

the kelbyone[®]
MEDIA KIT

KelbyOne | KelbyOne Live | WorldWide PhotoWalk



the kelbyone MAGAZINE

MEDIA KIT



ALL ABOUT PHOTOSHOP USER MAGAZINE

As an added bonus to our KelbyOne members we provide a complimentary subscription of *Photoshop User*, the digital magazine for Photoshop and Lightroom Users. The magazine is published the first week of every month. Members may read issues online at KelbyOne.com. Additionally, Plus and Pro members have access to ALL back issues of the magazine. *Photoshop User* magazine is packed with Photoshop and Lightroom tutorials for designers and photographers, plus tips & tricks, Q&As, product reviews, and inspirational artwork from our members. [LEARN MORE](#)

13.5K+ READERS

Photoshop User reaches over 13,500 views per month on average and has a primarily US demographic.

95% PHOTOGRAPHERS

Yes, that's right! The majority of our viewers identify as either amateur, hobbyist, or professional photographers.

129K+ EMAIL REACH

Our magazine release email newsletter goes out monthly and reaches an average of 129,529 individuals.



OUR USER **STATS**

Our magazine is a perk of a paid KelbyOne membership and as such gets a highly interested and highly engaged audience!

164K+

MAGAZINES CONSUMED

3.6M+

PAGEVIEWS

1.82%

BOUNCE RATE

23MIN+

SESSION DURATION

94K+

USERS

3

AVG. SESSIONS/USER

OUR WRITERS AND COLUMNISTS

We have some of the best, most followed, knowledgeable, industry professionals in our writer line-up.



SCOTT
KELBY



COREY
BARKER



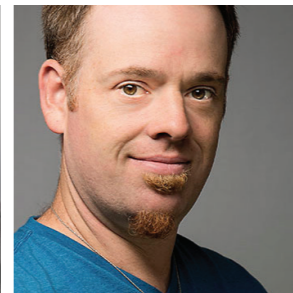
DAVE
CLAYTON



DAVE
CROSS



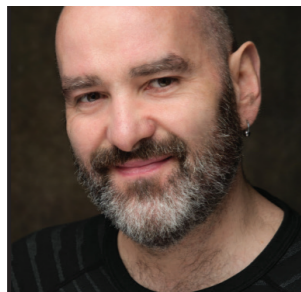
SEAN
DUGGAN



MARK
HEAPS



BRET
MALLEY



SEAN
MCCORMACK



KIRK
NELSON



VICTORIA
PAVLOV



IBARIONEX
PERELLO



DEB
PIETI



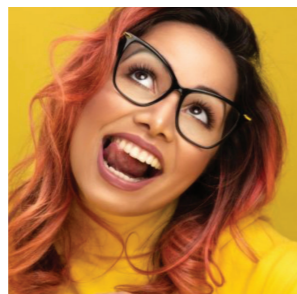
SERGE
RAMELLI



FERNANDO
SANTOS



COLIN
SMITH



GILMAR
SMITH



LESA
SNIDER



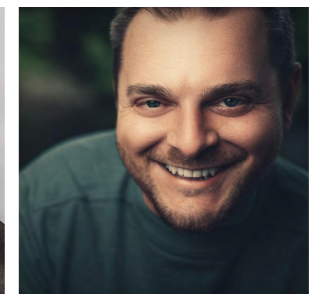
ROB
SYLVAN



SCOTT
VALENTINE

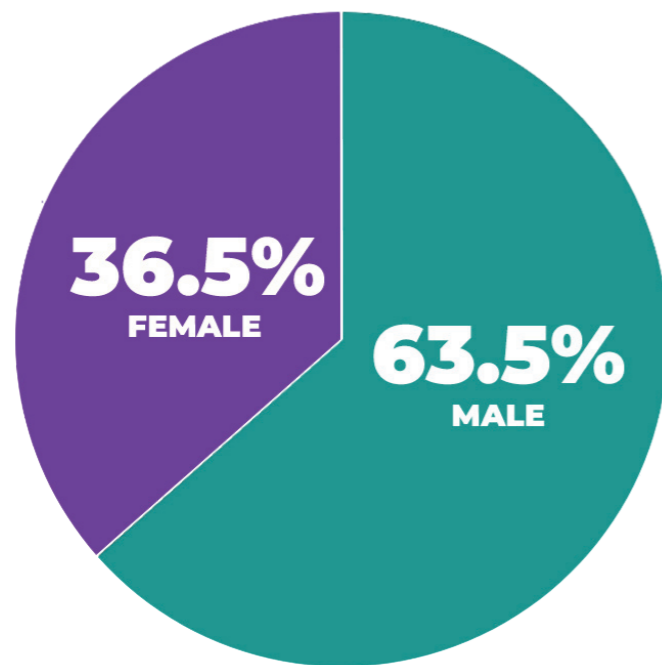


TERRY
WHITE

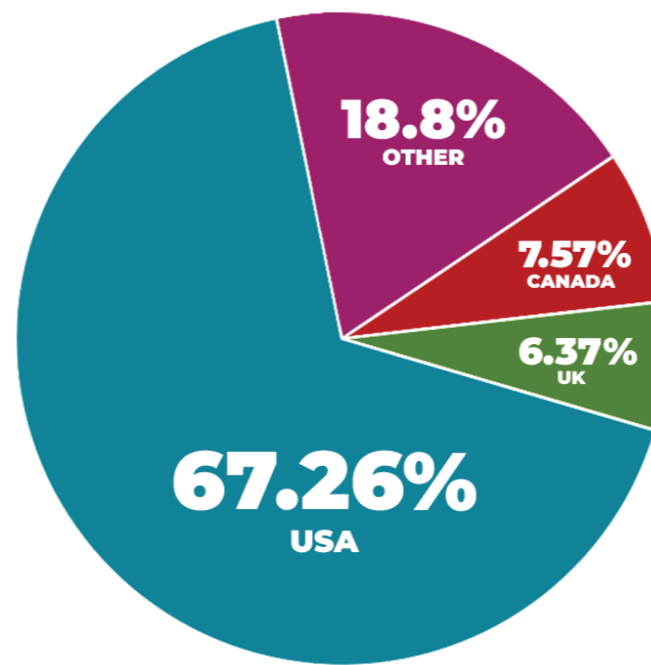


DAVE
WILLIAMS

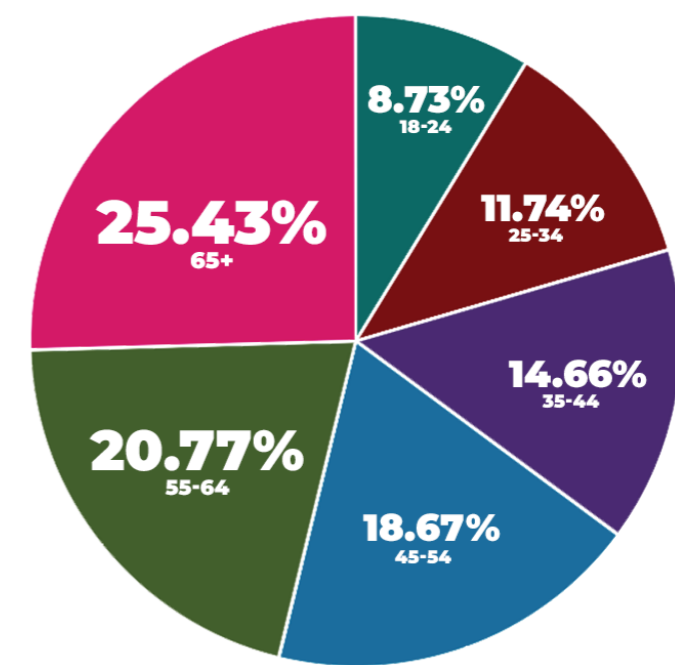
DEMOGRAPHICS



GENDER
DEMOGRAPHICS



LOCATION
DEMOGRAPHICS



AGE
DEMOGRAPHICS

SPONSORSHIP OPPORTUNITIES

DIGITAL MAGAZINE ADS



FULL PAGE

8.246 INCHES X 11 INCHES @250 PPI



FULL SPREAD

16.492 INCHES X 11 INCHES @250 PPI



HALF-PAGE HORIZONTAL

8.246 INCHES X 5.5 INCHES @250 PPI



HALF-PAGE VERTICAL

3.875 INCHES X 11 INCHES @250 PPI

VIDEO
EMBED AUDIO /VIDEO

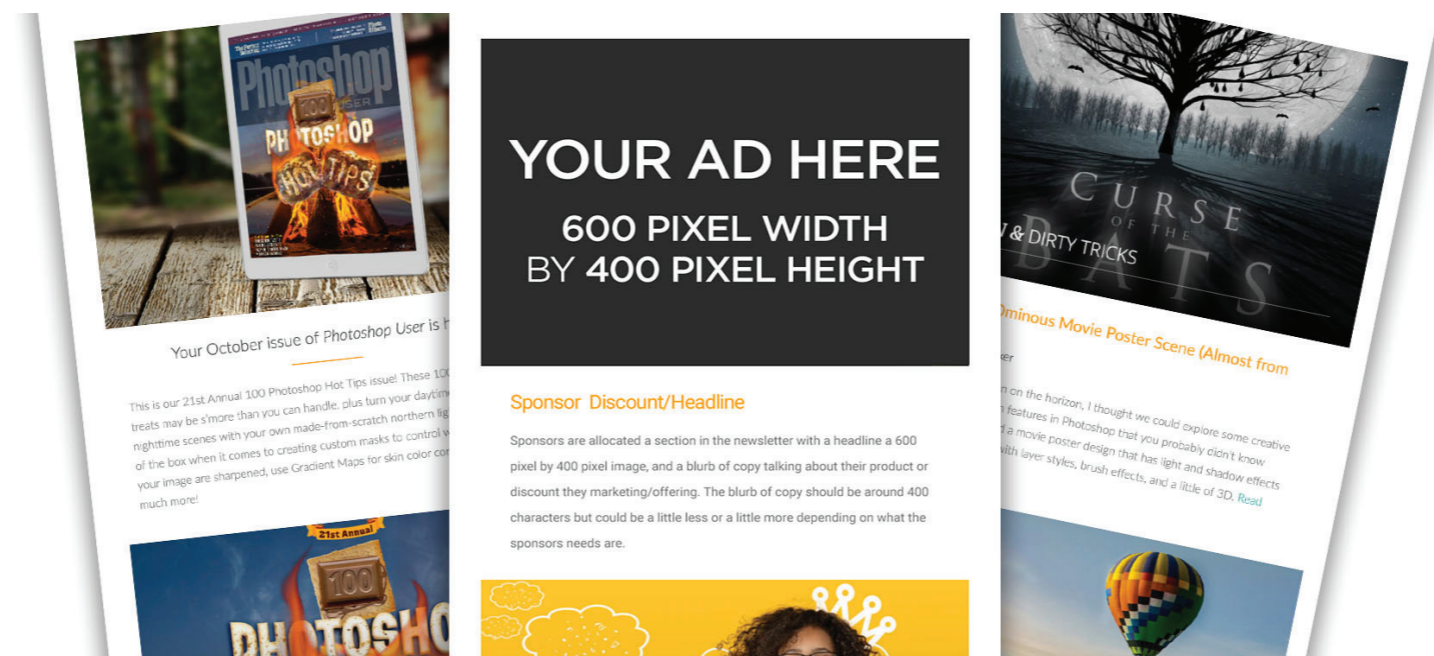
POP-UPS
EMBED POP-UP SLIDESHOWS

LINK TO YOUR
POLLS

LINK TO YOUR
WEBSITE

All ads should be created at 250 ppi and can be provided as a PDF, JPG, or InDesign document. Any videos, audio, slideshows, links, and other assets will need to be provided separately.

SPONSORSHIP OPPORTUNITIES MONTHLY MAGAZINE NEWSLETTER ADS



EMAIL AD SPACE IS AVAILABLE IN OUR MONTHLY MAGAZINE NEWSLETTER

600 PIXELS X 400 PIXELS



the kelbyone[®] NEWSLETTER

MEDIA KIT



ALL ABOUT *THE KELBYONE* NEWSLETTER

Our members will receive a newsletter, delivered directly to their inbox with information regarding news from the industry, new course releases, the new issue of *Photoshop User* magazine, our favorite *Grid* episodes of the quarter, and so much more.

5-6

NEWSLETTERS/YEAR

Our newsletter is delivered to our entire member data-base plus anyone that has signed up to be a part of our “first to know” list.

69K+

READERS

We’ve tracked our interactivity and open rates in the past year and are averaging an engagement of 69,000 per newsletter.

174K+

REACH

This is your opportunity to potentially reach our entire database of photographers, Photoshop users, and Lightroom users.



NEWSLETTER **SPONSORSHIP OPPORTUNITIES**

Whether you want to highlight a new product or get the word out about a great deal, you can reach our entire audience straight from their inbox. Make sure to use your ad space wisely by providing unique offers and news that will get subscribers excited. The newsletter is sent out to our entire mailing list. Your sponsorship will run in full, with a link back to your site. Because we're different from other newsletters in that we allow only one sponsor per newsletter, your message will reach the entire audience without any competition!





the kelbyone[®] **BLOGS** MEDIA KIT

ALL ABOUT *OUR* BLOGS

We are dedicated to sharing knowledge with anyone who wants to learn. Whether on the road to becoming a professional photographer, or simply having fun shooting family vacations, we encourage and guide novices to experts. One of the ways that we do that is through our four blogs ranging in topics from Photoshop, Lightroom, to general photography.

SCOTTKELBY.COM

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

LIGHTROOMKILLERTIPS.COM

Lightroom Killer Tips is just what it sounds like; a place where Lightroom users go to find out the best tips and tricks in the industry.

PLANETPHOTOSHOP.COM

The place for Photoshop related tips, tricks, and other great articles for photographers.

LAYERSMAGAZINE.COM

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

SCOTTKELBY.COM **STATS**



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.

20K+

UNIQUE MONTHLY VISITORS

35%

FEMALE AUDIENCE

39%

AUDIENCE AGE 18-34

35K

TOTAL MONTHLY PAGEVIEWS

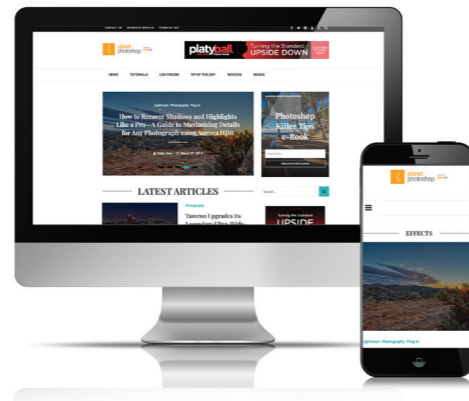
65%

MALE AUDIENCE

61%

AUDIENCE AGE 35+

PLANETPHOTOSHOP.COM **STATS**



The place where Photoshop users come to learn new techniques, tips, and tricks.

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

28.3K+

UNIQUE MONTHLY VISITORS

42.5%

FEMALE AUDIENCE

62.5%

AUDIENCE AGE 18-34

35K

TOTAL MONTHLY PAGEVIEWS

57.5%

MALE AUDIENCE

37.5%

AUDIENCE AGE 35+

LIGHTROOMKILLERTIPS.COM **STATS**



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

CORE CHANNELS: Lightroom, photography.

41.8K+

UNIQUE MONTHLY VISITORS

34%

FEMALE AUDIENCE

43%

AUDIENCE AGE 18-34

77.7K

TOTAL MONTHLY PAGEVIEWS

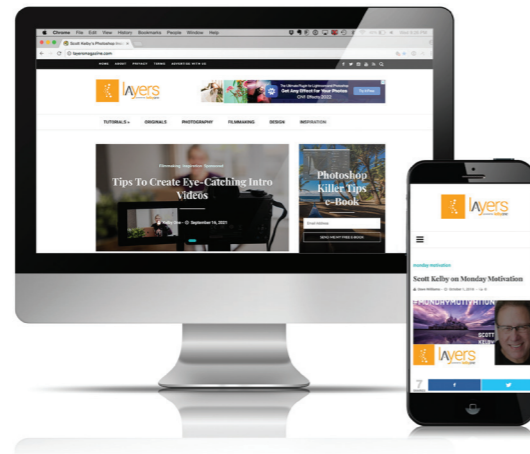
66%

MALE AUDIENCE

57%

AUDIENCE AGE 35+

LAYERSMAGAZINE.COM **STATS**



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

CORE CHANNELS: Design, photography

14.7K+

UNIQUE MONTHLY VISITORS

47.4%

FEMALE AUDIENCE

57.5%

AUDIENCE AGE 18-34

20.1K

TOTAL MONTHLY PAGEVIEWS

52.6%

MALE AUDIENCE

42.5%

AUDIENCE AGE 35+

SPONSORSHIP OPPORTUNITIES DIGITAL BLOG ADS

1 | LEADERBOARD

768 PIXELS X 90 PIXELS @72DPI

2 | DISPLAY BOX

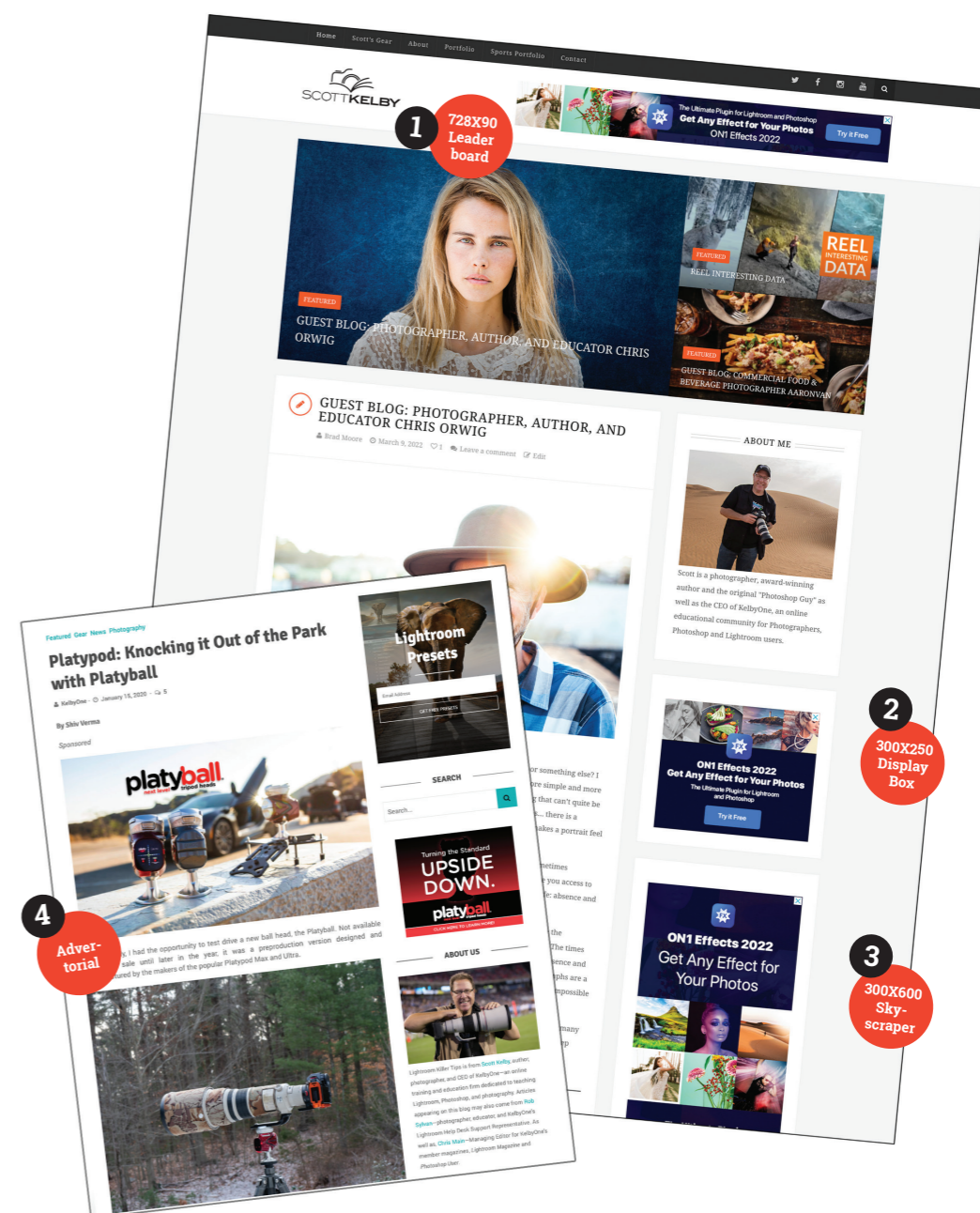
300 PIXELS X 250 PIXELS @72DPI

3 | SKYSCRAPER

300 PIXELS X 600 PIXELS @72DPI

4 | ADVERTORIAL

& 7 TO 30-DAY SITE TAKEOVER



ADVERTORIAL SPECS:

WORD COUNT: 1,000-1,500

FEATURE IMAGE: 1,000PX WIDTH MIN

SUPPORT IMAGES: 5-10 JPGS (1,000PX WIDTH MIN)

VIDEOS: OPTIONAL MP4S AT 1280X720

CONTENT: WORD DOC OR TXT (INDICATE WHERE IMAGES SHOULD BE PLACED)



the kelbyone[®] **ONLINE CONFERENCES** **MEDIA KIT**



ALL ABOUT *OUR* LIVE—ONLINE CONFERENCES

At KelbyOne Live, we host 2-day live-streamed online photography conferences that cover topics like Lightroom, Photoshop, Flash/Portraits, and other niche photography topics. These popular events offer speaker lineups including best-selling authors and international award-winning photographers who are leading the way in their fields, and attract highly qualified and engaged photography leads. [LEARN MORE](#)

902+

AVERAGE

ATTENDEE/CONFERENCE

5

AVERAGE # OF

EVENTS/YR

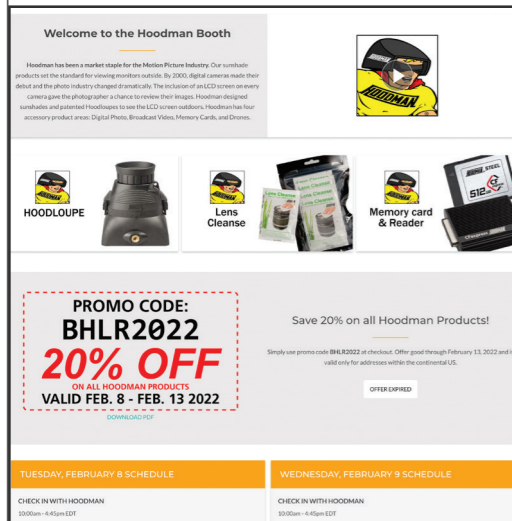
4K

AVERAGE

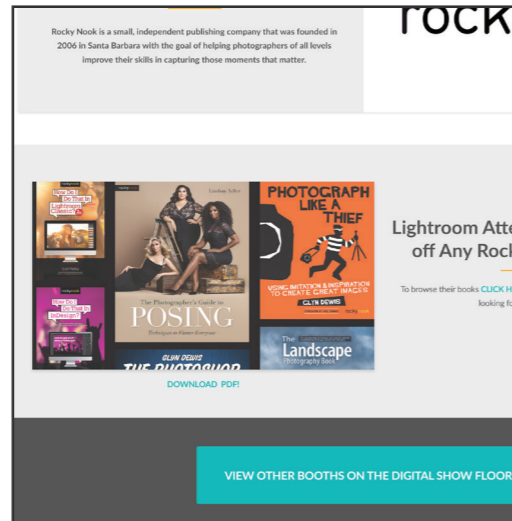
PAGEVIEWS/CONFERENCE

SPONSORSHIP DETAILS

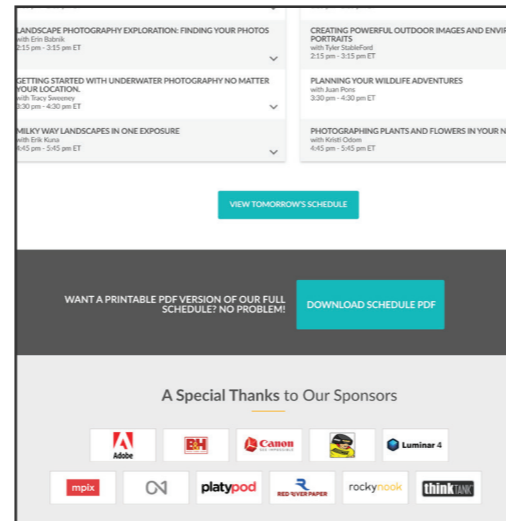
2-DAY LIVE—ONLINE CONFERENCES



YOUR OWN LANDING PAGE
WITH SPECIAL DISCOUNT



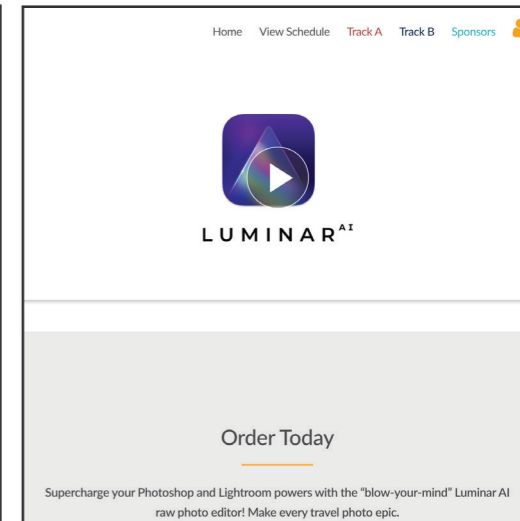
DEDICATED SPOT FOR A PDF
ON YOUR LANDING PAGE



MARKETING SITE PRESENCE
WITH YOUR LOGO IN THE FOOTER



LOGO REPRESENTATION
ON ALL MARKETING MATERIALS



DEDICATED VIDEO SPOT
ON YOUR LANDING PAGE

MATERIAL ASSET SPECS:

PDF AD: 8.5 X 11 PDF

LOGO: COLOR PNG WITH MINIMUM WIDTH OF
650PX **BRANDING IMAGE:** 650PX X 366PX

VIDEOS: OPTIONAL MP4S

CONTENT: WORD DOC OR TXT WITH
COMPANY DESCRIPTION & DISCOUNT OFFER.



Scott Kelby's **WORLDWIDE** PHOTO WALK

MEDIA KIT



ALL ABOUT *THE* WORLDWIDE PHOTO WALK

The mission of the Worldwide Photo Walk is to raise awareness about our world and the people living in it through the enjoyment of photography. 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. The Worldwide Photo Walk 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. [LEARN MORE](#)

6K+
WALKERS/ATTENDEES

412
WALKS

54
COUNTRIES

481.2K+
SOCIAL REACH

164K+
EMAIL REACH

SPONSORSHIP OPPORTUNITIES

WORLDWIDE PHOTO WALK

A Special Call Out To Our
Official Sponsor



AS WELL AS THOSE WHO HELP MAKE THIS EVENT POSSIBLE WITH THEIR AMAZING PRIZE OFFERINGS!



Need More Information Or Want To See More Of What We Do? Check Out The Links Below



official
sponsor: Adobe

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[ABOUT US](#)

[CONTACT US](#)

OTHER BRANDS

[KELBYONE](#)

[KELBYONE LIVE CONFERENCES](#)

[PHOTOSHOP WORLD](#)

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LOGO REPRESENTATION

ON OUR MARKETING SITE

YOU WALKED FOR A GREAT CAUSE

So, We've Decided To Pay It Forward—With Prizes!

Contest submissions are now closed and winners have been announced! [VIEW ALL SUBMISSIONS](#) | [VIEW WINNERS](#)

🏆 GRAND PRIZE

1 Winner (chosen by Scott Kelby) | will receive a KelbyOne Pro Annual Membership, a 1-year Creative Cloud All Apps Plan from Adobe, a \$250 B&H gift card, ON1 Photo RAW & All 5 ON1 Plugins, a Platypod* eXtreme with a Multi-Accessory kit, a \$100 Rocky Nook gift card, a lifetime license of Luminar Neo, a Think Tank* Retrospective 30 Shoulder Bag (black), and a Think Tank* Gear Pouch Bundle!

🏆 LEADER GRAND PRIZE

1 Winner (chosen by Scott Kelby) | will receive a KelbyOne Pro Annual Membership, a 1-year Creative Cloud All Apps Plan from Adobe, a \$250 B&H gift card, all 5 ON1 Plugins, a \$100 Rocky Nook gift card, a lifetime license of Luminar Neo, and a PhotoCross 15 backpack from Think Tank*!

🏆 TOP FINALIST

10 Talented Winners (chosen by Scott Kelby) | will receive a one month KelbyOne Pro Monthly membership, a 1-year Photography Plan from Adobe, a \$50 B&H gift card, ON1 Effects, a \$50 Rocky Nook gift card, a 1-year subscription of Luminar Neo, and a 13 sling bag from Think Tank*!

🏆 PEOPLE'S CHOICE

1 Winner (chosen by our viewers & walkers) | will receive a KelbyOne Pro Annual Membership!

*Platypod & Think Tank prizes are only available for shipping within the continental US!

PRIZE GIVEAWAYS

WITH RECOGNITION ON OUR WEBSITE



SOCIAL FOLLOWERS

51K+

INSTAGRAM

198K+

FACEBOOK

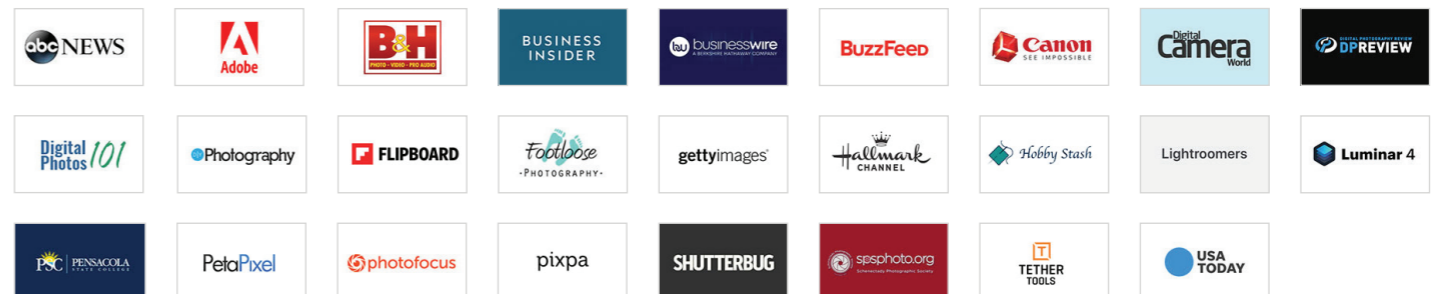
61.2K

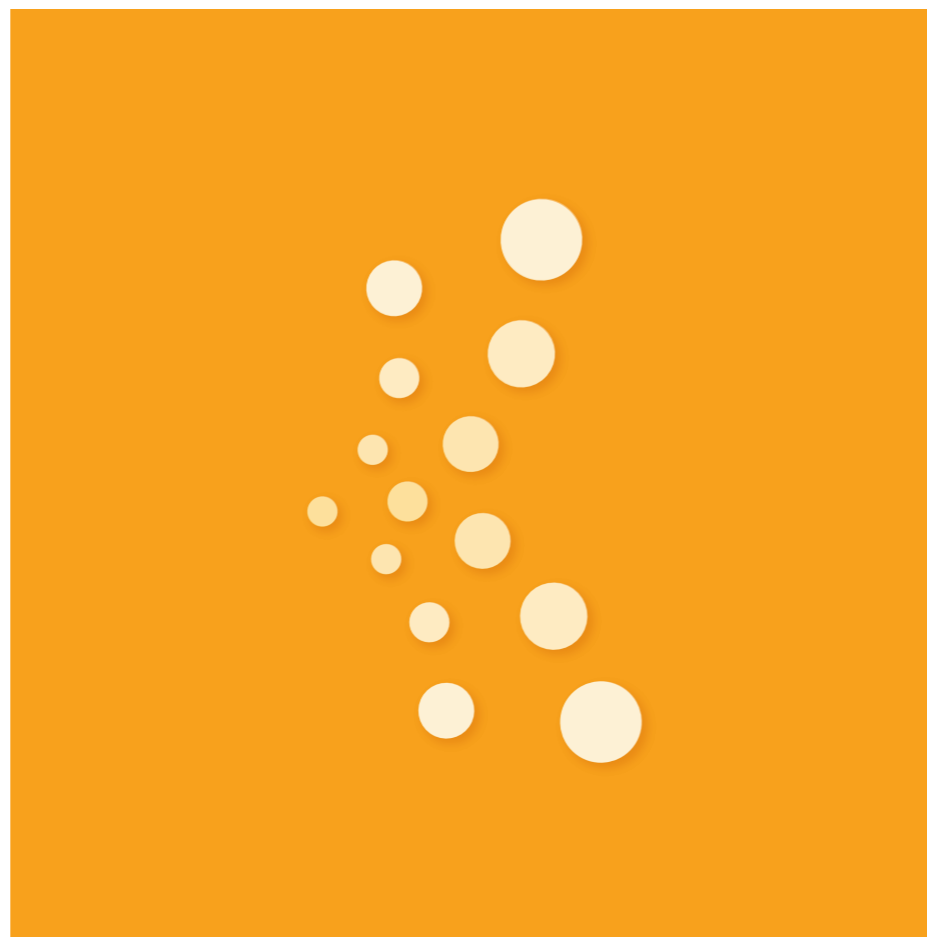
TWITTER

171K+

YOUTUBE

WE HAVE BEEN
FEATURED





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KelbyOne.com | KelbyOneLive.com | WorldWidePhotoWalk.com | PhotoshopWorld.com