



MEDIA PACK
2013

News

Jessops on the Move

Jessops is relocating its Labstock store to a bigger location to accommodate the high retail demand.

Strength in Diversification

In stark contrast to the digital trends reducing their forecasts for profit, Hama Technology Limited, manufacturer of the third brand of back with video digital products, has reported a significant growth in revenue and profit.

SONY RESTRUCTURE UPDATE

Sony has announced steps it is taking to "accelerate structural reforms" of its electronics business, including consolidating (and closing) manufacturing operations and reducing headcount.

Consolidation of Manufacturing Sites In order to rationalise the activities of Sony manufacturing operations globally...

Phones Affect Camera Forecast

Camera brands including Canon are altering their forecasts for the coming year because of the effect of smartphones.

Camera brands including Canon are altering their forecasts for the coming year because of the effect of smartphones. Demand for compact cameras is underpinning the market...

SONY reacts quickly, misses nothing... Includes images of Sony products like cameras and mobile devices.

Joined-Up Thinking

Pxel publisher Les Mansfield speaks up about the decline of the traditional photographic industry and the contrasting bright future of the imaging track.

It's time for me to speak up about the most important issue to me: the future of our trade.

I'm speaking, or indeed rebroadcasting, a traditional photo specialist store now to encompass more technologies...

The imaging process is no longer capture, develop, print. It's a blend of trigger, capture, share, edit, display, print, store and more...

The new world of imaging The most important development, in my view, is that the products we traditionally associate with photography...

So where do I see the future of imaging leading? Well first, it's exactly that word: imaging. Perhaps camera shops need to consider expanding the words "camera" and "shop"...

THE INSIDER News

Saying what you are thinking and asking the difficult questions. Each issue The Insider reports back from the frontline of our industry.

The subject I am going to speak about in this issue may well be the most controversial, misunderstood and damaging aspect of our industry today...

Haselblad Unveils 0% Finance Plan... Includes an image of a Hasselblad camera.

Haselblad Unveils 0% Finance Plan

In an exclusive presentation Hasselblad is offering photographers the chance to buy an HD System camera or CPN Digital Back at 0% finance over a new lease purchase period of 24 months...

Hama and Golla Join Forces

French fashion list to be distributed by Hama in the UK.

Hama (UK) Ltd has extended their welcome to the arrival of a new generation of fashion designers in the UK...

Mark Grey, Managing Director of Hama (UK) has said that he is always an established brand in UK with a great selection of products covering the full range of customer needs and offering...

Pixel Live: The Imaging Store

Information and content pricing is useless, and we have to build that up again. How about offering technological set-ups for a full Personal? It'd save someone £20 to go on and on...

SPECIAL REPORT

You've got to be a specialist. You can't stock every TV or phone, you have to look at the relevance to the imaging community...

THE IMAGING STORE

A large grid of product categories and items including cameras, phones, smart TVs, laptops, tablets, and various accessories like lenses and filters.

SPECIAL REPORT

The world of imaging is expanding to include products from markets which were traditionally distinct from photo. Now that consumers' images can be viewed, edited and shared across so many devices...

A large grid of product categories and items including cameras, phones, smart TVs, laptops, tablets, and various accessories like lenses and filters.

Pixel: **Informing** the Industry

“Its dedication to providing the imaging retail trade with information to help it grow means that Pixel is considered an essential read by the UK’s community of retailers”

For almost twenty-five years, Pixel has served as the essential newspaper for the imaging retail industry. Providing news, comment and product information, the magazine is a direct conduit between retailers, the brands and suppliers which shape their business.

The imaging industry fluctuates constantly and Pixel’s mission since its launch has been to bridge the worlds of photography, video, audio and consumer electronics. The convergence of these trends is more prominent now than ever before, so with fresh look and re-brand, Pixel has increased its focus on new technologies which increasingly fall into the imaging realm.

In addition to essential information on new product releases, readers can rely on Pixel for updates on issues affecting retailers of all sizes, with regular legal advice, statistical analysis and industry trends. ‘The Big Interview’ brings opinions and answers from the important names in the industry with every edition, with additional comment from relevant experts throughout each issue.

Its dedication to providing the imaging retail trade with information to help it grow means that Pixel is considered the essential read by the UK’s community of retailers. These active and loyal readers are encouraged to communicate with Pixel magazine and each other through Pixel’s twitter presence and the Pixel website, which provides daily news updates and a members-only forum where retailers can discuss trade matters with others in their line of business.

The imaging industry is an exciting marketplace, and as its newspaper, Pixel must reflect the challenges and opportunities within the trade. In 2013, Pixel is more informative, interesting and vital than ever before.

Laura Knight
Editor Pixel Magazine

What is Pixel?

- Pixel is the newspaper for the imaging retail trade
- It provides its readers with unique news, comment, opinions and analysis relevant to their business.
- Pixel understands the bigger picture of imaging retail as it is today, as it has developed over decades and as it expands into the future.
- The Pixel team can work with you to help strengthen your brand through traditional and bespoke communication of your key messages and products.

Who reads Pixel?

CIRCULATION PROFILE

In line with its mission to inform retailers about opportunities which are relevant and interesting to them, Pixel is now distributed to a broader audience than ever before.

Since its initial publication, Pixel has been the essential trade magazine for the high street specialist, from the largest chains to the smallest independent traders. In 2012, the internet is also a hugely important retail platform and Pixel's variety of relevant content ensures that it is read by those with an interest in online retail.

Another important reader of Pixel is the minilab retailer. Pixel is distributed to all branches of each of the UK's minilab franchises – Fuji Digital Imaging Services, Snappy Snaps, Kodak Express – in addition to independent and multiple photofinishing stores and photofinishing departments within the major supermarkets. Professional photo labs, framing outlets, photobook retailers and other photographic product suppliers are amongst the wide variety of businesses which value Pixel for its photo news and its supplement, InPrint (formerly Infolab Magazine).

The convergence of imaging and electronics technologies has broadened the horizons of the imaging industry not just in terms of subjects relevant to imaging retailers but also in terms of businesses to whom imaging retail is or could be of interest. Pixel has always had a number of readers in general electronics retail, and today a growing proportion of Pixel's readership is made of consumer electronics and audio-visual retailers, including independent, mass and online traders. All members of RETRA who sell brown goods now receive a subscription to Pixel with their membership.

Of course, it is not just retailers who have an interest in keeping up-to-date with the trade's news and opinions. Pixel is well read by photographic, imaging, Development & Processing CE, and Cinematographic Manufacturers & Distributors. Further subscriptions are bought by asset management companies, insurance companies dealing with electronics and more.

PIXEL IN NUMBERS

Total annual subscribers: 6876
Estimated Readership: 17,190
Digital Version Readers: 9989
Twitter Followers: 2426

Who is Pixel?

Lee Mansfield
Publishing Director
+44 (0)1323 411601

lee@lifemediagroup.co.uk

Lee has been at the forefront of Life Media Group for almost twenty years. During this time he has become a respected and highly experienced figure having expanded the company to encompass a wide portfolio of lifestyle titles.

Simon Skinner
Marketing Director
+44 (0)1323 411601

simon@lifemediagroup.co.uk

Simon worked for many years in artist and event management before joining Life Media Group in 2007. He oversees marketing across the companies' portfolio whilst working closely with editorial planning, developing specialist projects, distribution and digital platforms.

Laura Knight
Editor
+44 (0)1323 411601

laura@lifemediagroup.co.uk

Laura began her publishing career in regional business to business magazines and joined the Pixel team five years ago. Now fully immersed in the photographic retail trade, Laura works across the Life Media Group's imaging business titles to create a comprehensive resource for imaging retailers.

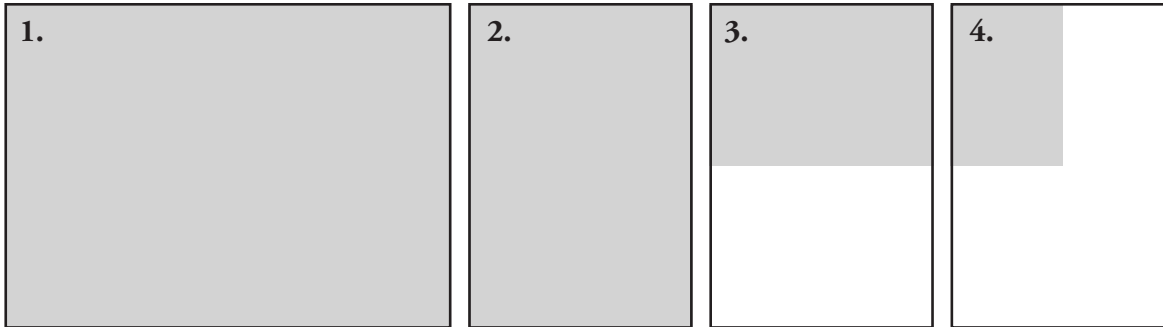
Leanne McConnell
Sales Executive
+44 (0)1323 433701

leanne@lifemediagroup.co.uk

Leanne has over 9 years experience in magazines, events and exhibitions working most recently for Johnston Press in a sales and sponsorship capacity. New to the company, she brings with her a wealth of sales knowledge.

TECHNICAL SPECIFICATIONS

MAGAZINE DIMENSIONS - 330mm (h) x 240mm (w)



ADVERTISING RATES

DPS: £2,700.00

Inside Front Cover: £1,370

Inside Back Cover: £1,270

Outside Back Cover: £1,370

Full Page: £1,270

Half Page: £830

Quarter Page: £510

Inserts: Rates on application

Agency Commission additional 10%

e-magazine advertising can only be booked with a 'Printed Version' booking.

ADVERTISING ARTWORK SIZES

(please make allowance for 3mm bleed in addition to these sizes)

- DPS: (h) 320.1mm x (w) 465.6mm
- Full page: (h) 320.1mm x (w) 232.8mm
- Half page Horizontal: (h) 160.05mm x (w) 232.8mm
- Half page Vertical: (h) 320.1mm x (w) 116.4mm
- Quarter page: (h) 160.05mm x (w) 116.4mm
- Quarter page strip: (h) 48.5 x (w) 232.8mm
- Front Page Ears: (h) 46mm x (w) 53mm

PRODUCTION

Photoshop files should be sent to us as a Photoshop EPS file with embedded fonts.

All files must be 300dpi or higher.

All files must be CMYK. If any file is supplied with RGB or Pantone images or colours, we cannot be held responsible for any colour change as a result of converting them to CMYK.

Please ensure that your Adobe Acrobat Distiller programme has been Press Optimised to the print industry standard. (See job options Press file, available for free download at www.pass4press.com).

We recommend you Flightcheck your PDF files as we will be unable to correct your files at a later stage.

Quark/Indesign documents will not be accepted.

Please provide files with a bleed margin of 3mm on outer edges.

To improve our speed of service and protect your work, please supply your advertisements only in the correct file formats to the booked size (see above). We do not provide proofs of supplied artwork. Any advertising not following specification as outlined will be rejected and therefore you will be required to resupply your file.

Please send all artwork to simon@lifemediagroup.co.uk

PACKING AND DELIVERY INFORMATION FOR INSERTS

It is important that your inserts are packed and labelled correctly so that they arrive in good condition and can be easily identified by our printers. For delivery details please contact our production department.



RETAIL SOLUTIONS FOR THE PRINT PROFESSIONAL

InPrint is the reinvention of Pixel's sister title: Infolab, which for years has been the magazine of choice for the high street photofinishing retailer. Now with content that is both more in depth and broader in scope.

A must-read magazine for an audience of online photofinishing providers, copy shops and any business which might make and sell a print. It is distributed to Pixel's subscribers and a dedicated list of businesses which are part of the expanding world of imaging. InPrint contains news, interviews, opinions and analysis and is a valuable source of information for those with an interest in commercial photo printing.

MAGAZINE DIMENSIONS

240mm (h) x 170mm (w)

ADVERTISING RATES

Front Cover Sponsorship: £895

OBC/IFC: £795

Full page: £695

DPS: £1,300

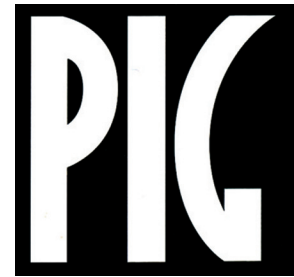
Half page: £425

Quarter: £249

ADVERTISING ARTWORK SIZES

(please make allowance for 3mm bleed in addition to these sizes)

- Front Cover: (h) 194mm x (w) 150mm
- DPS: (h) 232.8mm x (w) 329.8mm
- Full page: (h) 232.8mm x (w) 164.9mm
- Half page Horizontal: (h) 116.4mm x (w) 164.9mm
- Half page Vertical: (h) 232.8mm x (w) 82.5mm
- Quarter page: (h) 116.4mm x (w) 82.5mm



Pixel Imaging Guide is an annual listings direct produced by Pixel. It is used by Pixel's readers as the definitive source of contact details for all areas of the imaging trade. In addition to listings, the guide carries in-depth features and analysis from contributors such as Futuresource and GfK, providing readers with helpful insights into long-reaching trends that will shape their business. The Pixel Imaging Guide (often abbreviated to PIG) is distributed to Pixel's entire extended readership, including InPrint subscribers and other industry contacts.

MAGAZINE DIMENSIONS

297mm (h) x 210mm (w)

ADVERTISING RATES

Front cover sponsorship package: to include DPS and additional full page: £4,500

OBC/IFC: £2,070

Full page: £1,870

DPS: £3,649

Half page: £995

Various directory enhanced listings – Bold: £50,

Boxed: £50, Bold & Boxed: £75

ADVERTISING ARTWORK SIZES

(please make allowance for 3mm bleed in addition to these sizes)

- DPS: (h) 297mm x (w) 420mm
- Full page: (h) 297mm x (w) 210mm
- Half page Horizontal: (h) 148.5mm x (w) 210mm
- Half page Vertical: (h) 297mm x (w) 105mm
- Quarter page: (h) 148.5mm x (w) 105mm

PRODUCTION

Photoshop files should be sent to us as a Photoshop EPS file with embedded fonts.

All files must be 300dpi or higher.

All files must be CMYK. If any file is supplied with RGB or Pantone images or colours, we cannot be held responsible for any colour change as a result of converting them to CMYK.

Please ensure that your Adobe Acrobat Distiller programme has been Press Optimised to the print industry standard. (See job options Press file, available for free download at www.pass4press.com).

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PIXEL
IS PUBLISHED BY

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