

Analog

CONTRIBUTORS PACK

Amsterdam, June 2013

Hello,

We're writing to introduce you to Analøg, a new print publication geared towards connecting creative people worldwide, and to invite you to submit work for our very first issue.

So what's all this, then?

Analøg was born from the idea to share the work of creative people by putting it physically into the hands of potential collaborators, customers and other art-lovers worldwide. That means taking things back to the basics - a 16 pages print publication. Analøg will be published in newspaper format in full colour and using high print standards. By using this format, Analøg maintains an accessible medium that can be distributed quickly to all the landmarks of cool in major cities worldwide, as well as being easy to pick up for all who are interested. Did we mention we're making it a FREE publication for all our readers?

For every issue of Analøg, we'll collect the best that creative people have to offer - work that crosses boundaries, trends and genres. It will contain art, design, fashion, photography, architecture, illustration and more. The exceptionality of Analøg is derived from its readers - the very people who become contributors, submitting their own work to collectively contribute to one journal of global creativity.

Okay, I'm in. How does it work?

All creative people are welcome to submit work for publication in Analøg: Designers, illustrators, writers, artists, photographers or craftsmen; all contributors to the creative community are welcome. However, not everyone will be accepted to be into Analøg, as its quality is based on the excellence of its creativity and relevance to our vision. The editors of the magazine will select the best submissions each month.

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If your work is selected, you will not only get free copies of the issue, you'll also get your work seen in 10 major cities throughout the world. Submitting is free, but for inclusion in the printed journal we will ask you to contribute towards the cost of publication.

Wait a minute, I have to pay to have my work published? Why's that?

Print publication isn't free, simple as that. For the publication to exist, someone has to be paying for it - that means either the reader, the advertiser or the people making it. We want to keep the publication free for readers to make sure that our audience that has access to it. The spirit is in getting great work seen worldwide, so with that in mind, the readers can pick it up for free. For the same reasons, we don't want to litter up the publication with advertisements.

So, we're asking all artists who are published in an issue to contribute to the costs of printing the publication. A single page costs 100 euro (ex. VAT / including 25 free journals for you), A double page spread costs 250 euro (ex. VAT / including 50 free journals for you). NB> We ask that you carefully consider this fee before submitting your work.

Isn't it just a vanity press then?

Aren't you just going to print whatever lame art comes your way?

Not at all! Our goal is to keep high standards in the work that we publish. That means all submitted art needs to go through our editorial review and be accepted based on that. Unfortunately that does mean that we will have to exclude work from some contributors, but we hope that this will encourage them to send stronger work, or work more in line with our publishing goals, later on.

What do I get out of it?

Analog will be produced with a circulation of 2,500 copies and distributed to ten major international cities, which means that your work will get seen on a whole new scale. We're talking Amsterdam, Antwerp, Barcelona, Berlin, Dubai, London, New York, Paris, Rome and Sydney.

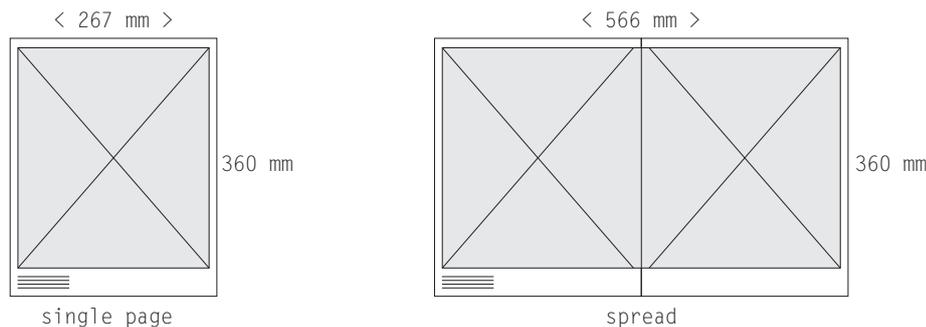
As a paying contributor, you also get free copies of the issue when it's published, which you can distribute to friends, clients, your local favorite places or even your mother, to show her that all that doodling finally went somewhere. When you publish 1 page, you get 25 free copies. When you publish 2 pages (a spread), you get 50 free copies.

Alright, so how do I submit?

Submit your work by email in the form of a (low res) PDF to:
submit@analog-journal.com

Specs

Make sure the size of your work is within 267 x 360 mm as a single page or 566 x 360 mm when submitting a spread.



Once chosen, please keep in mind you will need to supply the “Art” at a resolution of 300 dpi for printing, should your work be selected. Please also include a short project description of around 50 words. Be sure your name and website are included, as you would like to see them for publication.

Feel free to spread the spirit of Analøg and we look forward to seeing your contribution.

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www.analog-journal.com