

No 1 • Q4 2012 • £5/€6/\$7.50

# CAMERACRAFT



The last thing you need  
right now is just another  
photographic magazine

# Here's one which will not be just another.

There are dozens of magazines today devoted to the pursuit of just a few aspirational images. But we don't believe all photographers want to take exactly the same things, and to make them look the same. Perhaps you agree.

In September, we publish the first edition of a new quarterly, *Cameracraft*. We'd like you to join us as a founder subscriber. *Cameracraft* will focus on light, composition, vision, and quality. Into the mix we are putting thought-provoking informative journalism designed to make *Cameracraft* a timeless reference.

For many years we have published magazines restricted to a single camera make, club, association or special interest. *Cameracraft* returns us to independence!

This magazine will not be initially be published as an app or a website. A downloadable PDF version will be free for all printed edition subscribers. The emphasis is on the printed page. We've got Cordex binders (12 issues) coming soon.

Our launch team is:

Publisher & Editor – David Kilpatrick, Scotland

USA Associate Editor – Gary Friedman, California

Technical Editor – Richard Kilpatrick, Leicester

We hope to introduce regular contributors as the new magazine finds its legs. We are starting with a 44-page issue but this will have as many EDITORIAL pages as our 76-page news-stand magazines used to have in the 1990s. No ads!

We'll send you a *Cameracraft* Charter Subscriber card – a neat reference greyscale and your unique reader number, together with your password for the private forum and a writable panel for your name and other details on the reverse. Keep it with your camera, keep a shot of it on each memory card or roll of film to identify it and help with your workflow.

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Cameracraft magazine will be published quarterly from Q4 2012 with a cover price of £5 per issue including UK 2nd Class postage. Annual subscriptions are £20 UK, £23 Europe, £25 USA/World. Subscriptions are Zero Rated for VAT.

To get us off to a great start, either subscribe on-line at:  
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Alternatively, scan or clearly photograph your application and email this to **[subscriptions@iconpublications.com](mailto:subscriptions@iconpublications.com)**

We also offer other subscriptions:

*Master Photography*

*Ten times yearly*

*F2 Freelance Photographer*

*Ten times yearly*

The reply form on the reverse includes all three magazines if you prefer to pay by credit or debit card without using the on-line Paypal method.

# CAMERACRAFT

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