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Publisher

THE PHOTOGRAPHIC DIFFERENCE

Petersen's PHOTOGRAPHIC Magazine is the leading how-to photography publication in it's field. It was created over 17 years ago to fill a void in a field of photography publications that catered to buyer's guides for equipment rather than instructive information on how-to use the equipment. Edited for amateur through professional photographers, Petersen's PHOTOGRAPHIC Magazine blends equipment coverage with how-to features to create an exciting challenge for the reader. Equipment reports are uniquely written from a user point of view covering cameras, lenses, flash, lighting, film, darkroom, accessories and video every month. In addition, our readers active lifestyle has encouraged us to feature at least one outdoor photography article and two travel articles every month.

WHO IS THE PHOTOGRAPHIC READER?

Just like your CAMEL ad, the reader of Petersen's PHOTOGRAPHIC Magazine is a "SMOOTH CHARACTER". He has an active lifestyle and according to our most recent subscriber survey he camps, fishes, boats, backpacks, hikes, jogs, runs, hunts, skis, plays tennis, rides motorcycles, plays racketball and goes scuba diving much more than the national average. He's enthusiastic about his hobby and spends over 12 hours a week perfecting his photography in which he has spent over \$3,300 to buy his cameras, film and accessories and spends another \$740 annually on more equipment.

HOW DOES OUR DEMOGRAPHICS COMPARE?

According to MRI, the audience of 1,270,000 gives Petersen's PHOTOGRAPHIC Magazine the largest number of readers per copy and the best coverage of the CAMEL target market of young men.

	<u>PHOTOGRAPHIC</u>	<u>POPULAR</u>	<u>MODERN</u>	<u>AMERICAN</u>
READERS PER COPY	5	3	3	5
MEN	72.7%	70.8%	69.1%	64.6%
18-34	56.9%	52.3%	45.7%	59.7%

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Offices in: Los Angeles, New York, Chicago, Detroit, Cleveland, Atlanta, Dallas

HOW DOES OUR EDITORIAL COMPARE?

There are four major photo fan books in the field, POPULAR PHOTOGRAPHY, MODERN PHOTOGRAPHY, AMERICAN PHOTOGRAPHER and Petersen's PHOTOGRAPHIC. The following is a brief description of the editorial differences:

POPULAR PHOTOGRAPHY is best known as a "discount buyer's guide". The back of the book is devoted to discount camera advertisements. In the current issue, May 1989, if you cut away the back of the book advertising--the result is a 65 page book of editorial and general ads. The bulk of the editorial is devoted to telling the readers about new equipment and charts comparing film with little information on how-to take a great photo, what makes a great photo, where-to take a great photo, etc.

MODERN PHOTOGRAPHY is also known as a "discount buyer's guide." Their back of the book discount camera advertisement start on page 64 in the May 1989 issue, giving the reader 63 pages of general ads and editorial. Modern, similar to Popular utilizes film charts to explain various films, however, the charts are virtually useless to anyone without an engineering or chemistry degree. Their equipment reports concentrate on the inner mechanisms of the camera rather than the ability to perform results.

AMERICAN PHOTOGRAPHER is the "coffee table" photography magazine that concentrates on photo journalism and fine art photography. There is virtually no equipment editorial. The risk to the advertiser is that your ad could be positioned opposite a feature story on war, poverty, crime and worse.

PETERSEN'S PHOTOGRAPHIC MAGAZINE is known as "the best how-to magazine" in the industry. By choice we do not carry any discount camera advertisers. Instead we maintain a distribution through camera stores as well as through newsstand outlets and subscriptions. Our equipment reports are not filled with boring charts and information about the inside of a camera or accessory. Instead, they are called "User Reports" because they tell the reader how the camera reacted in use in the field and these reports are illustrated with photographs actually taken in the field with the equipment being tested. Our how-to articles take the photographer around the world and around the corner to whet his appetite about new techniques that will make him a more successful photographer.

In addition, Petersen's PHOTOGRAPHIC Magazine is in the forefront of analyzing the wants and needs of the new photographer and continually modifies and improves the magazine to address his needs. In addition to a biannual subscriber survey, we conduct monthly editorial surveys of both the newsstand reader and the subscriber to analyze their wants and needs and to continue to produce the best photographic magazine in the industry.

CONCLUSION

Petersen's PHOTOGRAPHIC Magazine is the best how-to photography magazine in the industry and our "smooth characters" or readers are the young, active males that CAMEL is addressing in this advertising campaign.

We are glad that CAMEL is a part of Petersen's PHOTOGRAPHIC and we thank you for your support.


JACKIE AUGUSTINE/PUBLISHER

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