



PROFILE

Camera Handbook

Camera Handbook is the annual 'best-of' Yearbook from Camera magazine. It is designed to be a reference which all photographers from beginner to expert will keep handy, as it will serve as both a valuable independently-compiled buying guide and a practical handbook. In addition to a selection of test

reports covering all the currently popular models in the entry-level, enthusiast and advanced categories, Camera Handbook will also contain 'how-to' articles covering many aspects of photography, both general and more specialised. A section of the magazine will be devoted to the various

aspects of shooting HD video with a D-SLR.

Camera Handbook is precisely targeted at an audience of readers known to be enthusiastic and active photographers, regular buyers of new equipment and accessories, and respected providers of advice to family members and friends.



Digital Edition

As well as being available in print from newsagencies around Australia, Camera Handbook is now also available in electronic format for multiple platforms including iPad, Android, PC and Mac.

RATES & SPECS

ADVERTISING RATES*

	Casual	3	6	12
Full Page Colour	\$2750	\$2600	\$2300	\$2100
Half Page Colour	\$2000	\$1900	\$1800	\$1700
Third Page Colour	\$1800	\$1700	\$1600	\$1500
Back Cover	\$3500	\$3400	\$3200	\$2900
Inside Front/Inside Back Cover	\$3000	\$2900	\$2700	\$2400

*All rates plus 10% GST

MECHANICAL DETAILS (H X W)

	Type area	Trim	Bleed
DPS (supply as single pages)	267 x 409mm	297 x 450mm	307 x 460mm
Full Page	267 x 205mm	297 x 225mm	307 x 235mm
1/2 Page Vertical	267 x 93mm	297 x 112mm	307 x 122mm
1/2 Page Horizontal	119 x 195mm	149 x 225mm	159 x 235mm
1/3 Page Vertical	267 x 57mm	297 x 75mm	307 x 85mm
1/3 Page Horizontal	76 x 195mm	99 x 225mm	109 x 235mm

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Camera Handbook is published six times yearly and is distributed nationally.

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