PARTNER GUIDE · 2026

HOT SHOE

FRAME 01

You make the shot. We make the story.

FOR EVERYONE WHO MAKES PICTURES HAPPEN

Camera and lens makers, video, cinema and drone gear, software, photographers and filmmakers, shops, rental houses, schools and festivals: you make the pictures, we tell the world. This guide shows the one thing we ask back: our mark and our address, wherever your story travels.

WRITE TO

hello@hotshoemag.com

hotshoemag.com

HOT SHOE

PARTNER GUIDE · THE DEAL

We write about your gear. You mount our mark.

FRAME 02

WHO IT IS FOR

Camera and lens makers

Bodies, lenses, firmware, a new mount, a new line.

Video, cinema and drone gear

Cinema cameras, gimbals, monitors, drones, rigs.

Light, sound and accessories

Lights, mics, bags, tripods, filters, cards, straps.

Software and apps

Editing, colour, raw, capture, AI tools, plug-ins.

Photographers, filmmakers, everyone else

Shows, books, festivals, schools, shops, rental houses.

WHAT WE ASK

A story on Hot Shoe is free and stays online, credited to you. In return: the Hot Shoe plate on your site, our name in your release, the mark on what you print.

IN FIVE STEPS

1. Send your tagged release with the Hot Shoe paragraph
2. We read it and, if it fits, publish
3. We send you the link and the plate files
4. You place the plate within 7 days
5. **You send proof to hello@hotshoemag.com. Required**

Sending us a press release, a review, a sample or any other material does not mean Hot Shoe will publish it. We choose what we publish, when and how, and we may decline or edit without giving a reason.

HOT SHOE

PARTNER GUIDE · THE LOCKUP

The mark never shoots alone.

FRAME 03



LINE LOCKUP · ON BLACK



LINE LOCKUP · ON PAPER



STACKED · ON CYAN



STACKED · ON WHITE

ONE UNIT

Wherever our mark appears, our address goes with it, and wherever you write our address, the mark sits next to it. Line version in rows and footers, stacked in squares and on packaging. Minimum: 24 px on screen, 8 mm in print. Clear space: the height of the mark.

NEVER

- ✕ The mark without the address
- ✕ The address without the mark
- ✕ Retyped, stretched, recoloured or rotated
- ✕ “Hotshoe”, “Hot-Shoe”, “HotShoe Magazine”

HOT SHOE

PARTNER GUIDE · THE PLATES

Badges that look like kit.

FRAME 04

HOT SHOE | FEATURED ON hotshoemag.com

01 HOT SHOE PLATE · footers, about pages · 440 × 82 px on screen

135
36 EXP
FEATURED ON
HOT SHOE
hotshoemag.com

02 FILM CANISTER LABEL · sidebars, product pages · 320 × 102 px

FEATURED ON
HOT SHOE
hotshoemag.com
Ø 58

03 LENS CAP · packaging, square spots

FEATURED
HOT SHOE
hotshoemag.com

04 MEMORY CARD · sidebars, app screens

ON HOT SHOE F2.8 1/250 ISO 100 hotshoemag.com

05 VIEWFINDER STRIP · page footers, thin spots, video end cards

Five plates drawn from the camera bag. Each carries the mark and the address. Pick the one that suits your page: they come as SVG, PDF, PNG and JPG in the kit.

HOT SHOE

PARTNER GUIDE · STICKER SHEET

Pick one. Stick it on your site.

FRAME 05

RECTANGLE WITH ADDRESS



ROUNDED SQUARE NO ADDRESS



CIRCLE NO ADDRESS



PILL WITH ADDRESS





Thirty ready badges in our colours: rectangles and pills with the address, rounded squares and circles without it for small spots, icons and avatars. A badge without the address must link to hotshoemag.com. All in the kit as SVG, PDF, PNG and JPG.

HOT SHOE

PARTNER GUIDE · ON YOUR WEBSITE

Keep the plate on. Keep the frame.

FRAME 06

1 Footer

The hot shoe plate or the viewfinder strip in your site footer, on every page. The permanent spot.

2 Product or news page

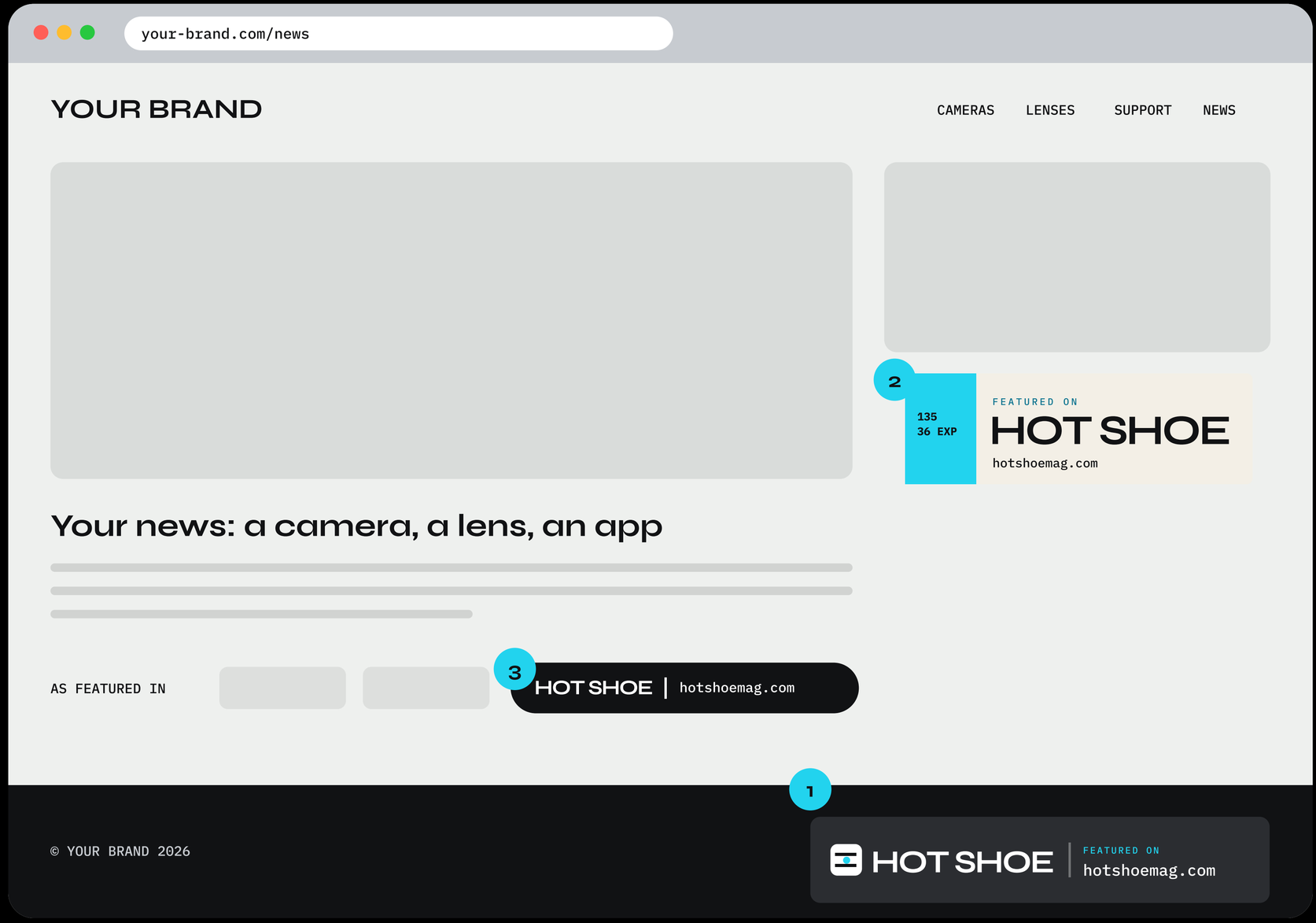
The film canister label next to the product, the release or the show we wrote about, linked to our story.

3 “As featured in” row

A pill or the line lockup, at the same height as the other press logos.

WANT US TO KEEP WRITING?

Keep the plate in your footer for good, linked to hotshoemag.com. Partners who keep it on are the first we read when the next release lands.

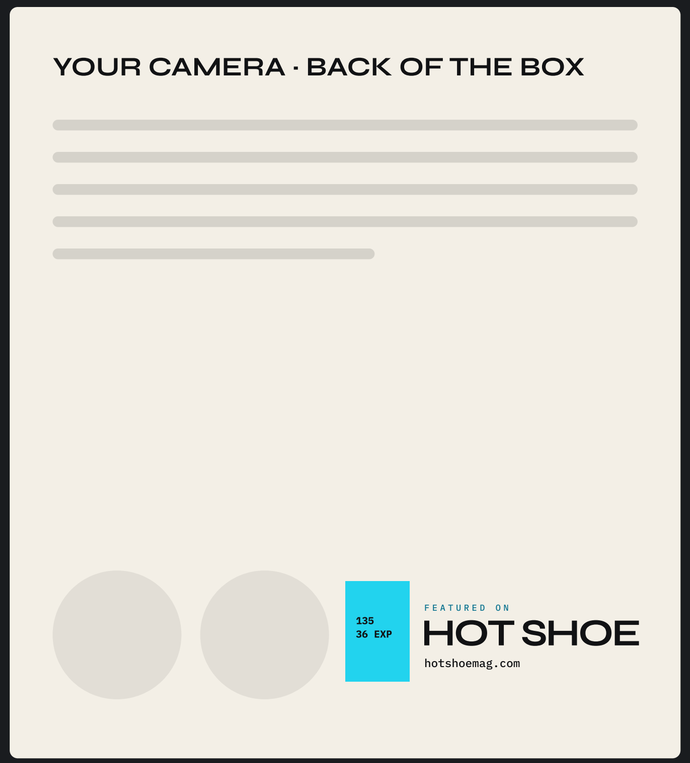


HOT SHOE

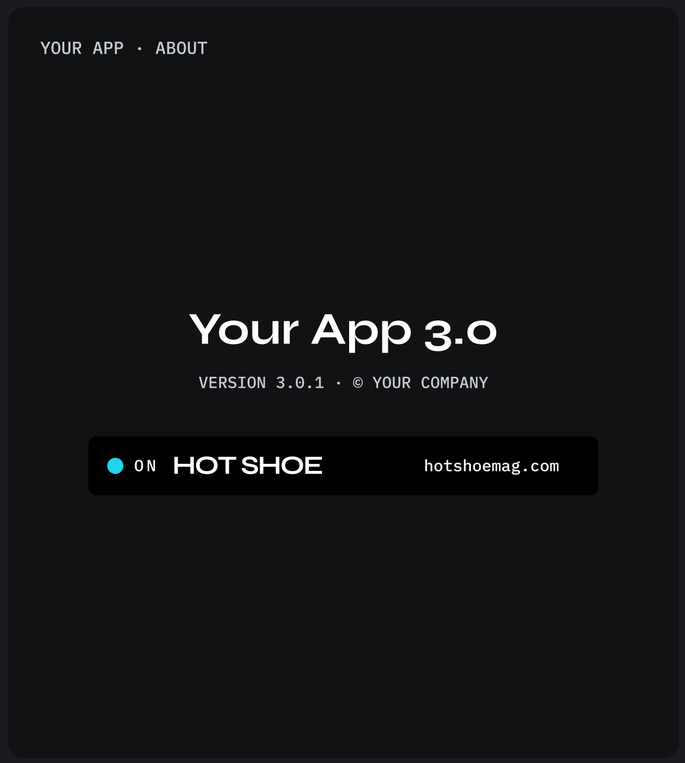
PARTNER GUIDE · BOXES, MANUALS, SHOWS

On the box, the manual, the stand.

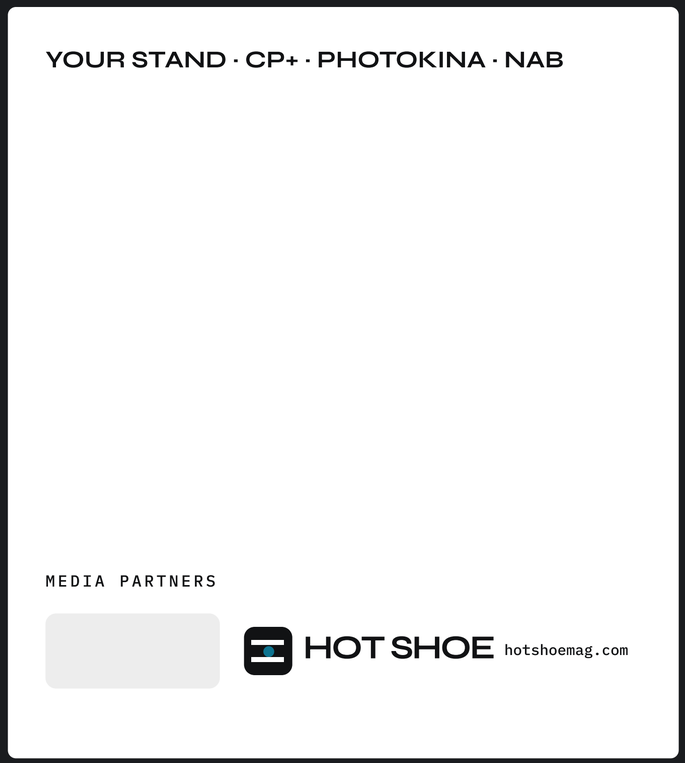
FRAME 07



BACK OF THE BOX · label 25–35 mm, in the row of awards and quotes



APP OR FIRMWARE ABOUT SCREEN · the viewfinder strip, linked to our story



SHOWS, EXHIBITIONS, PROGRAMMES · the lockup in the partner row

Never on the front of the product, never bigger than your own name.
Print and merch with our mark: only with our written OK first.

HOT SHOE

PARTNER GUIDE · YOUR PRESS RELEASE

Tag it first. Credit us last.

FRAME 08

TO hello@hotshoemag.com

A Subject: For Hot Shoe · PRESS RELEASE · CAMERA — [Name] launches the [Model]

PRESS RELEASE · FOR IMMEDIATE RELEASE · TOKYO, 2026.11.03

[Name] launches the [Model], a [what it is] for [who]

C Product shots by [Company], sample images by [Photographer]. All may be published with the story, credited as above. Full-size files: [link].

ABOUT [COMPANY]

FOR HOT SHOE

B When this story runs on hotshoemag.com, [Company] will place the Hot Shoe plate on its website footer and on the [Model] product page, linked to the story, will credit “Hot Shoe (hotshoemag.com)” wherever the coverage is shared, and will send proof to hello@hotshoemag.com.

CONTACT · press@[company].com

A · ONE TAG, FIRST LINE

CAMERA · LENS · VIDEO · CINEMA · DRONE · LIGHTING · AUDIO · ACCESSORY · SOFTWARE · FIRMWARE · PHOTOGRAPHER · EXHIBITION

Tag first, then who, what and when.

B · THE HOT SHOE PARAGRAPH, LAST

For Hot Shoe: when this story runs on hotshoemag.com, [Name] will place the Hot Shoe plate on [its website / the product page], linked to the story, will credit “Hot Shoe (hotshoemag.com)” wherever the coverage is shared, and will send proof to hello@hotshoemag.com.

C · PICTURES AND SAMPLES

3 to 10 pictures, 2000 px or more, each credited and cleared. Sample images with the camera and lens named. Large files as a link. Nothing over 10 MB.

HOT SHOE

PARTNER GUIDE · THE HOT SHOE PARAGRAPH

Copy the one that fits you.

FRAME 09

CAMERA, LENS AND GEAR MAKERS

For Hot Shoe: when this story runs on hotshoemag.com, [Company] will place the Hot Shoe plate on the [Model] page and in the site footer of [company.com], linked to the Hot Shoe story, will quote it with the lockup in the press section, and will send proof (a screenshot, links or photos) to hello@hotshoemag.com.

SOFTWARE AND APPS

For Hot Shoe: when this story runs on hotshoemag.com, [Company] will add the viewfinder strip to the About screen of [App] and the Hot Shoe plate to the news post on [company.com], linked to the story, and will send proof (a screenshot, links or photos) to hello@hotshoemag.com.

PHOTOGRAPHERS AND FILMMAKERS

For Hot Shoe: when this story runs on hotshoemag.com, [Name] will post it on [Instagram / YouTube / the website] with the Hot Shoe mark and the line “via Hot Shoe · hotshoemag.com”, will add the plate to the press page of [site.com], and will send proof (a screenshot, links or photos) to hello@hotshoemag.com.

SHOWS, FESTIVALS, SCHOOLS, SHOPS

For Hot Shoe: Hot Shoe is a media partner of [Event]. The Hot Shoe lockup will appear in the partner row of the poster, the programme, the screens and the website footer of [event-site.com] from [date] to [date], and [Event] will send proof (a screenshot, links or photos) to hello@hotshoemag.com.

Put it at the end of the release under “For Hot Shoe”. Change the words in brackets, keep the rest. Can’t place the plate anywhere? Say so in the same paragraph.

HOT SHOE

PARTNER GUIDE · MENTIONS AND PROOF

Say our name right. Then show us it’s on.

FRAME 10

IN TEXT

✓ Hot Shoe (hotshoemag.com)

✓ as featured on Hot Shoe

✓ Source: Hot Shoe — hotshoemag.com/…

✕ Hotshoe · Hot-Shoe · HOTSHOE

✕ Hot Shoe Magazine

✕ hotshoe.com · www.HOTSHOEMAG.COM

Two words, capital H and S. The first mention carries the address and the link to our story.

PROOF · REQUIRED

Show us it’s on.

Within 7 days of our story, write to hello@hotshoemag.com, subject “Proof · [your name]”, with:

— a screenshot of your page and its link
— links to your posts
— photos of the box, the stand, the poster or the screen
— a photo of the manual or the flyer

No proof, no next story.

Until our mark is up, we do not publish your next release.

CHANGES AFTER PUBLICATION

Everything in the first email

The exact product name, the links and the credited pictures. We publish what you send.

One correction

A wrong fact or a broken link, fixed once, within 30 days of the story.

A new name is not a rewrite

Renamed the product? The story stays as published. A new version is a new press release.

Our call

We may decline a change without giving a reason.

HOT SHOE

PARTNER GUIDE · CHECKLIST

Mount it. Then press send.

FRAME

11

BEFORE YOU HIT SEND

- [ ] Subject says “For Hot Shoe · PRESS RELEASE · [TAG]”
- [ ] The Hot Shoe paragraph is at the end of the release
- [ ] Pictures are credited and cleared for the story
- [ ] You know where the plate goes on your site
- [ ] Send to hello@hotshoemag.com
- [x] After: proof sent once our mark is up (required)

Sending us a press release, a review, a sample or any other material does not mean Hot Shoe will publish it. We choose what we publish, when and how, and we may decline or edit without giving a reason.

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QUESTIONS

hello@hotshoemag.com

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