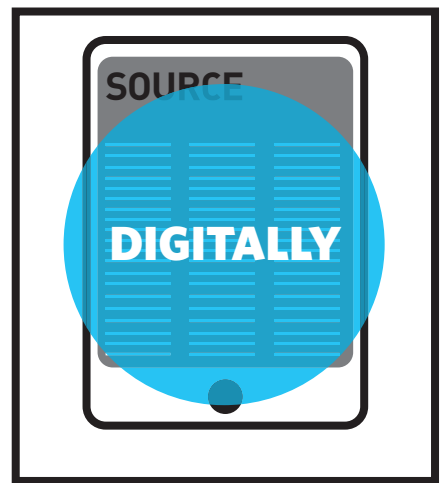
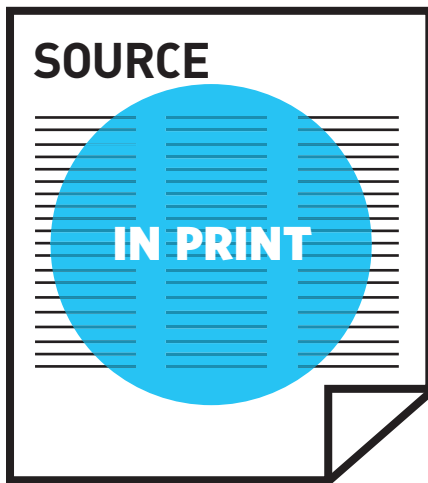


# Advertise with SOURCE



## Who reads Source?

Source is read by key opinion formers from the gallery based photography community in the UK and Ireland. These are people who want to be kept informed about the latest debates and trends in contemporary photography.

Source also delivers a targeted audience drawn from practising photographers, curators, students, collectors and photography academics and critics. 158 colleges offering third level photography courses now subscribe and archive Source making it an excellent way to reach young photographers.

Source also has great links with emerging photographers as its site hosts over 300 Graduate Degree shows each year.

## When is it published?

Source is published in March, June, September and December.

## Readership Figures

Audiences Print	8,000 per issue
On line	15,000 per month
Digital Edition	TBC
Twitter	17,000 followers

## OUR RATES

### Option 1

Quarter Page in Print +  
Box Ad Online for 3 months +  
Quarter-Page Digital Edition Ad

250

## Content

Source represents a distinct and growing part of the photography market connected with exhibiting and publishing which has been developing rapidly over the last ten years in Britain. In each issue we publish three new portfolios of photographs mixing well known photographers and those on the first rung of their careers. This mix is reflected in the audience of Source.

The type of work photographic work ranges across Documentary and Fine Art. Each issue also has in-depth articles examining various aspects of photography from advertising campaigns through to collecting photography. Alongside this are exhibition and book reviews and a news section. The magazine also publishes regular columns on photography and advertising and photography and the law.

## Website

Increasingly Source is a cross platform publisher and we are producing films and audio content to generate new audiences for our web site. We also use social media to point readers to this material.

## Digital Edition

The Source Digital Edition is available through the iTunes App Store and Exact Editions.

## Distribution

Source is distributed throughout the UK and Ireland and is available through magazine shops as well as major galleries and museums. The magazine is distributed in The USA, Canada, New Zealand, Japan and Australia. It is also available through online subscription.

## Digital Edition

The Source Digital Edition is available through the iTunes App Store and Exact Editions.

## Technical Information

Print and Digital Edition copy should be supplied as open vector pdfs. On line advertising copy. These can be up to 3 images supplied as 300 DPI jpegs which we animate. See samples on [www.source.ie](http://www.source.ie) home page. On line ads can go up for any 3 month period.

## Sizes

Full Page /Large Banner Ad Online  
Print/Digital Edition W 240mm x H 260mm  
Banner size W 160 x H 50 pixels

Half Page/Medium Banner Ad Online  
Print/Digital Edition W 195mm x H 107.5mm  
Banner size W 160 x H 42 pixels

Quarter Page and Box Ad Online  
Print/Digital Edition W 95mm x H 107.5mm  
Box Ad W 75 x H 75 pixels

### Option 2

Half Page in Print +  
Banner Ad Online for 3 months +  
Half-Page Digital Edition Ad

400

### Option 3

Full Page in Print +  
Large Banner Ad Online for 3 months +  
Full-Page Digital Edition Ad

800

For more details including online only rates contact  
[john@source.ie](mailto:john@source.ie)