

FamilyFun

Founded in 1991, *FamilyFun* is the country's number one magazine for families with children ages 3 to 12, with more than 2 million subscribers.

On every page, *FamilyFun* gives parents the information and inspiration they need to create unforgettable family moments. We are the trusted experts on family cooking, vacations, parties, holidays, crafts, and learning — all the essentials that enrich the precious time families share.

FamilyFun is unique in the marketplace, delivering real ideas for — and from — real families. Our readers see the magazine as a reflection of their own lives and priorities, a place where they can find a community of like-minded parents and discover ideas for building strong, healthy families.

ASSIGNMENT PHOTOGRAPHY GUIDELINES

Our readers see *FamilyFun* as a resource and guide, not as a “dream” magazine. So in our photography, we pride ourselves on capturing the best expressions from children and adults in settings that reflect the lives of our readers. Our style is fun, playful, natural, and spontaneous — we avoid posed, formal shots and expressions that are too serious or dramatic. For family shots, we encourage models to relax, joke around, move about, and interact, showing off any unique aspect of the project being illustrated. The photographer works in a documentary style that allows the subjects to go about their activities with as little awareness of the photographer as possible. Note:

- Get both overall and detail shots; when in doubt, overshoot and give us choices
- Please secure model and location photo releases
- Communication is critical; do call any time questions come up

Styling/Props: We encourage models to bring two or three outfits to the shoot. They should dress casually and simply. A Gap/J. Crew wholesome-but-sophisticated look is great for us: no obvious logos or other writing, no frills, no unusual hairstyles or wild jewelry. Props too should be free of any identifying trademarks.

Models: Remember that we strive to represent ethnic diversity throughout each issue.

Outdoor Shoots: Shoot on a bright day (although fill flash often works well if it isn't obvious) in a family setting such as a home, backyard, porch, or garden. Please be conscious of the background —we like a clean, simple look.

Indoor Shoots: Use natural lighting whenever possible. All of our projects revolve around the family, and props and backgrounds should reflect that with a comfortable, relaxed, authentic, yet sophisticated look. Avoid a studio-shot look, and avoid overstyling to the point of unrealistic perfection.

Specs: Shoot high-resolution TIFF files, but please supply us with low-res JPEGs of the entire shoot in addition to digital contact sheets for proofing. All images on the contact sheets should be in numerical order and correspond to both the JPEGs and the hi-res TIFF files.

Expense Policy for Commissioned Freelance Work:

- Submit an invoice stating name, address, phone number, and Social Security number or federal ID number with an itemized account of expenses, the professional fee, and a total due.
- Attach original receipts taped to a separate sheet(s) of white paper (phone bills can be photocopied).
- Mileage can be billed at 48.5 cents per mile. If a vehicle is rented, submit gasoline expenses in lieu of mileage.
- We cannot be held accountable for unauthorized expenses or for missing or nonoriginal receipts.
- We will not reimburse for facsimiles or overnight mail unless previously approved by the art director.
- Questions about what constitutes a reasonable expense should be discussed with the art director.