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*Media Industry Newsletter®*

**SINCE 1947: THE AUTHORITATIVE MEDIA/MARKETING NEWSLETTER**

#### **IS FACEBOOK A HAVEN FOR VIDEO FREELOADERS?**

The big story in digital video this past year has been **Facebook's** meteoric rise to challenge **YouTube**. In its April 2015 ranking of desktop use, **comScore** pegs Facebook's video uniques—83.5 million—more than half of YouTube's 153 million. But many video creators are complaining that Facebook's video business is being built on content that has been downloaded from YouTube and uploaded onto Facebook, where it accrues ad revenue for the social network but not for its creators. *(continued on page 6)*

#### **THE VANISHING PRINT SINGLE COPY.**

Newsstand declines have been ongoing for at least a generation, and conditions are worsening due to the snowballing effects of digital content overload and reduced newsstand distribution. *(continued on page 2)*

#### **Steve Smith's Eye on Innovation:**

##### **RDA'S E-LEARNING LESSON #1: GET THE STUDENTS TO SIT DOWN.**

A funny thing happened to **Reader's Digest Association** on its way to school. The company learned more than a few things about generating consumer-direct revenue from teaching. After months of testing cooking lessons for Taste of Home chefs, RDA opened the doors to **EnrichU**, an umbrella brand for e-learning programs across Taste of Home, Family Handyman and other titles. The project started last October with a test of five courses from Taste of Home. The first and most important thing RDA learned from their own students was, "They trust us," president and CEO, Bonnie Kintzer, tells *min*. "We have permission to teach." The initial research the company had done proved to be spot on in terms of what readers wanted to learn. Once people got a taste of this combination of instructional videos, step-by-step learning and downloadable asset from Taste of Home editors and chefs, they wanted more. "If someone bought one class, they would buy more than one class," she discovered. *(continued on page 4)*

#### **GfK MRI'S BEST ISSUE SPECIFIC INDEXING.**

New York magazine and Life & Style Weekly tied for best-performing titles during April 2015, with each indexing 40% above its average issue audience, as ranked by **GfK MRI's Issue Specific Readership** study. *Issue Specific* data supplement GfK MRI's semi-annual 12-month readership averages to show how many people had the opportunity to see print ads within a given issue of a magazine.

At NYM, the smiling visage of Hillary Clinton accompanied by the *Shoo-In? Flame Out?* April 6 cover line heralded an exhaustively deep journalistic dive into All Things Clinton. On its April 20 cover, L&SW delivered the "official" news that 46-year-old actress Jennifer Aniston was three months pregnant by then-fiancé Justin Theroux. (They got married on August 5.) *(continued, with chart, on page 7)*

- **ISIS AND TMZ ARE IN THE NEW YORKER'S JOURNALISM SPHERE..... Page 2**
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**THE VANISHING PRINT SINGLE COPY (continued from page 1)**

Vanity Fair's decision to release Caitlyn Jenner's July cover [online](#) days before the issue's newsstand release is a sign of the times.

This chart reveals that many major magazines' single-copy sales have more than halved since 2005. Subscriptions continue to pick up the bulk of the slack, but what is new are paid digital editions, with [Game Informer](#)'s 2,796,398 dominating.

They are indicative of things to come over the next decade when paid websites, mobile apps and video become the rule and print-especially newsstand-is the exception.

**MAGAZINE CIRCULATION: FIRST-HALF 2015 VS. FIRST-HALF 2005**

Title	2015			2005		
	Single Copy	Subscription	Total	Single Copy	Subscription	Total
BH&G	151,607	7,471,556	7,523,163	219,867	7,414,303	7,634,170
Cosmopolitan	531,086	2,472,515	3,003,601	940,108	1,992,446	2,932,554
ESPN	5,599	2,133,724	2,139,323	26,488	1,831,591	1,858,089
Family Circle	354,666	3,711,712	4,066,378	877,830	3,420,287	4,298,117
FamilyFun	8,164	2,110,491	2,118,655	18,066	1,744,252	1,762,318
Game Informer	2,000	6,876,530	6,878,530	14,603	2,022,148	2,036,751
Good House.	191,787	4,157,178	4,348,165	755,302	3,851,498	4,606,800
Glamour	193,108	2,154,892	2,348,000	892,520	1,448,438	2,340,958
InTouch	367,625	26,724	394,349	1,090,088	33,367	1,123,455
National Geog.	141,182	3,263,563	3,404,745	158,064	5,273,053	5,431,117
New Yorker, The	31,493	1,040,487	1,071,980	45,814	1,008,353	1,054,167
O	239,129	2,142,771	2,481,900	1,106,712	1,516,006	2,622,718
Parents	9,956	2,053,446	2,063,402	67,059	1,980,220	2,047,279
People	643,847	2,825,251	3,469,098	1,485,038	2,294,602	3,779,640
Prevention	244,184	1,630,429	1,874,613	373,487	2,958,199	3,331,686
Reader's Digest	179,219	2,565,506	2,744,725	469,516	9,659,427	10,128,943
Redbook	97,931	2,127,022	2,224,953	350,464	2,046,172	2,396,636
Sports Illus.	64,287	2,980,143	3,044,430	93,945	3,245,284	3,339,229
Southern Liv'g	115,669	2,711,738	2,827,407	202,308	2,552,629	2,759,937
Time	56,041	2,982,213	4,048,214	157,215	3,893,374	4,050,589
Vanity Fair	186,819	1,011,103	1,197,922	359,400	777,424	1,136,824
Woman's Day	308,692	2,964,028	3,272,920	801,644	3,213,748	4,015,392

SOURCE = Alliance for Audited Media

**AT "TNY," BRADLEY'S HEROISM AND TMZ'S "TABLOIDISM" BOTH MATTER.**

Last week, [The Hollywood Reporter](#) [revealed](#) an upcoming "aggressive exposé" in [The New Yorker](#) on celebrity gossip [TMZ](#) and its founder Harvey Levin. At first glance, this looks petty next to the serious reporting that has produced many honors for [TNY](#), with Lawrence Wright's June 29 step-by-step [article](#) on [Atlantic Media](#) chairman David Bradley's private effort to rescue five American hostages held by ISIS (he succeeded with one) potentially being the latest. But the quality of [TNY](#) heightens the expectations, and if the [TMZ](#) story is released in August (the next issue is August 24), it may propel [NewYorker.com](#) to another record after July's 14.6 million unique visitors were the most ever for that month.


**min Media Industry Newsletter®**

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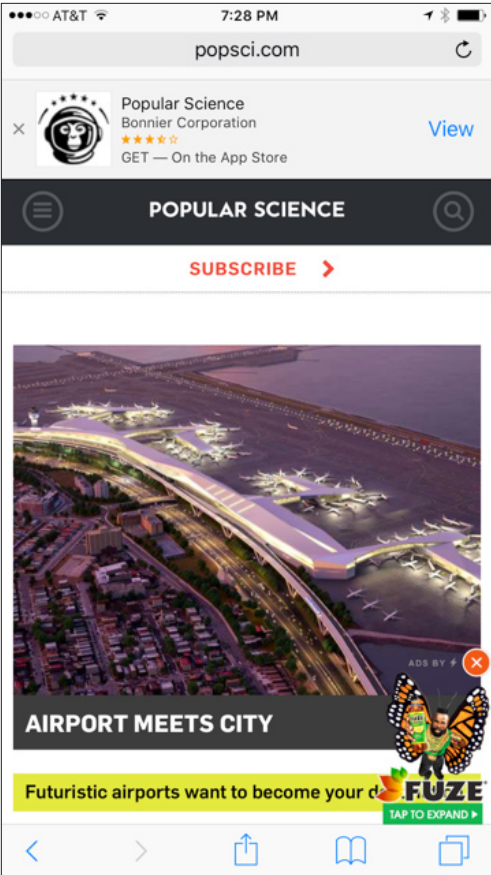
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Subscription Rate: \$1099

Steve Smith's App Review:

POPSCI.COM NEEDS SOME SERIOUS TINKERING.

Bonnier's Popular Science has a deserved reputation for bringing a sense of style to geek-iness. In the mobile realm especially, it was one of the early pioneers in crafting daz-zling digital editions, where it was never afraid to play with interfaces and jettison old print conventions. And so I was a bit surprised by the underwhelming mobile experience at PopSci.com, where great content feels undermined by bland design, little mobile utility, sluggishness and ad overkill.



To be sure, there is great content here. As always, Pop-Sci has a fine nose for science-related stories that are both intriguing and whimsical.

Still, I can't quite figure out the organization. The homepage feels like a pure content dump, with no tagging or topic labeling so that you can easily click into a section. It's just a feed of oversized images and headlines with a bland blocky typeface and a line of description. There are no sharing tools within the feed and no way to catalogue articles for later reading. The overall mobile experience feels unstructured. The hamburger menu has a nice zoomable sub menu (too hard to tap open), but there are over a dozen topics and as many "trending" tags within the menu. Again, the site experience just doesn't feel editorially shaped. Every once in a while the scroll will encounter a pane of summary headlines from one of the sections, but this feels random.

The video section is even worse. On a mobile screen each video gets an enormous thumbnail image with a descriptive line of text that is too plain, small and short. They are also piled atop each other. It actually looks like a GeoCi-ties website circa 1997.

The share tools provided by third party partner Po.st are also maddening. After kicking you out to whatever social net you're using, it leaves a pop-up announcing that "You have successfully shared using Po.st" which needs to be cleared before going back to the original article.

And then there is the ad attack. It started at hello. I was met with a full screen video ad takeover before even getting to the front page. Really? The site can't wait until I at least get a glimpse of content? The app ad that wants me to download the PopSci digital edition is too persistent and intrusive. I encountered border-line deceptive app install carousel units that often looked like features without clear ad labeling. And the site is in love with mobile rich media units that can pop-up to invade up to half the screen space. Every page load feels inadvertently gamified, making the user play whack-a-ad with the close buttons. At least one full-page interactive interstitial refused to close and forced me to reload the site. The cacophony of unit types slows down the site, interrupts the experience and undermines a design sense that is not strong to begin with.

At the risk of dwelling too much on the negative, I should point out a few things I like about the mobile experience. The embedded slide show player works quite well. Videos, which have been a source of growth for PopSci (per the last Magazine Media 360° Brand Audience Report) load quickly. I also like how well PopSci merchandises its recent and popular videos in an interim loading page.

PopSci has recently stated that a great deal of its traffic is coming through **Facebook**, so I gather that the social network is serving as more of a brand front end than the homepage of PopSci itself. Regardless, even coming in through the side door, I found the mobile experience at the site more frustrating, disorganized and uninspired than inviting.

APP REPORT CARD	
User Experience	C-
Overall Design	D
Social Integration	D
Mobile Utility	C-
Monetization	D
Final Grade	D

EYE ON INNOVATION  
STEVE SMITH



## RDA GETS ITS STUDENTS TO SIT DOWN

(continued from page 1)

The tougher lesson has been mastering the art of getting students through the classroom doors. "We had a really high conversion rate once they sampled," Kintzer says. "[But] what we learned is that it is hard to get people to sample."

Part of the learning curve prior to opening the doors to EnrichU has been the admissions process. Students are also shoppers, and the teacher had to learn how to answer the prospective student's first question, she says. "What is it and why should I pay for this?" The answer (or one part of the answer) should not be too surprising in the digital or cooking world; give away cookies. They launched a free mini-course on how to make the best chocolate chip cookies, and this helped introduce buyers to the experience of online learning.

Like a typical university, EnrichU will be composed of topical schools like **Taste of Home Online Cooking School** and **Family Handyman DIY University**. RDA has also learned the art of course bundling. Single cooking lessons or individual DIY projects usually run \$19.95 to \$24.95, but each brand also offers monthly all-you-can-learn memberships from \$99 to \$149.

Internally, each brand is handling its own content. Taste of Home already has an extensive test kitchen and half its employees in the Milwaukee office (in a converted Schlitz bottling factory), led by executive producer and food editor Karen Berner, who builds the curriculum to be both informative and entertaining. Family Handyman editors are already contractors and were working from a studio near Minneapolis. The platform is powered by partner **Thought University**.

Health-related courses will launch later year this in tandem with RD editor, Liz Vaccariello's upcoming book, "Stope & Drop Diet." RDA is looking into crafts, birding, gardening and more. "The reason we came up with EnrichU is that there are so many categories and overlap with the same customer base," Kintzer says. Potential students will be able to enter the experience from one of the branded schools or from EnrichU to find a wider variety of classes.

That basic dynamic of online learners becoming thirsty for more is what really drives the business model and gives it such potential. "From revenue per consumer it's tremendously positive for us," she says. "The revenue per subscriber has been a tremendous metric for us and encouraged us to keep it going. What we work toward is more scaling. We have [already] sold tens of thousands."

The online learning project is part of the widespread effort among publishers to find more consumer direct revenue and look outside traditional publishing to answer the perennial question, "what will they pay for?" At the same time, RDA is facing the challenge of enriching the advertising base. The main Reader's Digest site will relaunch in September and be "more ad-friendly," Kintzer says. But with mobile now composing most of RDA's traffic, the next big lesson is how to monetize device as effectively as desktop. One answer is smarter targeting data and functionality. In July, Taste of Home partnered with **Crisp Media** to leverage location and its shopper-marketing platform. In the partnership, location, contextual and behavioral data will combine with ToH's recipe content to craft and target native ad units that reach mobile users near supermarkets. Users can then turn those native ads and recipes into shopping lists with branded products they can take to the store.

"Mobile is hard for all of us," Kintzer admits. "That is why partnerships are so critical."



Steve Smith (POPEYESMITH@COMCAST.NET) is digital media editor for **min**.

### **TIME INC.'S BETTER-THAN-EXPECTED Q2 FINANCIALS WERE NOT PROGRAMMATIC.**

It was reported in *minonline* that **Time Inc.**'s 92 years of print advertising sales coming from relationships between account executives with agencies and clients (the era of the "three-martini lunches") is beginning the conversion to **print programmatic**. Computers, not humans, make the call, and crunching data from **MediaMath** determines which of Time Inc.'s 18 magazine media brands and which of the 18 "hyper-targeted" demographic segments are best for advertisers.

Yet, it was a different type of programmatic that reminds us that humans matter. Wall Street analysts using computerized models had forecast that Time Inc.'s revenues in second-quarter 2015 ending June 30 would drop 7.6% to \$758 million. But when the corporate **financials** were released on August 4, the revenue drop was a less severe 5.7% to \$773 million. And although the analysts correctly predicted that the quarter would be Time Inc.'s first profitable one since the June 2014 spinoff from **Time Warner**, their 15-cents-per-share forecast was two-thirds of the actual 22 cents.

Not that everything is hunky-dory, with print and other advertising revenue dropping 11% from second-quarter 2015 to \$343 million and digital ad revenues' +4% to \$77 million hardly compensating. Despite Time Inc. CEO Joe Ripp's "aggressive" investments in digital media that highlighted his turnaround strategy enunciated in a July 28 *Wall Street Journal* front-page story, the 18.33% of digitally generated ad revenues is a pittance next to the 66% from *Forbes*.

But there are now profits coming in part from reduced editorial and production costs (lower volume because of reduced advertising and circulation), and perhaps that will slow the *"ticking clock."*

### **A SPUN-OFF R.R. DONNELLEY WILL AGAIN SHOWCASE MAGAZINE PRINTING.**

Print was once the core of the 151-year-old Chicago-based company that went from near ruin after the city's historic 1871 fire to becoming the biggest magazine and retail printer in the country by the mid-20th century. **Time Inc.** was among the group publishers that prospered by **R.R. Donnelley**'s use of coated paper stock and development of mass production of such elements as four-color images.

Magazines are less vital to the diversified Donnelley of 2015 (and many have left), but **Condé Nast** and **F+W Media** were among the clients that cumulatively kicked in \$3.5 billion to the retail printing unit last year. Other components include book publisher **Courier Corp.** (a June 2015 Donnelley acquisition), catalogs for **Sears**, **Victoria's Secret**, etc. and office products.

It is significant for retail printing to be one of the three yet-to-be-named companies to emerge by year-end 2016 after last week's announced **spinoff** by Donnelley CEO Thomas Quinlan. But an early interpretation is that next to the new company that specializes in multichannel communications strategies (direct mail, etc.) that grossed \$7 billion and the one for financial communications and data services that grossed \$1 billion, printing is what **C.W. Downer** investment banker Charles DelGrande called the "laggard" to *Crain's Chicago Business*.

Shades of the forced separations in 2014 of **Time Inc.** from **Time Warner** and **Tribune Publishing** from **Tribune Co.** in DelGrande's quote that the move frees two of Donnelley's "solid, profitable, growing businesses. It's very difficult to innovate on a legacy business" like printing.

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**IS FACEBOOK A HAVEN FOR VIDEO FREELOADERS? (continued from page 1)**

Dubbed "freebooting," the practice works because Facebook algorithms typically favor videos uploaded to its platform over videos embedded from others. An **Ogilvy and Tubular Labs** report shows that 725 of the top 1,000 videos on Facebook in a 30-day period during Q1 2015 (amassing 17 billion views) were lifted from YouTube. As video creator Hank Green wrote on **Medium** last week, "Facebook's algorithms favor this theft. What is Facebook doing about it? They'll take the video down a couple of days after you let them know. Y'know, once it's received 99.9% of the views it will ever receive." Unlike YouTube, Facebook does not have a robust ID system for intellectual property, although it claims to be working on the problem.

The issue for media companies is that they are often implicated in the freebooting problem. Destin Sandlin, head of the YouTube channel "Smarter Every Day" cited **Bauer Media UK** for freebooting his wildly popular slo-mo tattooing video, stripping it of its educational and sponsor content and posting it to one of their Facebook feeds. Sandlin says the video was the most popular ever posted to Bauer's page even as he was requesting that it be taken down. After 16 million views, Facebook finally removed the video and pronounced the issue resolved. Bauer UK declined to comment on Sandlin's claims.

For now, freebooting profits mainly Facebook, but media companies are using this redistribution method to increase their visibility and engagement. As Ogilvy and Tubular point out in their study, Facebook video usage is fleeting, with 50% of views occurring on day one. Facebook video generates massive views quickly, but that is reliant on an autoplay system that counts anything played involuntarily for three seconds as a view. "Videos have minimal staying power and short lifespans at this point," the study says.

Publishers should note that Facebook's video program remains immature, with fleeting, sometimes shallow benefits to partners. And before the company implements a more robust ad program into this channel, it will certainly have to adjust its IP detection and takedown policies in ways that will impact its media partners.

-Steve Smith

The logo features the word "min's" in a white, lowercase, sans-serif font, with a small red dot above the "i". Below it, "Sales Executive" is in a larger, bold, white, sans-serif font. "of the Year Awards" is in a bold, white, sans-serif font, and "Breakfast" is in a red, italicized, sans-serif font.

## min's Sales Executive of the Year Awards *Breakfast*

*September 22 | 8:30 10:30 AM | Grand Hyatt, NYC*

Join min for the Sales Executive of the Year & Hall of Fame Awards Breakfast on September 22, 2015 from 8:30 – 10:30 a.m. at the Grand Hyatt in New York City as we salute the winners and honorable mentions of our annual Sales Executive of the Year Awards program and the 2015 Hall of Fame.

**Register Today: [www.minonline.com/bestsellers15](http://www.minonline.com/bestsellers15)**

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## GfK MRI's TOP PRINT MAGAZINE AUDIENCE PERFORMERS

## APRIL 2015 BEST ISSUE SPECIFIC INDEXING TITLES

(continued from page 1)

In third place, with an index of 138, was the April Discover and a photo of Albert Einstein on the eve of the 70th anniversary of the Atomic Age.

In fourth was the April 13 L&SW, which produced an index of 136 by delivering more pregnancy news-this time with regard to tabloid stalwarts Kim Kardashian and half-sister Kylie Jenner.

Condé Nast Traveler offered guidance on *Where You're Going Next in Europe* with an idyllic April cover. The fifth-ranked issue's index was 134.

*Issue Specific* metrics show how magazines measured by GfK MRI perform with regard to their average issue audience estimates from the company's Survey of the American Consumer™ for the two most recent waves of Survey data.

**Rank #1 (tie):** New York magazine

**Issue:** April 6, 2015

**Issue Specific Audience:** 2,891,009

**Issue Specific Index:** 140

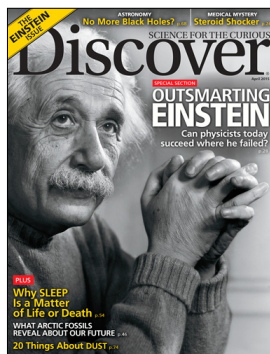


**Rank #3:** Discover

**Issue:** April 2015

**Issue Specific Audience:** 9,358,000

**Issue Specific Index:** 138



**Rank #1 (tie):** Life & Style Weekly

**Issue:** April 20, 2015

**Issue Specific Audience:** 6,664,000

**Issue Specific Index:** 140



**Rank #4:** Life & Style Weekly

**Issue:** April 13, 2015

**Issue Specific Audience:** 6,491,000

**Issue Specific Index:** 136



**Rank #5:** Condé Nast Traveler

**Issue:** April 2015

**Issue Specific Audience:** 4,439,000

**Issue Specific Index:** 134



## "COSMO" RETAIL COVERUP IS SUPPORTED IN TODAY VIEWERS POLL.

The **National Council on Sexual Exploitation** influenced **decision** by retailers **Rite Aid**, **Hannaford Stores** and **Food Lion** to put pocket shields around **Cosmopolitan** in their news-stand racks (making little more than the logo visible) was featured in an August 2 *Today* **segment**. The subsequent "What do you think?" online viewers' poll found support of NCSE by a 53%-47% margin, although the fewer than 8,000 participants as of August 4 were barely a smidgen of the *Today* audience or **Cosmo's** 3 million rate base.

Victoria Hearst is an NCSE supporter; granddaughter of William Randolph Hearst, who bought **Cosmo** in 1905. It has been said that Helen Gurley Brown revolutionizing **Cosmo** in 1965 by modeling the monthly after her best-selling *Sex & The Single Girl* saved **Hearst Corp.** at that time, so maybe Victoria should be more respectful to the hand that once fed her.

## RELIGION WILL BE BOB GUCCIONE JR.'S HOLIDAY BOOKAZINE.

Music is the **Spin** founder's forté, so it is no surprise that the first four projects in Guccione's five-bookazine deal with **Engaged Enthusiast Media** are endemic: *The Unknown Hendrix* (released July 20) followed by **Led Zeppelin** (pictured) and two titles with list themes. That makes the religion-themed fifth-out in late-November-seem oddball, but Guccione believes that the "interpretations of the Old and New Testaments by highly respected theologians will generate lots of interest."

That includes evangelicals. "The Pat Robertsons of the world will like what we put out," says a guy who verbally sparred with him on *The 700 Club*.



## JOHN BYRNE CELEBRATES FIVE YEARS OF A CAREER "C-CHANGE."

He could have rested on his laurels from 22 years at the then-**McGraw Hill Cos.**-owned **BusinessWeek**, but while rising to executive editor and editor-in-chief of the former **BW.com**, he



wrote a record 58 cover stories and authored nine books, with his 2001 *Straight from the Gut* best-selling collaboration with retired **General Electric** CEO Jack Welch being the most notable. Yet, in late-2009, Byrne turned down an

offer to remain with the sold and renamed **Bloomberg Businessweek** in order to join wife and now **NewCo** chief revenue officer Kate Byrne in San Francisco. The result was his decision to launch the digital **C-Change Media**, with the flagship **PoetsandQuants.com** for **MBA** students going live on August 9, 2010.

The site is an outgrowth of the Byrne-created rankings of university MBA programs that first appeared in **BW** in 1988, and he told **min** at the P&Q launch, "I was confident there would be a strong demand."

He quickly proved to be right. "We were cash-flow positive in three months and profitable in one year. Site traffic grew by 44% in 2014 and is on a +25% clip this year with monthly unique visitors averaging 300,000 and page views as high as 1.8 million in January. That is when many b-school applicants take the **GMAT** exam."

C-Change's advertising-driven \$3 million gross revenues last year enabled Byrne to launch spinoff sites **PoetsandQuantsforExecs.com** and **PoetsandQuantsforUndergrads.com** (the flagship primarily targets those with careers who return to school) along with **TippingtheScales.com** for law students and, next month, **WeSeeGenius.com** for those interested in working for non-profits. "We borrowed the line from the late Steve Jobs because what was once scorned has become a career builder that is important in business schools' curriculums."

C-Change has a downtown San Francisco office, four full-time writers, a general manager, an executive VP of corporate sales and six freelancers. Byrne has received "overtures to sell, but I like being the sole and only owner of a business that never had to borrow any money. It's fun when you can do your own thing and no one can say 'no' to you."

Happy fifth anniversary to John Byrne's C-Change,

*The Editors*

Steven Cohn, Editor-in-Chief  
Steve Smith, Digital Media Editor  
Caysey Welton, Group Editor



**min's**

# Editorial & Design Awards

Excellence in Content and Design Among Media Brands

Entry Deadline: August 14 | Final Deadline: August 21

min's Editorial & Design Awards program recognizes excellence in content and design among consumer, business-to-business and specialized information media brands. This annual awards competition sets new benchmarks for storytelling, news reporting and editorial leadership among content providers and will shine a spotlight on the art directors and designers who complete the editorial package.

## EDITORIAL CATEGORIES

### Print

- Advice Column
- Best Launch
- Breaking News Coverage
- How-To/Instructional
- Investigative
- Most Improved Publication
- News Coverage
- Opinion/Commentary
- Photojournalism
- Print/Online Coverage of Single Topic
- Profile of Q&A
- Series
- Single Article
- Single Magazine Issue
- Special Supplement
- Technical Article

### Online

- Best E-Newsletter
- Best New Online Tool or App for Publishers
- Blog/s
- Custom Publication
- Digital Magazine Edition
- Editorial Series
- Feature Article
- Online Column
- Repackaging of Archived Content
- Single Article
- Slideshows
- Special Section/Microsite
- Use of Social Media
- Video Program
- Web site Design
- Web site Redesign

## DESIGN CATEGORIES

- Cover Design
- Cover Illustration
- Custom Publication Design
- Logo Design
- Logo Redesign
- Magazine Design/Single Issue
- Magazine Redesign
- Media Kit or Marketing Materials
- New Publication Design
- Online Features/Section Design
- Photo Gallery
- Photography Spread

## HALL OF FAME

- Editorial Hall of Fame
- Design Hall of Fame

## FREELANCE

- Best Freelance Article
- Best Freelance Design for a Media Web site or Print Publication
- Best Freelance Photography

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