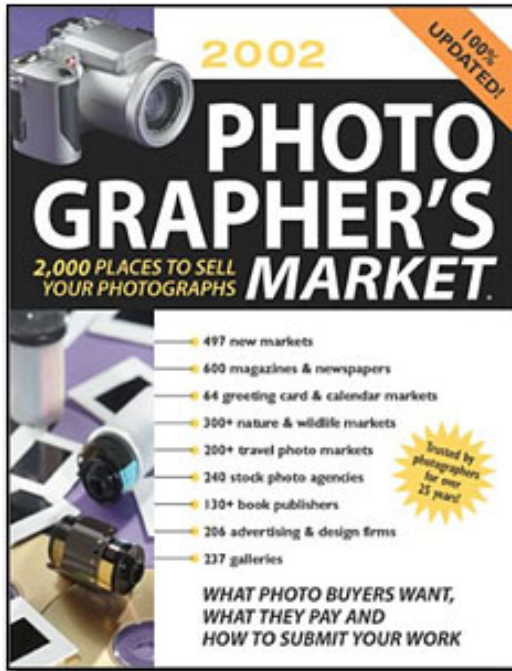


Book Review...

2002 Photographers' Market

Review by Jerry and Barbara Jividen
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The **2002 Photographer's Market** by Writer's Digest Books, Editor Donna Poehner; published by F&W Publications. An annual directory and reference book; 636 pages. ISBN #1-58297-045-9, paperback.

Donna Poehner is editor of the 2001 and 2002 editions of Photographer's Market. She writes about photographers and their work as well as topics related to the business of photography. She is also a photographer and a member of the American Society of Media Photographers (ASMP).

The **2002 Photographer's Market** is a must-have reference and resource book for any serious photographer marketing his or her own work. This annual directory lists 2,000 current photography markets for freelancers-from regional to international outlets-in an easy-to-use format. For experienced photographers who are familiar with the publication, the book is as easy to use as a telephone directory to access updated contact information. For photographers who are new to submitting their work to publishers and photo buyers, it is not only user-friendly, it contains additional information that may be critical in making a first sale or first contact.

For each potential market, listings include the company name, contact person, phone and fax numbers, email address, and web site. Additionally, it specifically details what each company publishes (magazines, trade and how-to books, textbooks, promotional material, CD-ROMs, software, etc.). It also lists information on what types of photos the publisher or buyer regularly purchases-whether it's nature and wildlife photography or model-released people, news coverage, historic photos, underwater photography, etc. It even notes which publishers accept articles that accompany the photos-known

as a "photo-text packages". (NOTE: For the nature and wildlife photographer, more than 300 markets are listed).

When preparing photo submissions, many photographers know that one of the next steps after shipping is anxiously waiting until the original transparencies or prints are returned. This is simply because many first-time submitters do not know a company's return policy and whether or not they accept only solicited materials. Even when receiving a self-addressed stamped envelope, publishers are not required to return unsolicited submissions. This is exactly the type of research-and more-which appears in the **2002 Photographer's Market**.

Important information-such as terms, conditions, and preferred shipping methods- make using this book an essential part of self-marketing. Easy-to-identify symbols signify the pay ranges for photo usage-from \$1-150 to more than \$1,500 per single image.

Because the book categorizes photo buyers by "types," specific markets can be easily found. The **2002 Photographer's Market** lists greeting card companies, galleries, design markets, trade publications, book publishers, newspapers, newsletters, magazines, and other outlets. A section on "resources" rounds out this comprehensive tool to include professional organizations, workshops, and helpful web sites. An additional bonus is that the book includes "tips" directly from the buyer. For example, one photo buyer said, "We're unique, and are great for beginners." Another said, "[We're] Looking for well-thought out, professional project proposals." This insider information is an asset in the highly competitive stock photography business.

Poehner has also included tips for organizing images, protecting copyright (including for Internet usage), charging for work, and figuring small business taxes. She shares sample *property release* and *model release* forms and a sample *query letter*, too. The **2002 Photographer's Market** also features insightful articles from Poehner and other respected photographers and professionals in the photography and publishing businesses.

Several indexes help readers to navigate through the book in clearly marked geographic, subject, and general categories in alphabetical order. A glossary clarifies any unfamiliar terminology. Lastly, selected photographs help to illustrate some of the book's finer points while it highlights the work of several outstanding photographers.

The bottom line is that if you are serious about selling photography or licensing usage rights, having a copy of the **2002 Photographer's Market** is one of the best investments next to owning a camera. Available in the NPN [Gift Shoppe](#).

Comments on this column? Send them to the [editor](#).

Jerry and Barbara Jividen are the husband/wife team who edit and coordinate NPN's *Shoot the Light Journal*. They are members of the North American Nature Photography Association (NANPA) and the American Society of Media Photographers (ASMP). Barbara is also a member of the Outdoor Writers Association of America and serves as Assistant Editor for NANPA's Currents. Both are certified photography instructors and lead numerous photo workshops and tours throughout the year. They also write a monthly e-journal, called the "*Insights on Images: E-Journal*," which can be obtained via email by requesting a free copy at: www.imagesunique.com/insights/journal.html. For more information, call (800) 866-8655.



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