



PRESS RELEASE

Masterfile Pocket Diary 2009: Daydreaming

Toronto / Düsseldorf, November 2008: For the third consecutive year stock photo agency Masterfile is delighted to present its strictly limited edition pocket diary. The chosen images are inspired by the theme “Daydreaming” and taken from Masterfile’s outstanding and extensive rights-managed and royalty-free collection.

It is a blend of classic diary pages and eye-catching collages, whose dreamlike quality allows the viewer to be momentarily transported out of their everyday lives. From time to time one comes across fantastic short stories added to these colourful collages. The diary demonstrates the depth of creativity Masterfile’s image collection has to offer. The 168 page, high-quality diary’s cover is coated with woven cotton. Inside, each double spread is ideally structured to make up one week in the calendar year, with plenty of space for daily appointments, notes or letting the mind wander. Carefully arranged within these pages also lie Masterfile’s memorable images. The pocket diary is clearly set out and practical, making it the perfect addition to the office, home or on the go.

The diary’s concept and layout was realised by the in-house creative team at Masterfile’s European Headquarters. The image collages and illustrations were made by Parasol Island (parasol-island.com) in Düsseldorf. Hamburg based company “Produktionsschmiede” once more dealt with production. The diary has been manufactured according to Forest Stewardship Council (FSC) standards and was a carbon-neutral production. Masterfile’s exclusive diary will be delivered to selected clients worldwide, in their particular national language, in mid-November.

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About Masterfile:

Masterfile Corporation is a global visual content licensor, with an exceptional collection of rights-managed and royalty-free stock images by world-class artists. The images, covering a wide range of subjects, are stored digitally and showcased, licensed and delivered instantly to commercial clients worldwide via the Internet. The company’s reputation is built on personal customer service, fast picture research, and unique and helpful website features such as SimSearch®. Masterfile has its global headquarters in Toronto, European headquarters in Düsseldorf, sales offices in London, Milan and Paris, and independent agents in 100 countries across six continents.



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We would greatly appreciate notification of publication or if we are mentioned in your publication. If you need additional information or photo material, please contact Masterfile Corporation's Publicity Department:

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