

AOP

Affiliated
company



© Maak Roberts, Best in Category, Commissioned Advertising Single, AOP Photographers Awards 2014

The Association of Photographers is the UK's leading organisation representing professional photographers working in the creative industries. Formed almost 50 years ago our 1,800 members include professional photographers, photographic assistants, students, affiliated colleges, affiliated businesses, photography agents and those working in the image making industry.

The AOP is an excellent conduit for getting your company name in front of those who may be interested in your products or service.

Our professional **Photographer** members work in the creative industries throughout the world, most of them fall squarely within the AB demographic. As some of the top professionals in the business they invest in high-end kit from camera bodies, computer hardware and software, camera backs and lenses to lighting, bags, tripods, stands and everything in between. As the vast majority of our members are sole traders or SMEs, a lot of their time is spent ensuring their businesses run effectively and continue to grow.

Our **Assisting Photographer** and **Junior Assistant** members are on their way up the ladder and work extremely hard to get to the top. Using the

right equipment and learning the right skills to help them get to where they want to be is essential. As is getting to grips with tax, accurate accounting and insurance; all crucial to making a business successful.

Our **Student** members take advantage of all the equipment available to them whilst studying and are trying out as much kit as they can get their hands on to enable them to make informed choices and investments when they graduate.

We have a number of **Affiliated Courses** at colleges and universities throughout the UK all of which use some of the latest technology to teach the professional photographers of tomorrow.

In addition we have 8,500 subscribers to our monthly newsletter, 10,000 unique visits to the AOP website, 10,500 Twitter, 9,000 Facebook, 4,000 LinkedIn and 700 Instagram followers.

Affiliate membership offers your brand a major opportunity to be associated with a leading professional photography body as well as extensive exposure to top creatives in the business and the arts sectors.

Basic benefits package:

- Joint marketing and promotional opportunities
- The opportunity to contribute content/offers in the form of news articles, offers, advice, information and events promotions for inclusion in the AOP e-newsletters; a weekly member-only **Update**, 1,800 subscribers; and a monthly non-member **AOP News**, 8,500 additional subscribers
- We will publish a Welcome message in both AOP newsletters after you become an affiliate
- The opportunity to send direct-mail campaigns to our members, number to be agreed, to advertise products, services, events or new equipment launches
- Access to the Technical & Business section of the AOP member Forum, available to all 1,800 members
- 2 complimentary copies of the AOP Photography Awards book
- Tickets for the AOP Photography Awards ceremony at member-discounted rates
- Company logo on the Affiliated Companies page of the Association's website, with a reciprocal link to your Company's

website

- The opportunity to buy Jobshop 'credits' which will enable you to use the Jobshop as and when you need to recruit staff at a discounted rate (buy-4-get-1-free)
- AOP Affiliated Company logo

Cost: £1,000 +VAT.

Packages can be tailored to fit individual needs and budgets. For more information or to discuss the AOP and its work please contact

Seamus McGibbon

General Manager

Association of Photographers

seamus@aophoto.co.uk

0203 327 7209

To join please complete the form below & email to:
membership@aophoto.co.uk