

GUP

2016 Mediakit



gupmagazine.com



Guide to Unique Photography

GUP is your Guide to Unique Photography. GUP inspires and informs about conceptual photography from all over.

Stunning portfolios from young talented artists and international renowned photographers backed with interviews, back ground stories, opinionated articles and columns. All published on a daily bases makes GUP one of the most constant publications and highly regarded authorities in the field of contemporary photography of the last decade.

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Character

GUP is a friendly, strong and no-nonsense, high value brand. It combines a freely accessible and extensive online platform with an attractively priced premium handy print quarterly of around 200 pages, priced under 10 euros worldwide.

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Vision & Mission

GUP Magazine has seen the interest in the medium of photography explode during the last decade. It recognizes the need for interpretation of the growing amount of photography exposed to its community.

At the same time an ever growing group gains a bigger interest in photography. Therefore GUP recognizes quality, exposes developments and inspires and informs its audiences on all the above.

GUP Magazine's main goal is to inform its readers in an approachable fashion about contemporary photography. GUP is about photography and therefore images come first. Accessible articles on the subjects are straight forward, enjoyable and informative on an inspirational level.

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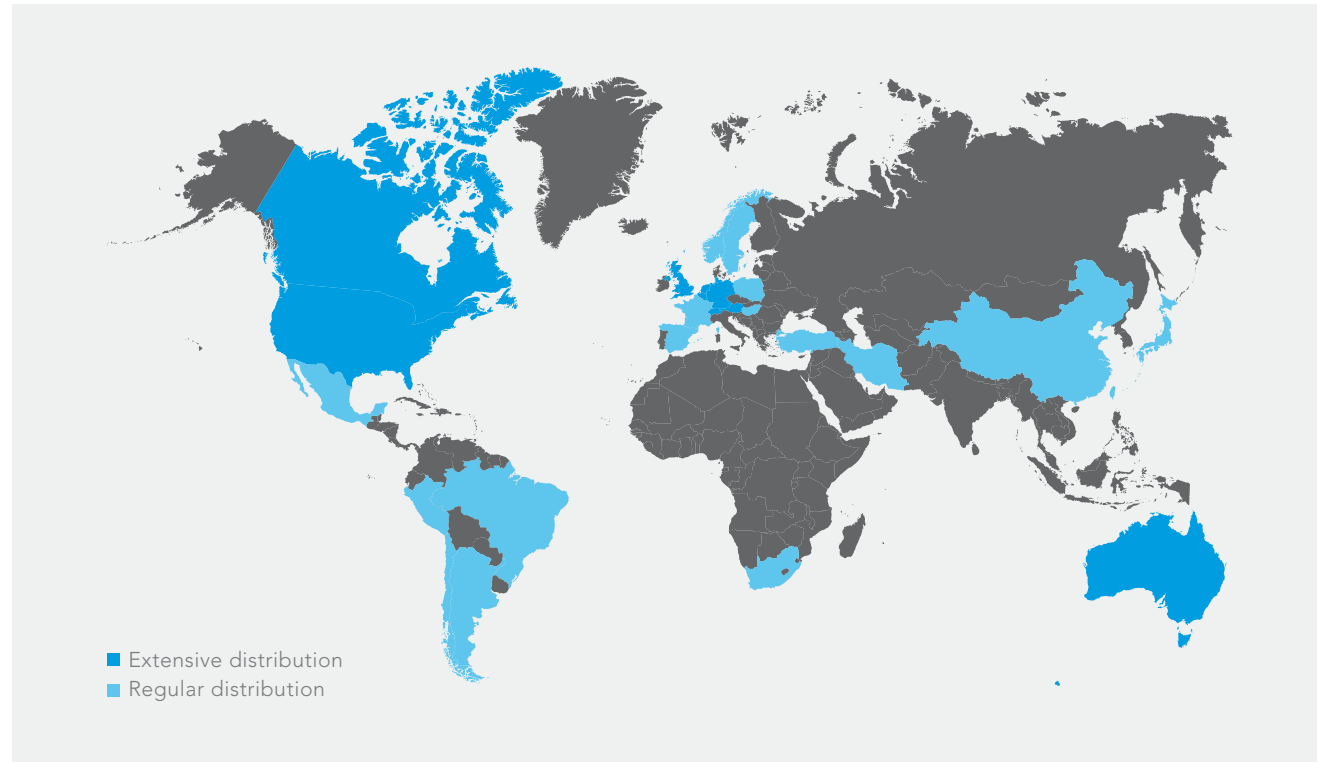
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Reach

GUP is an international photography magazine distributed to over 30 countries worldwide. The geographical focus is on North West Europe, North America and Canada, and Australia. With a quarterly print run of 20.000 copies GUP Magazine's print publication reaches an approximate 50.000 readers per issue/quarter.

Besides the premium print quarterly GUP has a dominant online presence with its website visited by over 100 nationalities, and more then 25.000 unique monthly visitors. Its daily new and unique content is served to its communities by means of Facebook, Twitter and Instagram as well as the monthly newsletter.

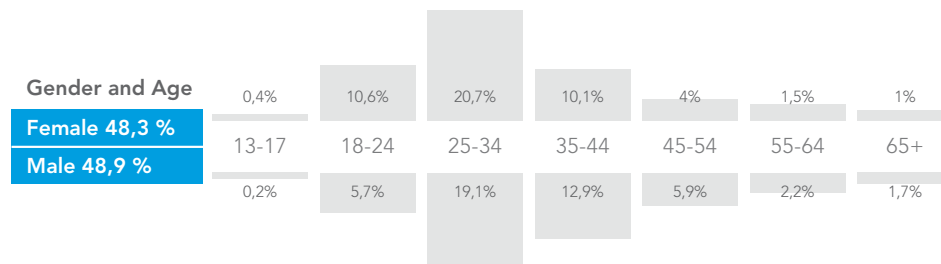


GUP Magazine	50.000 readers
gupmagazine.com	25.000 unique/month
Social media	70.000 followers
Newsletter	15.000 subscribers

Australia, Argentina, Austria, Belgium, Brasil, Canada, China, Chile, France, Germany, Hong Kong, Hungary, Iran, Japan, Mexico, Middle East, New Zealand, Norway, Peru, Poland, Singapore, South-Africa, Spain, Sweden, Swiss, Taiwan, The Netherlands, Turkey, United Kingdom and United States.

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Promotional Possibilities

GUP offers flexible possibilities on advertising and partnerships. The online possibilities for product-sales and brand-activations are vast and can be seamlessly combined with print advertorial, advertisements or even editorials. Gupmagazine.com is a social and daily updated platform, which enables to precisely pinpoint campaigns around key-dates. Combining print and online advertising dramatically increases reach and enables to re-direct information on gupmagazine.com and its social media channels towards self regulated media.

GUPs loyal on- and offline communities actively share and adapt information through its popular and divers platforms, on which promotions, product-placements, activation, call-to-actions and exhibition-announcements etc. are highly appreciated and widely shared.

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Brand Awareness

Within a decade GUP has become an authority on (art)photography with a network of literally thousands of internationally renowned photographers. With its extensive knowledge of photography prosumers and its peers GUP offers customized content and print or online publications for any type of business, service, brand, event, product or activation acting within the photographic scope.

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GUP #09 | © Spencer Platt

Events

Besides online and print partnerships GUP also offers a wide range of live-activations in the form of product-presentations, debates and discussions, presentations, exhibition happenings, brand-activations or whatever mix suits your brand best. GUP concepts are implementable throughout the entire photographic scope, and beyond – into the field of visual culture. GUP has a highly educated and committed audience that is able to credibly inform and activate your target-audiences or readership in depth

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Readership

20-45 year young, well-educated and culturally aware (semi)professionals in the photographic scope on the everlasting search for inspiration and high quality (art) photography, its community visually highly educated and keen to be informed about whatever is happening on the forefront of photography.

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Publication Schedule

2016

Issue	Streetdate	Deadline
#48	February 17	January 15
#49	May 18	April 15
#50	August 17	July 15
#50	November 23	October 21

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Rate Chart

print | advertisements

1/1 page	€ 2.250
2/1 page	€ 3.500
specials	on request

print | event-guide highlight

1/1 page	€ 600
2/1 page	€ 1.000

online

MPU square	€ 150 /week
leaderbord	€ 350 /week
billboard	€ 600 /week

All prices exclude taxes.

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GUP #33 | © Lucas Foglia



GUP #281 | © Richard Mosse



Dimensions

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print

1/1 page 166 x 225 mm

2/1 page 332 x 225 mm

Specifications

- 4/4 full colour
- 300 DPi
- high res cPDF file
- include crop- and bleedmarks

online

- MPU square 300 x 250 pixels
- leaderbord 728 x 90 pixels
- billboard 970 x 250 pixels

Explore the Sharpest Conceptual Photography

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