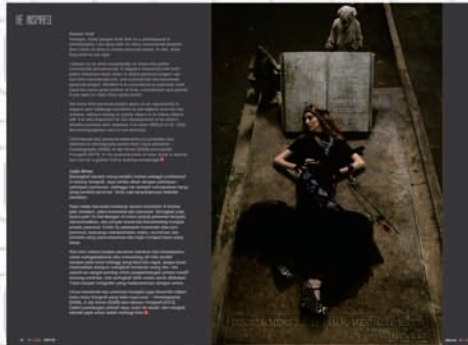
Edition 63



Edition 64



Edition 65



### Be Inspired

**Olympus PEN E-P5 Diluncurkan di Jakarta**

**Handycam Tahan Air Terbaru dari Sony**

**Foto & Video Bawah Air dengan Sony Xperia ZR**

**Lensa Canon EF 200-400mm f/4L IS UBS II Extender 1.4x Hadir Jull**

### Snapshot



### Community

**THIS MONTH FIVE YEARS AGO**

**exposure**

### This Month Five Years Ago



### Essay

**PICTURES OF THE MONTH**

### Pictures of the Month



### My Project

**TRAVELING**

### Traveling

# OUR READERS

**500,000\***  
potential readers



exposureMAGZ

Exposure Magazine is originated from photography communities in Southeast Asia. Established in 2008 by the biggest photography site in South East Asia, Fotografer.net ([www.fotografer.net](http://www.fotografer.net)), it features community-generated contents. These communities are from Indonesia, Singapore, Malaysia, Vietnam and the Philippines. Soon, Thailand and other neighboring countries, will take part.

Generally, Exposure's readers are photography addicts. Most readers are photography hobbyists and professional photographers. Their comprehension on photography is widely varied – newbie to expert.

In addition, Exposure readers are professionals whose daily works relating to photography. They are graphic designers, advertising, printing, media and publishing practitioners. Some of the readers are students – this makes Exposure the best path to gain young-age market.

Their economic statuses are in a very wide range. This is not peculiar since photography is enjoyed by people of different social classes, though dominated by middle and upper class ones.

# advertising

## Gain Benefit by Ad

As it is community-based, Exposure's market becomes distinct and convincing.

The community members are accurately the potential consumers of photography products.

This is obviously beneficial for you to advertise.

## Magazine

Page 2, 3, 4 and 5 = 22 x 30 cm

2 pages (spread) = 44 x 30 cm

1 page = 22 x 30 cm

½ page, horizontal = 22 x 15 cm

½ page, vertical = 11 x 30 cm

## Website

T1 468x60 pixel

T2 192x200 pixel

Tx1 Text ad, Tx2 Text ad, Tx3

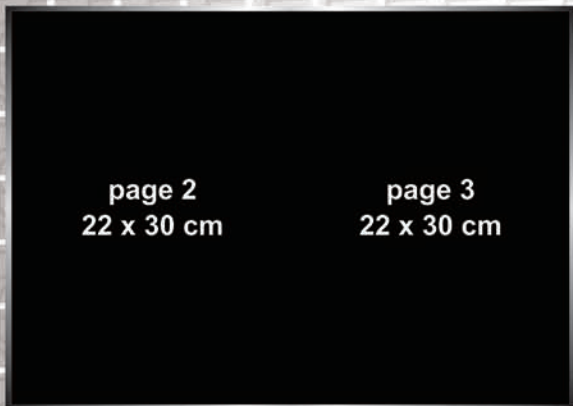
Text ad

## Ad Specifications & Rates

type	1 x	3 x ( discount 5% )	6 x ( discount 7% )	12 x ( discount 7% )
page 2 / 3	IDR 7,000,000	IDR 20,000,000	IDR 39,500,000	IDR 78,000,000
page 4 / 5	IDR 6,500,000	IDR 18,500,000	IDR 36,500,000	IDR 72,000,000
2 page spread	IDR 8,800,000	IDR 25,000,000	IDR 48,900,000	IDR 96,000,000
1 page	IDR 5,500,000	IDR 15,550,000	IDR 30,600,000	IDR 60,000,000
1/2 page (horizontal)	IDR 3,300,000	IDR 9,400,000	IDR 18,400,000	IDR 36,000,000
1/2 page (vertical)	IDR 3,300,000	IDR 9,400,000	IDR 18,400,000	IDR 36,000,000
banner (22x5 cm)	IDR 2,400,000	IDR 7,000,000	IDR 13,800,000	IDR 27,000,000
banner spread (44x5 cm)	IDR 4,400,000	IDR 12,500,000	IDR 25,600,000	IDR 51,300,000
advertorial (44x31 cm) + (22x31 cm)	IDR 17,600,000			
audio-visual			contact us	

## Ad in Website

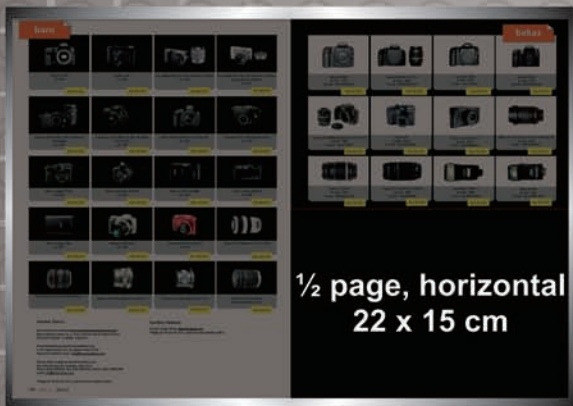
position	2 weeks	1 month	3 month	6 month	1 year
T 1	IDR 3,850,000	IDR 6,600,000	IDR 16,500,000	IDR 29,700,000	IDR 53,900,000
T 2	IDR 2,750,000	IDR 4,400,000	IDR 11,000,000	IDR 19,800,000	IDR 35,200,000
Tx1, Tx2, Tx3	IDR 1,650,000	IDR 2,750,000	IDR 5,500,000	IDR 8,800,000	IDR 16,500,000



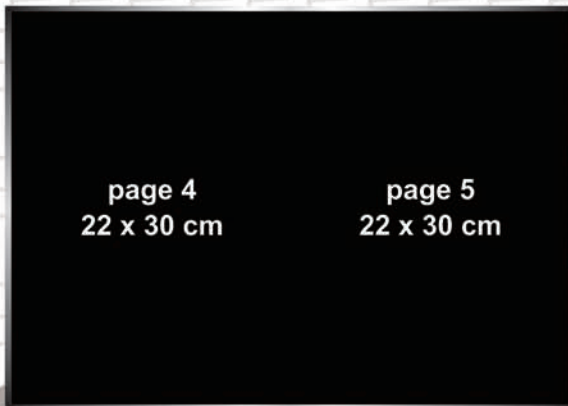
page 2, page 3 = 22 x 30 cm



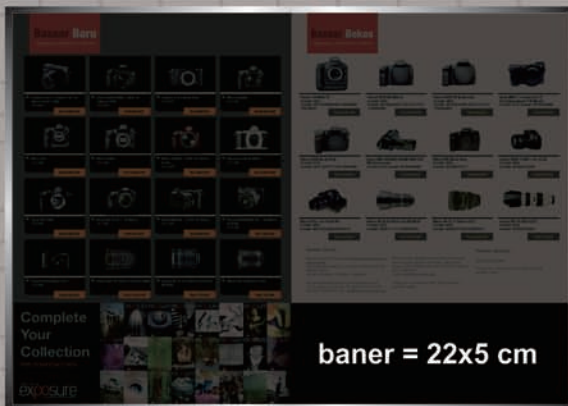
1/2 page, vertical = 11 x 30 cm



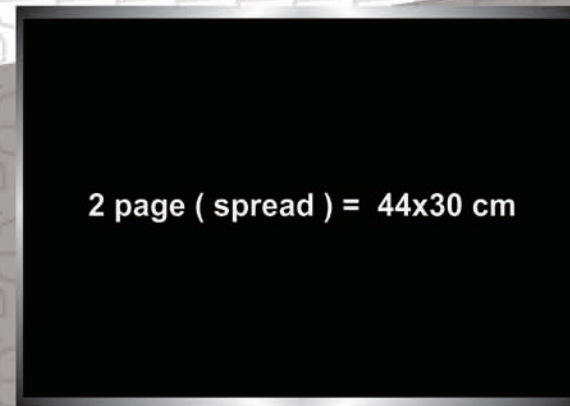
1/2 page, horizontal = 22 x 15 cm



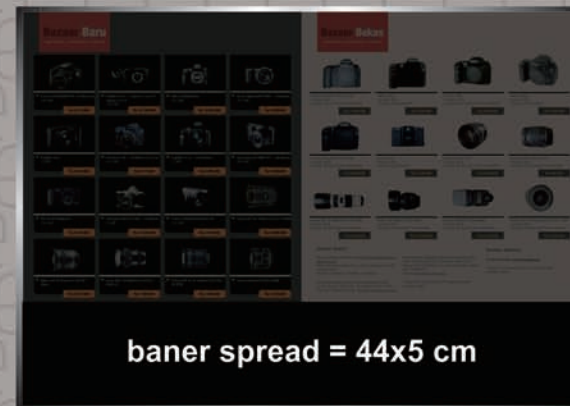
page 4, page 5 = 22 x 30 cm



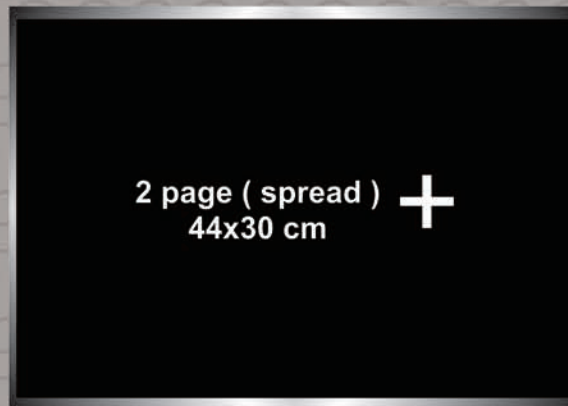
baner = 22x5 cm



2 page ( spread ) = 44x30 cm

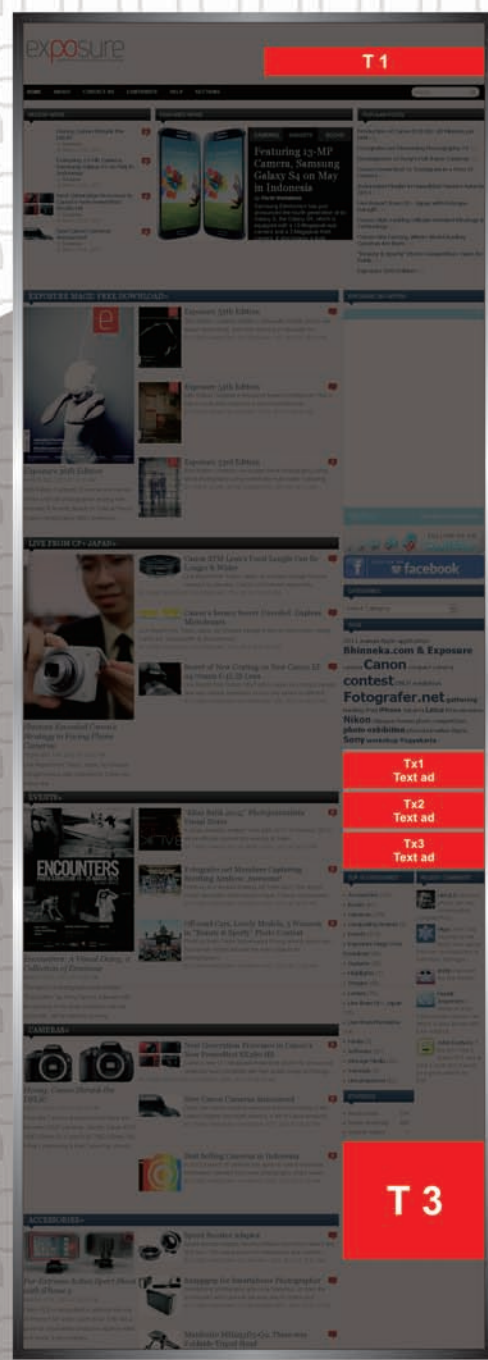


baner spread = 44x5 cm



+

advertorial 2 page ( spread ) = 44x30 cm + 22x30 cm



T1 468x60 pixel

Tx1, Tx2, Tx3 (text ad)

Tx1, Tx2, Tx3



# exposureMAGZ

*captivating.enchanting.inspiring*



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