



Gold
mcnally
PHOTOGRAPHY

INDUSTRY AND ENTERPRISE
MEDIA KIT



Acclaimed, award-winning photographer Joe McNally is known worldwide as the quintessential “pro’s pro;” an extremely versatile, deeply experienced assignment photographer whose jobs have brought him to over **70 countries** and counting. McNally is often described as: Authentic, empathetic and articulate, an exceptionally skilled technical photographer who pairs extraordinary camera know-how with a vivid imagination and an ongoing, vibrant creativity. Always curious, always adapting to the conditions at hand and the relentless advances in camera technology, he has photographed **FIVE cover stories** for the **National Geographic** (amongst an overall **FIFTEEN coverages**), and **SEVEN covers** of **LIFE Magazine**. McNally is known for his penchant to get his camera in “a different place” and has twice climbed the world’s tallest building, the Burj Khalifa in Dubai, in addition to climbing the Empire State Building four times. Joe McNally has an extraordinary ability to photograph simple assignments with intimacy and grace, as well as master movie-scale productions with large crews, tremendous pressure and countless moving parts.



Science



- 15** National Geographic Coverages
- 7** LIFE Magazine Covers
- 5** National Geographic Covers
- 4** Olympic Coverages



Audience

275.2K



AWARD-WINNING BLOG

<https://joemcnally.com/blog/>

243K



283K



QUARTERLY NEWSLETTER

16K Mailing List

60.2K



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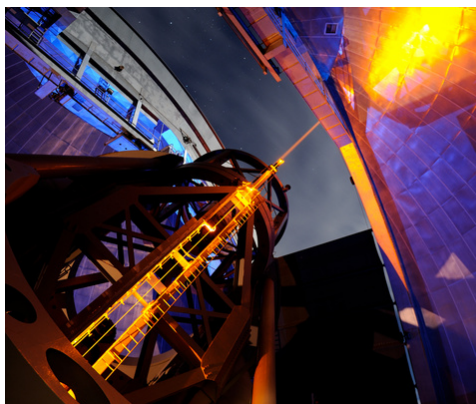
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A Well-Respected Industry Professional

Industry, the world of business and enterprise, dominates a great deal of the daily global discussion. Labor. The nobility of hard work. Problem-solving technology. Evolution into a highly technical future. The ongoing willingness of entrepreneurs and idea makers all over the world to continue to risk, to venture and to advance. From boardrooms to oil fields, from scientific labs to coal mines, from flying upside down in supersonic aircraft to making pictures of sweeping landscapes filled with corn and wheat, Joe McNally has always made vibrant pictures of industry and enterprise. The workday, be it the daily grind of the owner of the corner deli to the hard charging brokers balancing on the tightrope of the financial world, is the drumbeat of our lives. And it beckons the camera.



Confident Problem Solver

How do you photograph the world's largest laser beam? Are you willing to train to rappel down the side of the world's tallest building with a crew charged with the endless task of keeping the windows clean? Who do you want photographing the CEO and optimizing the short span of time allotted so excellent photos result? Photographing the world of business and industry requires nonstop, confident, creative problem solving at the camera. It also requires a depth of experience, and the necessary gravitas to face off with people who are relentlessly task oriented, time-lined, and overscheduled. There is often no time to waste as the clock ticks until the next meeting. Pictures have to happen and happen quickly.

Reliable Communicator

Clients in the business world use pictures to create, supplement, augment and drive forward the company image. Whether the photographic mission at hand requires emphasizing cutting-edge technology, or the personal touch with customers, or the formidable size of the enterprise, the photographer of record in these instances must be reliable, visionary, and experienced. McNally represents all of these qualities, in addition to being supported by an equally talented team, adept at drilling through the layers of production difficulties to achieve a powerful photographic result. The same care and attention to the job is given, be it a small, local business owner, or a global enterprise, and the importance of the image and commissioned mission.

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