

DIY Photography started in 2006 as a place for gear loving photographers (hence the name), it has quickly evolved into a place of inspiration, education, gear chat and a place for photographers to hang out.

With a strong focus on educational content, we feature some of the best and most inspiring photography found worldwide, exiting behind the scenes footage, gear reviews and the best photography tutorials to be found on the web.

## CONSIDER THE NUMBERS

DIY Photography is visited by over 360,000 unique photographers monthly and growing

- Over 1,500,000 monthly page views
- Over 590,000 monthly visits
- Alexa Ranking < 27,000



## OUR READERS











Our readers vary from amateur shooters to high end pros with over 83% declaring to have [at least one DSLR](#). Considering the content of the blog it is not surprising that our readers are tech oriented, self motivated photographers looking to improve their skills.

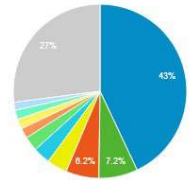
### Demographics breakdown (US)

- Young: 70% under 44
- Educated: 57% has college education
- Affluent: 43% has Yearly household income of over \$100K.

### Geographical breakdown

- US: 43%
- UK, Canada, Australia: 16.5%
- Germany, France, Italy, Spain: 12%
- And the rest is coming from millions of places from all over the world including 0.01% from Madagascar (I don't know who you are, buddy, but thanks for visiting)

1.	 United States	257,401	42.98%
2.	 United Kingdom	43,378	7.24%
3.	 Canada	36,912	6.16%
4.	 Germany	22,600	3.77%
5.	 Australia	19,089	3.19%
6.	 France	16,098	2.69%
7.	 India	11,310	1.89%
8.	 Italy	11,110	1.86%
9.	 Spain	10,153	1.70%
10.	 Netherlands	8,964	1.50%

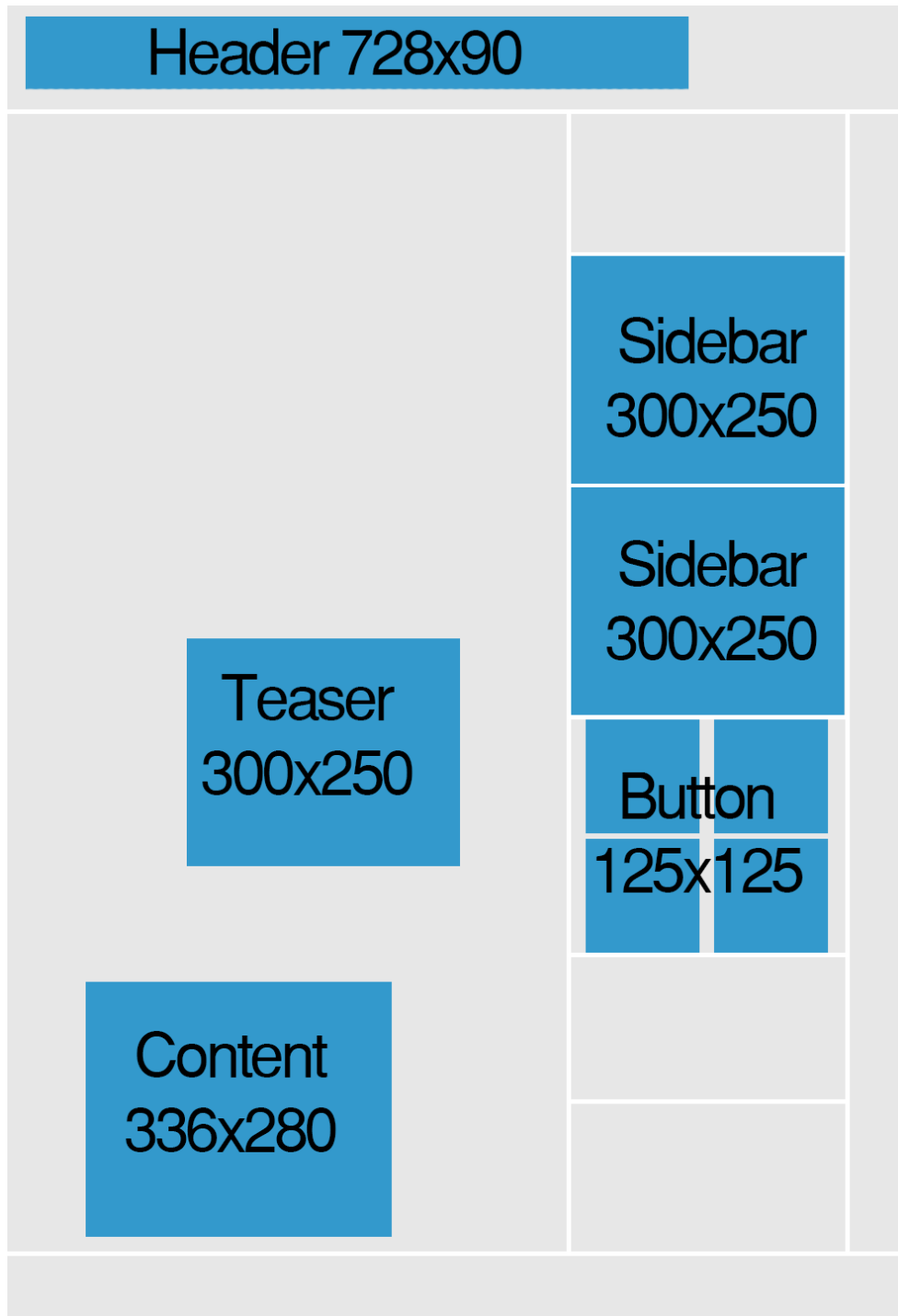


## SOCIAL MEDIA

- Over 5,500 RSS subscribers
- Over 195,000 twitter followers
- Over 84,000 Facebook fans

## THE DIY PHOTOGRAPHY TEAM

We are looking for long term relationships with businesses that love photography and photographers. We are not looking for ad networks or placement resellers.



File type can be jpg, png, and tasteful animated gif or soundless, non obtrusive Flash animation. You can host the file, or we can host if for you.



INVENTOR HELPS YOUNG PHOTOGRAPHER  
TO BE ABLE TO TAKE PHOTOGRAPHS AGAIN

512x300 /  
512x500



PHOTOGRAPHER RECREATES FAMOUS  
BRAND ADS TO POINT OUT TO THE LACK OF  
DIVERSITY IN THE INDUSTRY

## PRICING

Each of the top three ad slots are divided into rotating placements of 250,000 impressions each.

The 125x125 buttons are rotating with a 500,000 impressions guarantee.

Item	Location / size	Appearance	Pricing
<b>Header</b>	Top of page / 728x90	1 per blog, appears on every page	\$1,000 / month
<b>Sidebar</b>	Right sidebar / 300x250	Max 2 units, appears on every page	\$1,000 / month
<b>Button</b>	Right sidebar / 125x125	Max 4 units, appears on every page	\$500 / month
<b>Teaser</b>	Mid page / 300x250	1 per blog, appears only on the main page and category pages	\$1,000 / month
<b>content</b>	Before comments / 336x280	1 per blog, Content pages only, after the post and before the comments	\$1,000 / month
<b>Newsletter</b>	At the first ad spot on the newsletter	On 4 newsletters, at the first ad slot	\$1,000 / month
<b>Social Marketing Giveaway</b>	Blog post, social posts, newsletter, entries list	See samples <a href="#">here</a> and <a href="#">here</a>	Contact for details
<b>Other</b>		Other special promotions are available contact <a href="mailto:advertising@diyphotography.net">advertising@diyphotography.net</a>	

## CONTACT

For more details, information or inquiries please contact [advertising@diyphotography.net](mailto:advertising@diyphotography.net)