OUR BLOGS

KelbyOne has several blogs ranging in topic from Lightroom, Photoshop, photography, member news, industry news, design, and more.

ScottKelby.com
Daily blog by the world’s #1 bestselling photography techniques book author, Scott Kelby.

LightroomKillerTips.com
#1 most visited Lightroom blog
Ranked #8 of all photography blogs.

PlanetPhotoshop.com
The NEW official blog of Photoshop User magazine and KelbyOne Education.

LayersMagazine.com
Layers is a lifestyle and news blog for people who share a passion for creativity.
LAYERS MAGAZINE.COM

Layers is a lifestyle and news blog for people who share a passion for creativity.

CORE CHANNELS: design, photography

69,000+ unique monthly visitors

259,300+ total monthly page views

84% of our traffic is viewed on desktop

76% of our traffic is from organic search

63% of our audience is aged 18-34

62% male | 38% female
LIGHTROOMKILLERTIPS.COM

#1 most visited Lightroom blog | Ranked #8 of all photography blogs.
**CORE CHANNELS:** Lightroom, photography

- **47,000+** unique monthly visitors
- **118,000+** total monthly page views
- **71%** of our traffic is viewed on desktop
- **54%** of our traffic is from organic search
- **61%** of our audience is aged 25-54
- **78%** male | **22%** female
PLANETPHOTOSHOP.COM

The NEW official blog of Photoshop User magazine and KelbyOne Education

CORE CHANNELS: Photoshop, lighting gear, camera gear, Lightroom, reviews, news, comment

77,000+ unique monthly visitors

99,000+ total monthly page views

88% of our traffic is viewed on desktop

86% of our traffic is from organic search

71% are 18-34

66% are male | 34% are female
SCOTTKELBY.COM

Daily blog by the world’s #1 bestselling photography techniques book author, Scott Kelby

CORE CHANNELS: Photoshop, photography, lighting gear, camera gear, reviews, news and more.

40,000+ unique monthly visitors

99,200+ total monthly page views

70% of our traffic is viewed on desktop

47% of our traffic is from organic search

66% of our audience is aged 25-54

72% of users are male | 28% is female
AD PRODUCTS

Digital display placement opportunities available on all KelbyOne blogs

1 | 768x90 Leaderboard
2 | 300x250 Display Box
3 | 300x600 Skyscraper
4 | Hot Header Text Ad w/Link
5 | 200x60 Sponsored Post
6 | 14-day & 30-day Site Takeover
KELBYONE NEWSLETTER
Delivered directly to our member’s email inbox each month, with the following contents:

- **Featured News**: If something new or exciting is going on here or in the industry it takes the first slot.

- **KelbyOne Live**: This is where we talk about upcoming or past KelbyOne Live seminars.

- **New Courses**: This section is where we feature the four classes that were released in the past month.

- **Discounts**: Each month we feature one, sometimes two of our partner discounts.

- **Magazines**: Each month we release an issue of Photoshop User and an issue of Lightroom Magazine.

- **The Grid**: The Grid airs live every Wednesday. We pick our favorite for the month and share the archived version.
OUR PRO MEMBER MAGAZINES

As an incentive to our Pro members we provide them with two monthly magazines. Each magazine has 10 issues a year and is delivered in a digital format. Members may view it online through our website or through the KelbyOne Mags App.

Photoshop User Magazine
Published 10 times per year exclusively for our Pro members, this magazine is packed cover-to-cover with Photoshop & photography tutorials, tips, and techniques.

Lightroom Magazine
Published 10 times per year exclusively for our Pro members. This magazine is packed cover-to-cover with step-by-step Lightroom tutorials, tips, and techniques.
PHOTOSHOP USER MAGAZINE

18% DOWN & DIRTY TRICKS
14% INSPIRATIONAL FEATURES
10% COMMUNITY
10% PHOTOSHOP TIPS
13% NEWS & REVIEWS
35% PHOTOSHOP TUTORIALS

Our Mission
To provide our members with 10 issues packed cover-to-cover with tutorials, tips, Q&As, product reviews and news, along with full page ads from our sponsors.
MAGAZINE CONTENT

Features
Our features give readers the skills they need to master tools, techniques, and current design and photography trends in Photoshop.

Down & Dirty Tricks
Step-by-step tutorials that any level of user can follow to discover how to create amazing effects in Photoshop.

Beginners’ Workshop
A place for new Photoshop users to learn the fundamentals of Photoshop and advance their creative skills.

Photoshop Proving Ground
Articles created to teach the user to push Photoshop to the max by using tools in unexpected ways.

Photoshop Tips
Photoshop tips and tricks used by the pros to increase their efficiency in Photoshop.

Photoshop for Designers
Teaching users design basics and how to use Photoshop in conjunction with other Creative Cloud apps to create remarkable finished pieces.

Reviews
In-depth reviews of gear, software, and services used by professional designers and photographers.

Retouching Magic
Revealing the retouching secrets that graphic artists and photographers use to create beautiful images that blow their clients away.
# Editorial Calendar

## January
**Get Warped**
We'll show you how to keep an image looking natural when you have to make extreme edits using tools such as Puppet Warp, Transform Warp, and Liquify, including editing the shadows and highlights after you push and pull your subjects in different directions.

## February
**Nondestructive Photoshop**
Did you know that if you make a destructive edit in Photoshop when you could have made a nondestructive edit that you'd immediately be sentenced to the pit of misery? That's why there are so many options for nondestructive editing, including adjustment layers, smart objects, and sampling all layers. So stop being destructive and protect those images.

## March
**Fixing Photographic Mistakes**
Does this sound familiar? You have an amazing photograph but there's just one little thing that's off and it ruins the entire image. Well, that's what Photoshop is for! From learning to remove objects, fix distortions, and correct contrast and color, we'll show you how to save that "perfect" photo.

## April
**Classic Effects**
Oldie Photoshop effects never go out of style; they're just relabeled as "retro effects." Just take a look at some recent movies and TV shows: Thor: Ragnarok went all '70s and Stranger Things jumped on the '80s bandwagon. From replicating type effects to film looks, we go full retro this issue.

## May
**Layer Styles**
Layer styles are an important feature of every graphic designer's toolbox. From the Blending Options to Drop Shadows, learn how to take control of layer styles to create effects of which you never even dreamed.

## June/July
**Changing Channels**
Does the Channels panel feel like an enigma to you? You see it used all the time in Photoshop tutorials, but no one really explains what the channels are or what they do. Learn all about them in the June/July issue.

## August
**Photographic Conversions**
We'll show you how to convert your photographs into works of art covering many different styles: color to black-and-white, black-and-white to color, infrared, HDR, fine-art, high- and low-key images, sketches, paintings, and more!

## September
**Creating & Managing Custom Presets**
There are many different types of presets that you can create in Photoshop, from brushes to custom shapes, styles, and swatches. We'll show you how creating your own presets can speed up your workflow, and how to manage, export, and import presets in Photoshop.

## October
**19th Annual 100 Photoshop Hot Tips**
We say it every year, "People love tips!" How do we know? After 19 consecutive years of publishing our annual 100 hot tips issue, people still can't get enough. Apparently, Photoshop users like to work better, smarter, and faster. And that's what tips are for.

## November/December
**Scott Kelby's Gonzo Holiday Gear Guide**
Photographers love gear, gadgets, and software, especially when someone else buys it for them. So make the photographers in your life very happy by giving them one, two, or even three items from Scott Kelby's list of his favorite gear from 2018.
**LIGHTROOM MAGAZINE**

**Our Mission**
To provide our members with 10 issues packed cover-to-cover with Lightroom tutorials, tips, Q&As, along with full page ads from our sponsors.
MAGAZINE CONTENT

Developing the Shot
Martin Evening takes the reader from capturing an image to processing it. Each article focuses on a particular tool in Lightroom.

Lightroom Laboratory
Serge Ramelli shows users how to re-create current popular looks and overcome common problems in Lightroom.

Under the Loupe
Rob Sylvan teaches us everything we need to know to maximize our efficiency and productivity in Lightroom, including importing, exporting, and everything in between.

Maximum Workflow
With this in-depth look at some of the most popular Lightroom plug-ins, Sean McCormack shows you how to get the most out of your images.

Photography Secrets
This column reveals the techniques that pro photographers use to capture amazing images, including how to use many different types of camera gear and lighting tools.

Questions & Answers
Scott Kelby answers readers’ questions to make sure they’re getting the most out of Lightroom and their images.

Tips & Tricks
The tips and tricks the pros use to help our readers become Lightroom experts.
## 2018 Rates

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Ads should be created at 300dpi

ACCEPTABLE MATERIALS

PDFs & JPEGs
We will accept high resolution PDFs & JPEGs saved from either Photoshop or InDesign. Files must be created at 300dpi.

InDesign Files
We will accept native InDesign files. All fonts and support files must be included.

Interactive Media
Link to your website, polls, or stream videos from YouTube. We can also embed audio, videos, or pop-up slideshows into your ad. PDF files must be created at 300 dpi. Any video, audio, or slideshow photos must be sent separately (max width of images is 2000px).
NEWSLETTER
PARTNER SECTION

Each newsletter features a partner discount. Shown here
SCOTT KELBY’S
WORLDWIDE PHOTO WALK

Each year, photographers around the world gather on the same day to explore, photograph, share photos with one another, make new friends, and be a part of a great cause.

Walk for a Cause
The Worldwide PhotoWalk supports The Springs Of Hope Kenya Orphanage, an organization that feeds, houses, educates, and empowers young orphans so that they can grow up to not just survive but succeed. This is a free event, but walkers are asked to donate.

Win Great Prizes
We have three contests: The Walker Photo Contest (for just walkers to enter), the Leader Photo Contest (for just the Leaders), and a Video Contest. After the walks are over participants are asked to submit their photos for review. The prizes are provided by participating sponsors.
The Gallery at KelbyOne is a special gallery featuring the artwork of hand selected members.

**The Details**

The Gallery happens four times per year and each features one single member. The gallery is open for two hours. The first hour guests meet, mingle, drink wine, eat cheese, and look at the featured member’s work. The second hour the featured member and all of the guests move into the theatre where they are treated with an interview/inspirational talk and slideshow/video.
LIGHTROOM ON TOUR

The 2018 seminar, produced by KelbyOne Live, is taught by Scott Kelby himself and travels to select cities. This is a one-day seminar that focuses on what today’s photographers really need to know in Lightroom. We have 5 sessions with 15 minute breaks in between each.

Seminar Sponsorship
Seminar sponsors receive ad space in our workbook, their logo placed on all printed seminar materials, and logo space on our website.

Booth Opportunities
We do offer a limited amount of booth space outside the seminar doors. If interested please contact:

Kleber Stephenson
800.201.7323 ext. 167
Kleber@kelbyone.com
What Our Photography Enthusiasts Come to Learn!

While 91% of our attendees share a passion for photography, capturing images as either a professional or hobbyist, when asked their main reasons for attending Photoshop World they listed the following:

- 26% Photography
- 21% Lightroom
- 27% Photoshop
- 13% Graphic/Print Design
- 7% Mobile Apps
- 6% Web/Video

Our Mission
To bring together a community of creative, talented, passionate people for 3 full days of photography, Photoshop, and Lightroom training.
EVENT TOPICS

Photography
Our photography track has 12 classes designed to increase attendees ability to capture the perfect shot.

Lighting
Our attendees can follow our Lighting/Flash track to learn everything about perfecting light.

Graphic Design
We have a graphic design track every day with over 12 total class sessions for beginners to pros.

Video
Our video track touches base on everything the photographer needs to know about creating quality videos.

Photoshop
With 18 class sessions in 5 different tracks we have something for all Photoshop users.

Lightroom
We have a Lightroom track each day consisting of over 12 total class sessions.

Plug-Ins
We offer an entire track that focuses on nothing but Photoshop and Lightroom Plug-ins.

Inspiration & Business
We have created two tracks designed to inspire and increase growth both creatively and professionally.

SPECIAL EVENTS

Portfolio Reviews | Networking Events | After Hours Party
Dinner With A Stranger | Live Natural Light Shoots | Midnight Madness | Guru Awards
An Evening with Jeremy Cowart | Get Ready to Go Pro
PARTNERSHIP OPPORTUNITIES

Conference Sponsorship

All conference sponsors get ad space in our conference showguide, their logo placed on all printed conference materials, and logo space on our website.

*more details on the sponsorship options page

Partner Pavilion Booth Space

The Partner Pavilion is the place where attendees can connect with Exhibiting Partners. As a partner you will provide attendees with information and training on all your new innovations and services.

*For more details on what this includes see the Partner Pavilion Specs Page
# Partner Pavilion Specs

## Booth Sizes

<table>
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<th>Booth Size</th>
<th>Sq. Ft.</th>
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<tr>
<td>10 x 10</td>
<td>100</td>
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<tr>
<td>10 x 20</td>
<td>200</td>
</tr>
<tr>
<td>20 x 20</td>
<td>400</td>
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</tbody>
</table>

## Booth Packages

- 10x10, 10x20, or 20x20 booth
- One, two or four 6' draped tables (dependent on booth size)
- Two or four side chairs (dependent on booth size)
- One 500 watt/120 volt electric drop
- One multi-strip extension cord
- Three one-year memberships to KelbyOne
- Two rooms for two nights at the conference host hotel

## All Booths Include

- **Complimentary Passes**
  All exhibiting staff will receive a complimentary 3-day pass (does not include pre-conference workshops).

- **Printed Presence**
  All vendors are listed in our onsite show guide (company name and booth#).

- **Listing in our App**
  All vendors are listed in our conference app (company name, logo, and url).

- **Listing on our Website**
  All vendors are listed on our website (company name, logo, url).
SPONSORSHIP OPTIONS

**GOLD SPONSORSHIP**

**Major Visibility Prior to Show:**
- Company logo on all promotional marketing materials
- Company logo and description on PSW website with hotlink to your site

**Major Visibility at Conference:**
- Your company’s full-color logo on all show signage
- Two reserved VIP seats for opening keynote
- Your logo displayed on the back of the official conference t-shirt
- Full-page ad in the Conference Show Guide
- Your company’s logo on the cover of the printed and digital conference workbook
- One full-conference pass
- Three party tickets

For more information on pricing and sponsorship opportunities please contact:
Kleber Stephenson
800.201.7323 ext. 167
Kleber@kelbymediagroup.com

**PLATINUM SPONSORSHIP**

**Maximum Visibility Prior to Show:**
- High profile branding with your logo on all promotional materials
- Company logo and description on PSW website with hotlink to your site
- Named in social media event communications on Facebook, Twitter, Instagram

**Maximum Visibility at Conference:**
- Your company’s full-color logo on show signage
- Five reserved VIP seats for opening keynote
- Your logo displayed on the back of the official conference t-shirt
- A full-page ad in the Conference Show Guide
- Your company’s logo on the cover of the printed and digital conference workbook
- Five full-conference passes
- Five party tickets
- Prime booth placement in Partner Pavilion
- Database of attendee names and addresses for one-time use only (opt-ins)
- Platinum Sponsorship listing in conference mobile app
- A mobile app push notification to attendees during the conference
- Your company logo included in our post-event marketing email to attendees