

24 / 7 / 365: Masterfile presents its new diary for 2008

Toronto/Düsseldorf, January 2008: Masterfile, the worlds largest independent stock photo agency, presents its new diary for 2008 which was sent to Masterfile clients around the world – in their national language – at the beginning of the new year. Practical and stylish, this handsomely bound volume provides a year’s worth of the best images from the Masterfile collection – a perfect companion for the office, the home and everywhere in between.

Graphics and related catchwords and phrases emphasize the impact of the images as well as playfully referring to the masterfile.com web site and its powerful search capabilities, such as the TagCloud and SimSearch tools. The diary’s layout offers plenty of room for daily appointments and notes as well as a weekly overview on each double page, and the skillfully crafted binding allows the diary to lie flat on a desk or table.

Practically an *objet d’art*, the diary has a landscape format and a clean, minimal design that matches the high standard set by its predecessor last year. (So popular that it was out-of-stock in no time.) The Masterfile logo and address are elegantly silkscreened on the cover and back. The spine, wrapped in fabric, is the distinctive red of the Masterfile brand. To prevent loose notes from falling out, the diary is bound by an elastic band. The concept and graphic creation was developed in-house, at Masterfile’s European headquarters in Düsseldorf and, once again, the diary was beautifully produced by Hamburg-based “Produktionsschmiede” (www.produktionsschmiede.de).