



PERMAJET THE INKJET PAPER SPECIALISTS - PROUD SPONSORS OF THE PAGB e-news

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 nearly 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.

*** 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.*

Issues run at fortnightly intervals, one at the beginning of each month and one each mid-month

The newsletter is published on our [e-news website](http://www.pagbnews.co.uk) 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, 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.

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#FSPrint Monday

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



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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."



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

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

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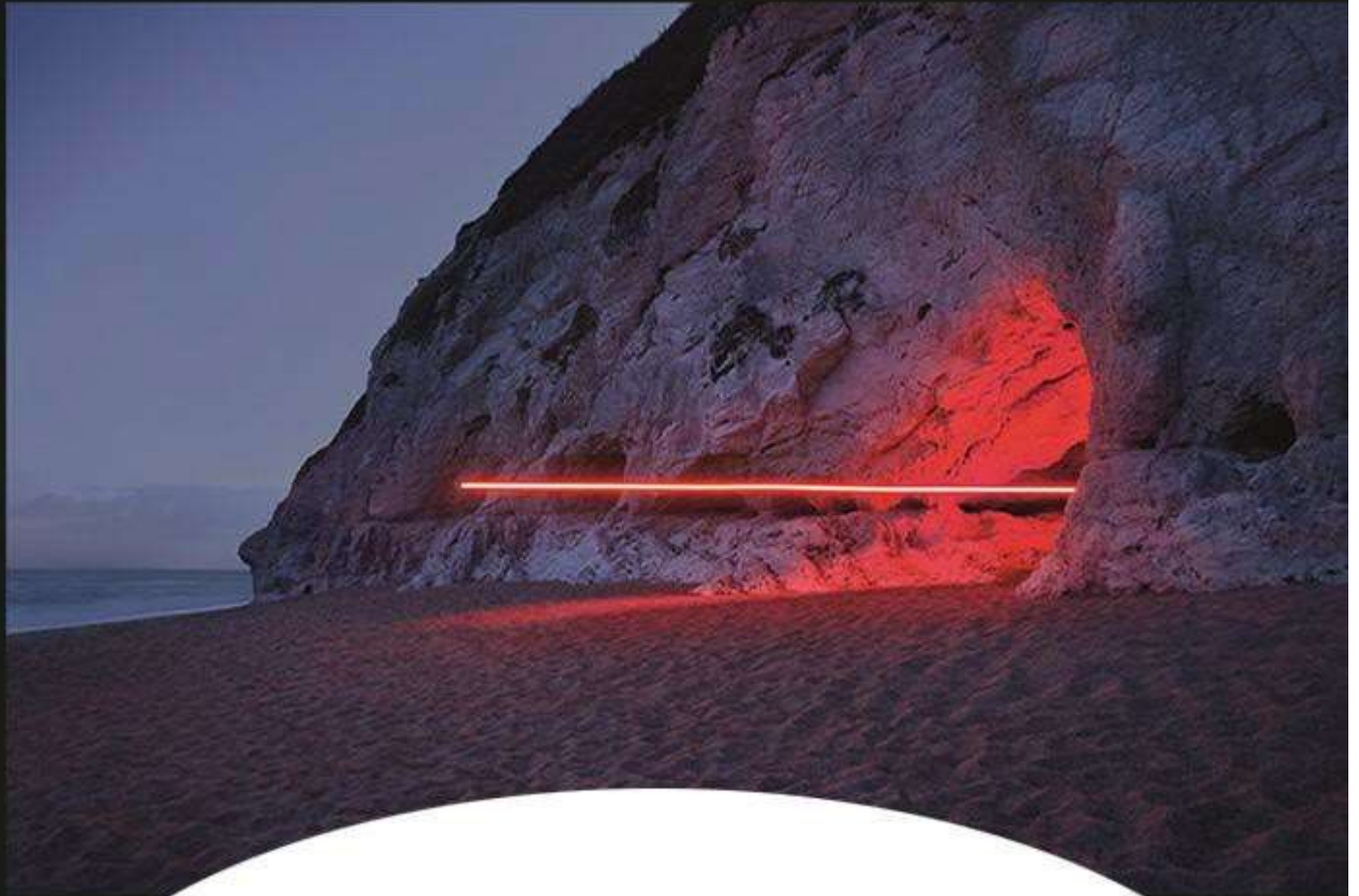
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