



e-news

from the Photographic Alliance of Great Britain

The Photographic Alliance of Great Britain (PAGB) is an entirely amateur non-profit organisation which forms an umbrella organisation for 15 autonomous regional Federations, covering more than 1000 camera clubs with approximately 40,000 members. It has no paid employees and all payments go to organise national events, competitions and services for its members.

A link to PAGB e-news is distributed by e-mail directly to more than 5,000** subscribers who register to receive it and then via a "cascade" system to 8,000** camera club members. These are mostly very active photographers, taking and making their own photographs, and we enjoy an "open" rate around 60%!

We are also aware of over 50 Club and Federation websites who carry the newsletter for their members to read and there are probably many more.

Issues are frequent but irregular depending on the availability of content but usually run at fortnightly intervals. There were 25 issues in 2019, plus a printed version, which was handed out at The Photography Show and at other events.

The newsletter is published on our website where it is accessed over a longer period by even more active photographers.

The newsletter is sent in pdf format and there is restricted advertising space. The newsletter is published as A4. Prices and suggested sizes, to allow for margins and a page footer, are given below. Ideally copy should be sent as a tiff or jpeg or pdf or even in MSWord but anything we can "cut and paste" is acceptable. Graphics and photos are, of course, permitted but should be reasonably sized, as not all our subscribers have good download speed.

We strongly recommend "advertorials" rather than "corporate adverts" for our publication. Our research has shown that our readers are much more receptive to this kind of "newsy" advert and will read it thoroughly, with a good response to any special offers. We can offer very substantial discounts for such items which have content which would be interesting to our readers. The more it looks like an article, the better the discount but, of course it would still include your contact details and a clickable link.

*** There are few days when there is no new subscriber. In the last 12 months people have subscribed at a rate of more than 20 per month. The 8,000+ figure for readers was calculated from a poll of direct recipients asking how many club members they "cascaded" to. This was four years ago, and we believe the number could now be larger.*

#FSPrint Monday

Enter our weekly #FSPrintMonday Twitter competition, for the chance to win up to **£2000** worth of prizes



[Learn More](#)

#FS

**Quarter Page Horizontal
190mm X 70mm @ 96PPI**

JPEG preferred but TIFF and PDF are acceptable
I can embed one link in the advert

to win

[Learn More](#)



Bath Photographic Society

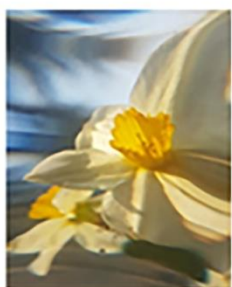
Spring Exhibition

A Different View

Visit the Exhibition at:

BathPhotographicSociety.org.uk

17 March 2021 to 31 May 2021



**Quarter Page Vertical
130mm X 93mm @ 96PPI**

JPEG preferred but TIFF and PDF are acceptable
I can embed one link in the advert



Rod Wheelans on why he uses **FB Gold Silk 315**

Rod Wheelans MPAGB FRPS MFIAP is a former president of the Photographic Alliance of Great Britain and now edits the PAGB e-news.

"FB Gold Silk 315 is my favourite paper for 90% of my prints. Using a free custom ICC profile it delivers good colour with a lovely smooth finish. I have read that it has a very high Dmax but I'm not that technical - I just saw very crisp clean black, giving good contrast which made the image sparkle. The paper has a slightly warm colour, ideal for people pictures in mono and colour and, whilst I wouldn't describe the surface as "silk" it has a very nice "gentle" sheen, reminiscent of fondly remembered darkroom prints.

I enjoy using all the papers in the PermaJet range but FB Gold Silk is always my first choice for both mono and colour."

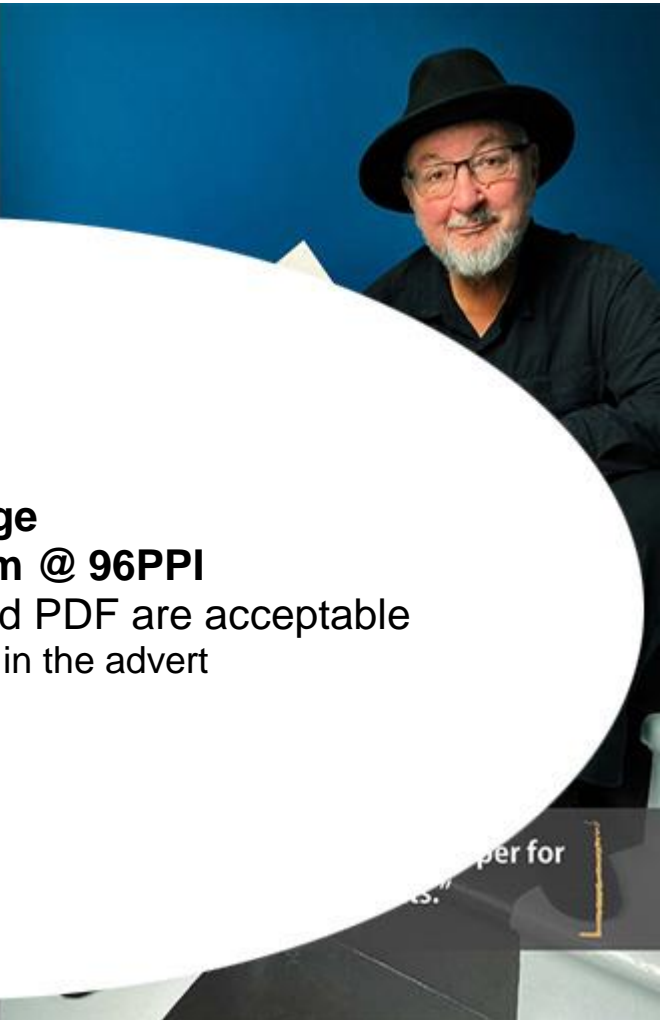


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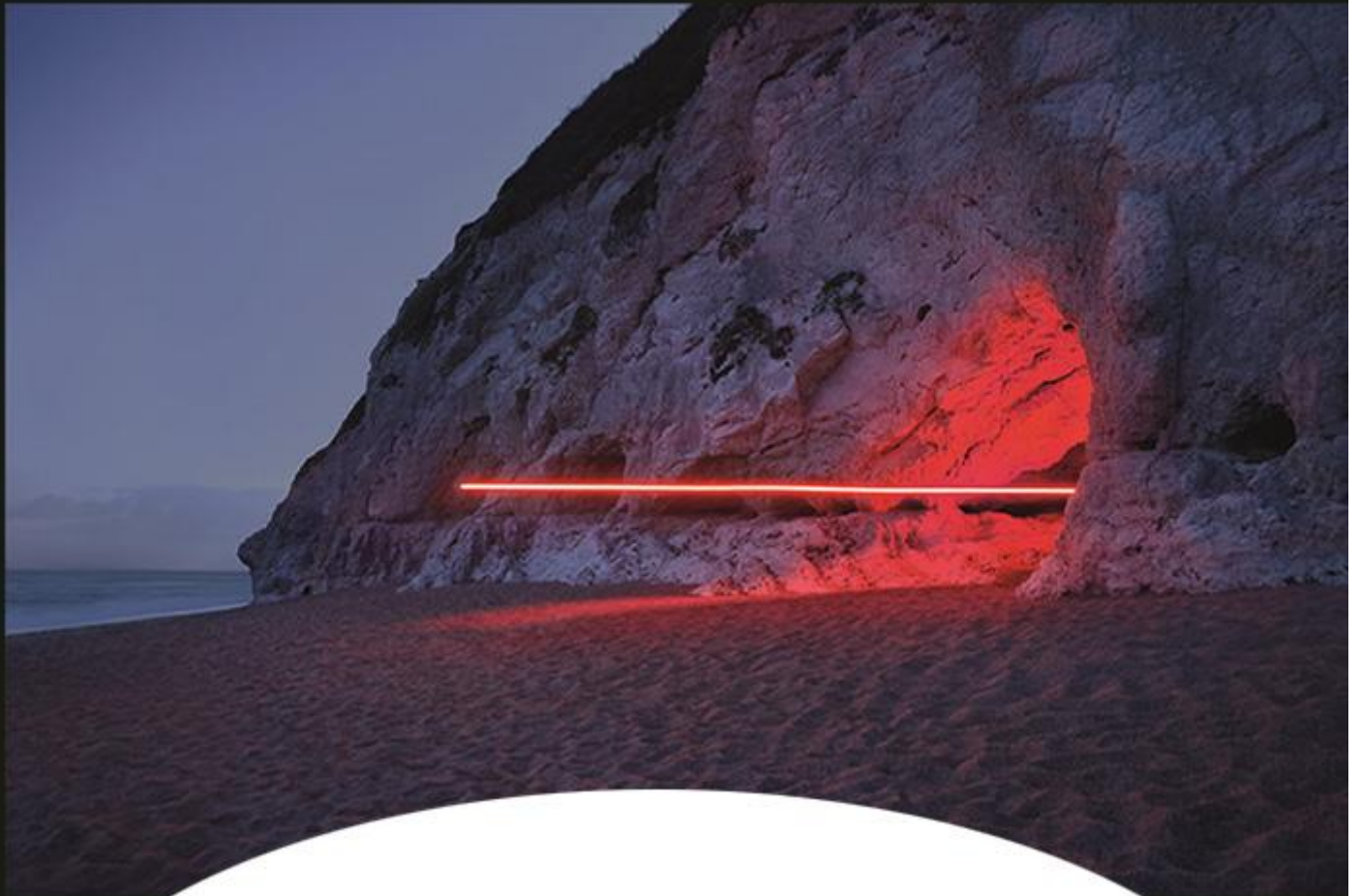
Half Page

190mm X 135mm @ 96PPI

JPEG preferred but TIFF and PDF are acceptable

I can embed one link in the advert

"It's my favourite paper for 90% of my prints."



Handheld
Shot
RF

Full Page

190mm X 275mm @ 96PPI

JPEG preferred but TIFF and PDF are acceptable

I can embed one link in the advert

EOS R6

Canon

Live for the story_

Current Prices

Full Page Portrait Format at £475. Horizontal 190 mm x Vertical 270 mm

Horizontal Format Half Page at £275. Horizontal 190 mm x Vertical 132 mm

Horizontal or Portrait Format Quarter Page at £125.

Horizontal 190 mm x Vertical 64 mm OR Horizontal 90 mm x Vertical 132 mm

Banner Advert at £50 Horizontal 185 mm x Vertical 40 mm

(A Banner could be a logo, a couple of lines and a clickable link.)

Notification e-mail. For an extra £20 per issue, we can include a small advert, with an embedded link, in our notification e-mail. This has a 60%+ open rate and has proved to generate hits for previous advertisers.

DISCOUNTS with advance payment for the series.

- 1 Buy One, get One Half Price** on two months insertion of the same advert
- 2 40% OFF a series of 6** adverts (which can be mixed sizes and may be changed each time in content).
- 3 60% OFF a series of 12** monthly adverts (which can be mixed sizes and may be changed in content each time).

Offers 2 & 3 will also entitle you to free distribution of Flyers, if you provide them, at our two big public events in July and October which are attended by 300-450 club members.

for further information or to book advertising space.

Rod Wheelans e: e-news@thepagb.org.uk t: 01387 261331