



**the kelbyone**  
**MEDIA KIT**

KelbyOne | KelbyOne Live | WorldWide Photo Walk



# KELBYONE IS A GLOBAL *EDUCATION PLATFORM*

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for photographers and visual creators at every skill level. We provide practical, real-world training from the most talented and trusted industry experts—helping creators learn faster, improve their craft, and stay inspired in a constantly evolving creative world.

## **THROUGH ON-DEMAND COURSES**

live events, and immersive online conferences, KelbyOne covers photography, post-production, mobile creativity, and design. At our core is a highly engaged community of creators who actively invest in the tools, software, and brands that support their work.

## **KELBYONE OFFERS DIRECT ACCESS**

to an intent-driven audience that values quality, innovation, and education—making it an ideal platform for authentic partnerships and meaningful connections with creators.



# the kelbyone NEWSLETTER

## MEDIA KIT

The KelbyOne Monthly Newsletter reaches 146k+ photographers, Photoshop users, Lightroom users, and creative professionals. Produced by KelbyOne, this opt-in newsletter delivers trusted education, inspiration, and industry insights to a highly engaged audience that actively invests in the tools, software, and training that elevate their work.



# ALL ABOUT *THE KELBYONE* NEWSLETTER

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**12**

## **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.

**65K+**

## **READERS**

We've tracked our interactivity and open rates in the past year and are averaging an engagement of 65,000+ per newsletter.

**146K+**

## **REACH**

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

**A sponsored placement puts your brand inside a premium, credibility-driven environment**—connecting you directly with creators who value expert recommendations and authentic partnerships.





# NEWSLETTER SPONSORSHIP OPPORTUNITIES

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## EXCLUSIVE SPONSORSHIP

**\$1,000** per issue, delivering meaningful visibility and engagement within one of the most established photography communities in the industry.



# the kelbyone BLOGS

## MEDIA KIT

An Advertiser-Sponsored Blog Post gives your brand premium exposure across all three KelbyOne blogs, placing your message directly in front of a highly engaged audience of photographers, Photoshop users, Lightroom users, and creative professionals. Published within KelbyOne's trusted editorial ecosystem, sponsored articles appear alongside educational and inspirational content that readers actively seek out and share.



# ALL ABOUT *OUR* BLOGS

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**Sponsored blog post:** \$1,200 per article. Advertisers provide all creative assets—including written copy, images, and optional video—which are featured as a dedicated sponsored post across our blog network. This format delivers long-term visibility, strong SEO value, and authentic alignment with a creative community that values relevant tools, software, and solutions that improve their workflow.

## **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**

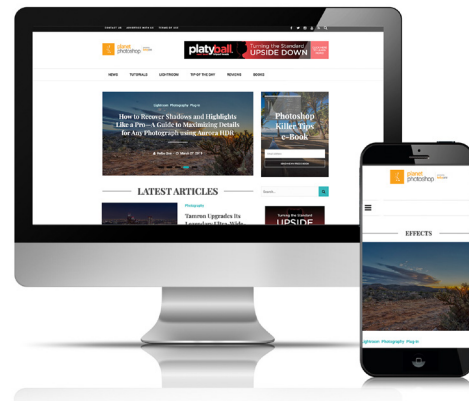
The place for Photoshop related tips, tricks, and other great articles for photographers.

## **LAYERSMAGAZINE.COM**

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



# 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

**7K+**

**UNIQUE MONTHLY VISITORS**

**41.04%**

**FEMALE AUDIENCE**

**62.19%**

**AUDIENCE AGE 18-34**

**9K+**

**TOTAL MONTHLY PAGE-VIEWS**

**58.96%**

**MALE AUDIENCE**

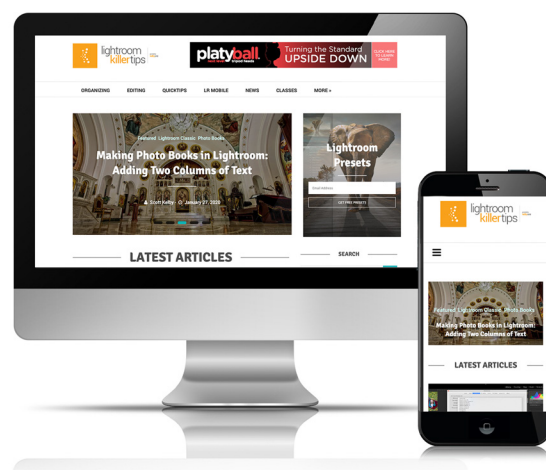
**37.81%**

**AUDIENCE AGE 35+**





# LIGHTROOMKILLERTIPS.COM **STATS**



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

**CORE CHANNELS:** Lightroom, photography.

**27K+**

**UNIQUE MONTHLY VISITORS**

**36.19%**

**FEMALE AUDIENCE**

**43.58%**

**AUDIENCE AGE 18-34**

**29K+**

**TOTAL MONTHLY PAGE-VIEWS**

**63.81%**

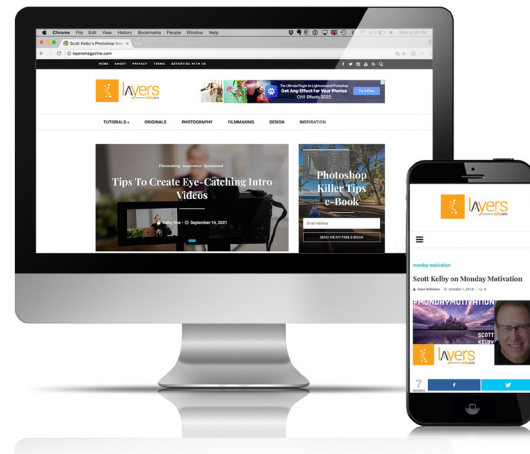
**MALE AUDIENCE**

**56.42%**

**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

**14K+**

**UNIQUE MONTHLY VISITORS**

**48.93%**

**FEMALE AUDIENCE**

**64.60%**

**AUDIENCE AGE 18-34**

**17K**

**TOTAL MONTHLY PAGE-VIEWS**

**51.07%**

**MALE AUDIENCE**

**35.40%**

**AUDIENCE AGE 35+**



# DIGITAL DISPLAY ADVERTISING

An Advertiser Digital Display Campaign delivers high-visibility brand exposure across all KelbyOne blogs, reaching a large and engaged audience of photographers and creative professionals. Your display ads appear within KelbyOne's trusted content environment, positioning your brand alongside educational, inspirational, and industry-leading creative content.

## 1 | LEADERBOARD | \$8 CPM

768 PIXELS X 90 PIXELS @72DPI

## 2 | DISPLAY BOX | \$8 CPM

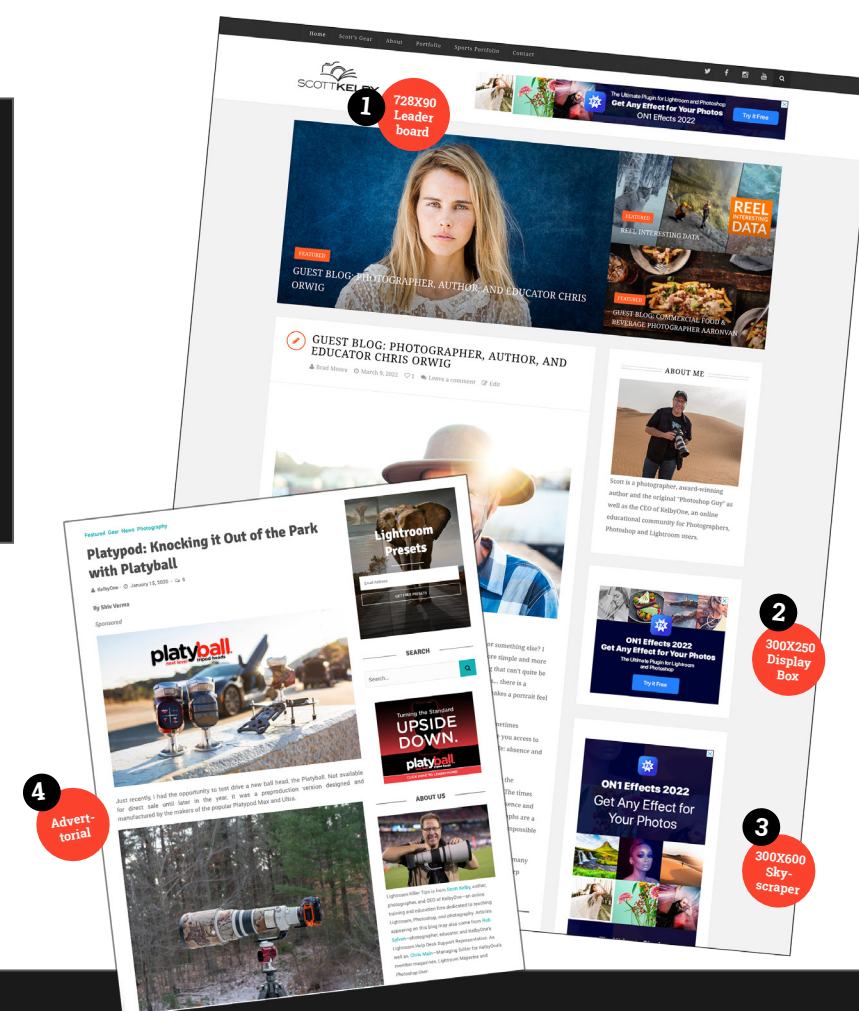
300 PIXELS X 250 PIXELS @72DPI

## 3 | SKYSCRAPER | \$10 CPM

300 PIXELS X 600 PIXELS @72DPI

## 4 | 7- 30 DAY SITE TAKEOVER CONTACT FOR PRICING

All display creative and assets are provided by the advertiser, ensuring a smooth campaign launch and consistent brand presentation. This format is ideal for building awareness, driving traffic, and reinforcing brand presence with a highly targeted creative audience that actively engages with photography and creative technology.



## SITE TAKEOVER SPECS:

**WORD COUNT:** 1,000-1,500

**FEATURE IMAGE:** 1,000PX WIDTH MIN

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

**VIDEOS:** OPTIONAL MP4S AT 1280X720

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



# The kelby<sup>one</sup> **VIDEO** MEDIA KIT

Advertiser-Sponsored Video with KelbyOne places your brand within trusted, instructor-led training content, connecting you with photographers and creative professionals as they actively learn, evaluate, and adopt new tools. Integrated across on-demand courses and sponsored video content, these placements align your products with real-world workflows and expert instruction—delivering meaningful visibility in a highly engaged learning environment.



# **CUSTOM** **YOUTUBE VIDEO CONTENT** **CREATED FOR ADVERTISERS**

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If you're looking to showcase your brand in a way that feels authentic, educational, and highly relevant to photographers, KelbyOne offers custom video productions tailored to your specific advertising goals. Working closely with your team, we develop a video concept that thoughtfully integrates your product into the content—demonstrating real-world use while delivering meaningful value to our audience.

Custom videos are priced on a case-by-case basis, starting at **\$3,500!**

These videos are created to educate and inspire, not interrupt. Your brand is featured organically throughout the video, with permanent links to your website included in the video description for ongoing exposure long after the initial release.



**SPONSORED**

# **YOUTUBE VIDEO CONTENT FOR ADVERTISERS**

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Sponsored videos give your brand the opportunity to be featured within a standard KelbyOne video in a way that feels natural, relevant, and creator-focused. Your sponsorship is introduced by the host at the beginning of the video, followed by a dedicated 15–30 second mid-roll segment that highlights your product, service, or offer.

**Sponsored Videos Start At \$1,250 Per Video.**

This allows your brand to reach our audience while remaining aligned with the educational and instructional tone our members trust. Each sponsored video includes permanent links to your website in the video description, providing long-term visibility beyond the initial release.



**SPONSORED**

# **ONLINE TRAINING COURSE IN THE KELBYONE MEMBERSHIP**

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At the heart of KelbyOne is our member community at KelbyOne.com, where photographers and creators come to learn through in-depth, professionally produced training courses and product tutorials. We consistently release new educational content across a wide range of photography and creative interests, making our educational training one of the most trusted learning resources in the industry.

For information on available KelbyOne online training course creation opportunities and custom pricing, [\*\*CONTACT US\*\*](#)

Training course sponsorships offer brands the opportunity to align with premium educational content through thoughtful, relevant product inclusion. Product features are evaluated on a case-by-case basis to ensure they naturally support the lesson and provide genuine value to our members.





# the kelbyone<sup>®</sup> **ONLINE** **CONFERENCES** **MEDIA KIT**

Live & Online Conference and Event Sponsorship with KelbyOne gives advertisers direct access to one of the most passionate and engaged creative audiences in the industry. Our multi-day, multi-session events attract photographers, Photoshop users, Lightroom users, and visual creators who are actively learning, upgrading their tools, and investing in their craft. Sponsors benefit from prominent brand visibility before, during, and after each event through integrated placements that feel natural and value-driven.





# ALL ABOUT OUR **LIVE—ONLINE CONFERENCES**

KelbyOne conferences combine live and on-demand sessions, real-time chat, and interactive experiences—creating multiple high-impact touch-points for sponsor messaging. Your brand is positioned alongside trusted educators and industry leaders, gaining credibility while reaching attendees at moments of peak attention and intent.

**937+****AVERAGE****ATTENDEE/CONFERENCE****4****AVERAGE # OF  
EVENTS/YR****5.4K+****AVERAGE****PAGE-VIEWS/CONFERENCE**

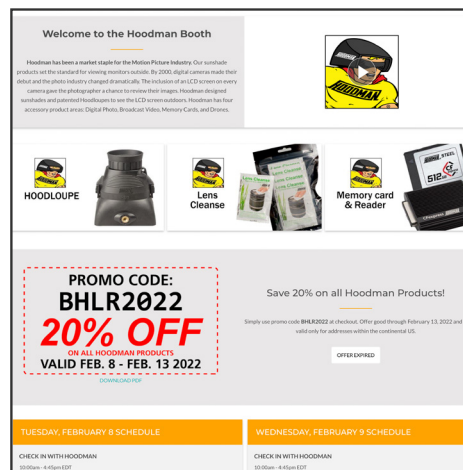
## **THESE SPONSORSHIPS ARE IDEAL FOR:**

Brands looking to launch products, demonstrate solutions, generate leads, and build long-term brand affinity within a global creative community that values expert recommendations and trusted brand relationships.

[CONTACT US](#) for pricing and ways that we can tailor sponsorship to meet your goals.

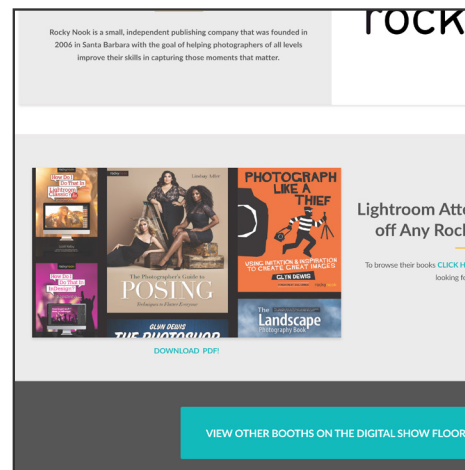
# SPONSORSHIP DETAILS

## LIVE—ONLINE CONFERENCES



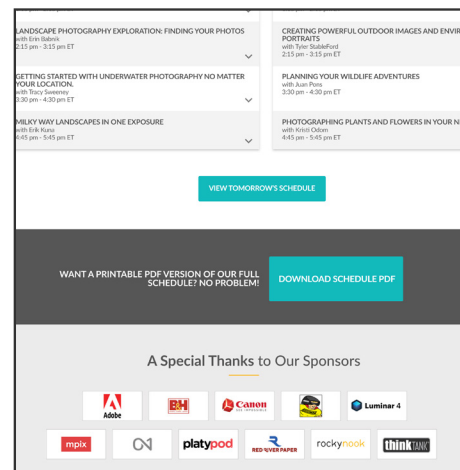
### YOUR OWN LANDING PAGE

WITH SPECIAL DISCOUNT



### DEDICATED SPOT FOR A PDF

ON YOUR LANDING PAGE



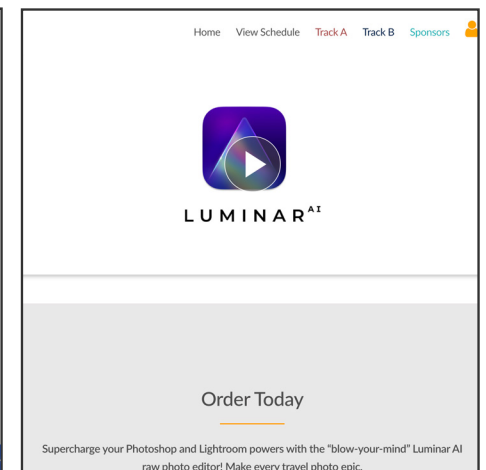
### MARKETING SITE PRESENCE

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**

Scott Kelby's Worldwide Photo Walk is the largest one-day photo walk on the planet, bringing together tens of thousands of photographers across hundreds of cities worldwide for a single, shared creative experience.

Led by local hosts and inspired by Scott Kelby, the Worldwide Photo Walk is a globally recognized event that unites photographers of all skill levels around a passion for creativity, community, and visual storytelling.



# ALL ABOUT *THE* WORLDWIDE PHOTO WALK

For advertisers, sponsorship of the Worldwide Photo Walk delivers unmatched global reach paired with powerful local engagement. Your brand is showcased across event promotions, digital platforms, and community touchpoints as participants actively explore cities, share images, and engage on social media throughout the day. It's a rare opportunity to connect your brand with real-world creativity at massive scale—aligned with a trusted name, a positive global mission, and a highly motivated audience of photographers who live and breathe the craft.

**5K+**  
**WALKERS/ATTENDEES**

**270**  
**WALKS**

**63**  
**COUNTRIES**

**483K+**  
**SOCIAL REACH**

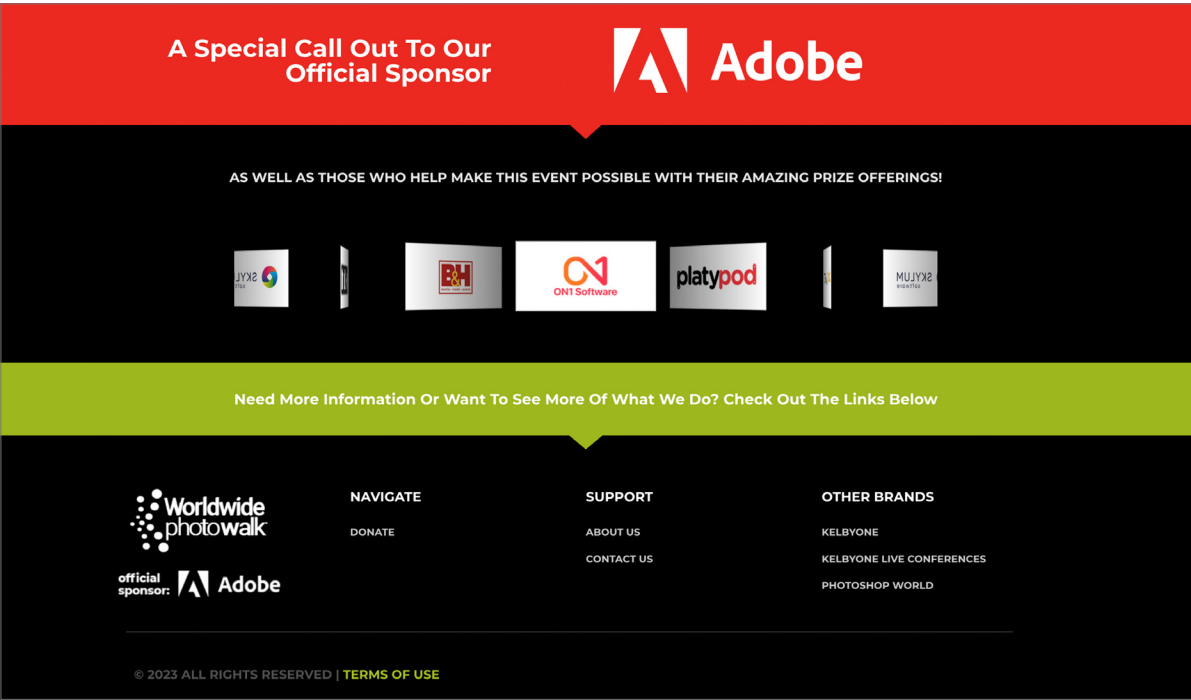
**154K+**  
**EMAIL REACH**





# SPONSORSHIP OPPORTUNITIES

## WORLDWIDE PHOTO WALK



**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\*!

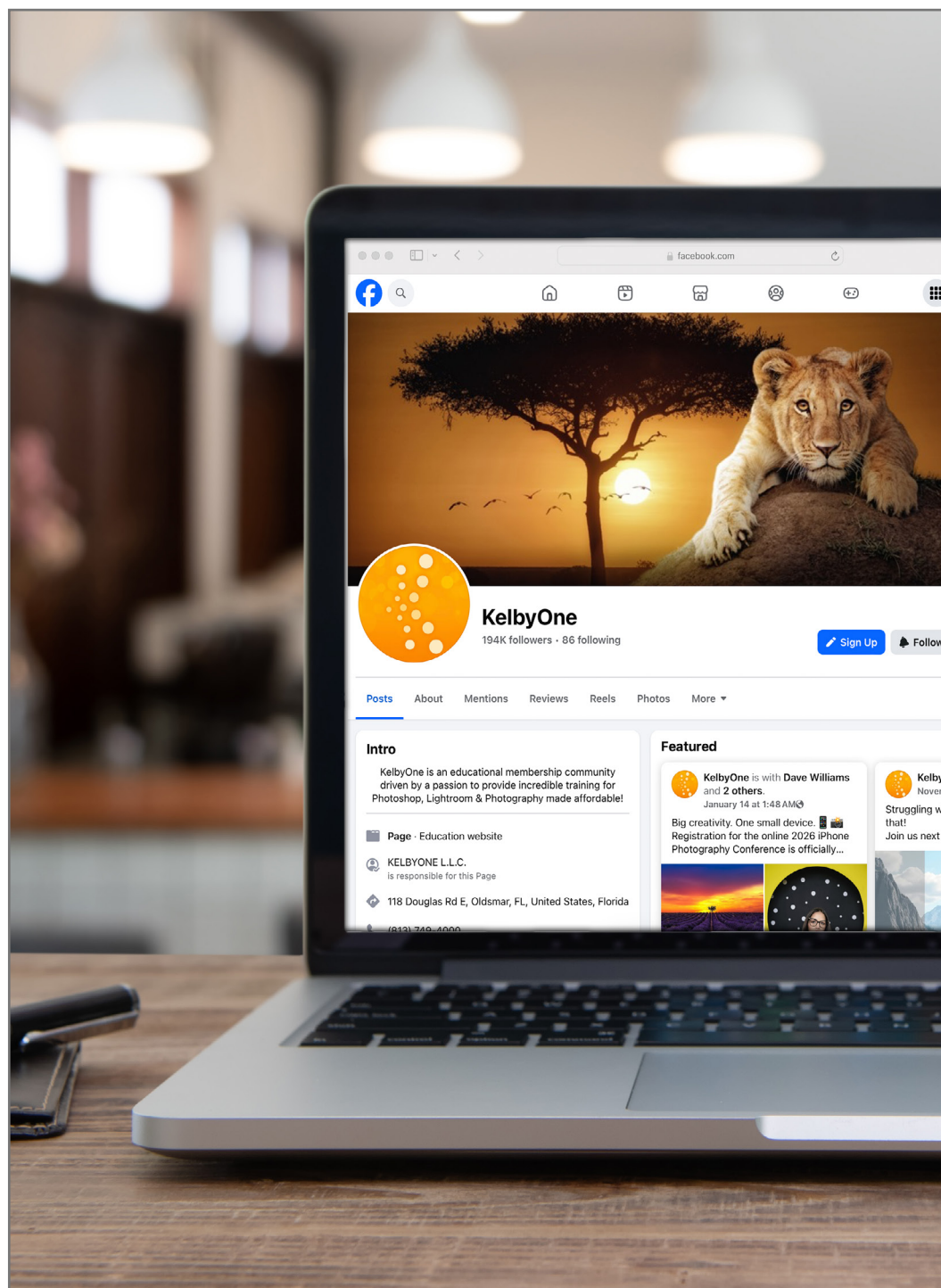
**🏆 TOP FINALIST**  
10 Talented Winners (chosen by Scott Kelby) | will receive a one month KelbyOne Pro Monthly membership, a 1-year Photography Plan from Adobe, a \$50 B&H gift card, ON1 Effects, a \$50 Rocky Nook gift card, a 1-year subscription of Luminar Neo, and a 13 sling bag from Think Tank\*!

**🏆 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

[CONTACT US](#) for pricing and ways that we can tailor sponsorship to meet your goals.



# the kelbyone SOCIALS

## MEDIA KIT

Advertising across KelbyOne's social media platforms gives brands direct access to a highly engaged audience of photographers and creative professionals. Through KelbyOne, advertisers benefit from targeted messaging delivered within feeds where our community actively follows, engages, and takes action.



# ALL ABOUT OUR SOCIAL MEDIA CHANNELS

KelbyOne uses its social channels to promote sales campaigns, contests, product launches, and limitedtime offers—ensuring sponsor messaging feels timely, relevant, and aligned with audience interests. These placements are designed to blend naturally into our content ecosystem, driving awareness, engagement, and click-throughs without disrupting the user experience.

## OUR SOCIAL MEDIA FOLLOWERS:

**194K+**  
FACEBOOK

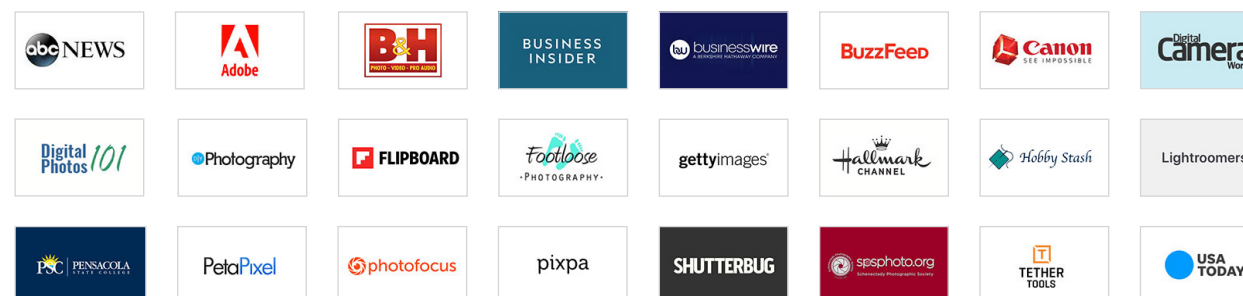
**58K+**  
X

**54K+**  
INSTAGRAM

**615K+**  
500PX

**175K+**  
YOUTUBE

WE HAVE BEEN  
**FEATURED**





# SPONSORSHIP OPPORTUNITIES ON OUR SOCIAL PAGES

Social media advertising with KelbyOne is ideal for brands looking to spark conversation, drive traffic, and connect with a creative audience that values trusted recommendations, practical tools, and products that elevate their creative workflow.

[CONTACT US](#) for additional specific platform and cross-platform pricing, monthly packages, premium campaigns, paid amplification, and ways that we can tailor promotions to meet your goals.

## PRICES START AT:

**1 | STATIC FEED POST | \$400**

768 PIXELS X 90 PIXELS @72DPI

**2 | CAROUSEL | \$600**

3-6 SLIDES

**3 | SHORT VIDEO/REAL | \$850**

15 - 30 SECONDS

**4 | STORY FRAME | \$200**

SINGLE FRAME

**5 | STORY SERIES | \$500**

3-5 FRAMES



**CONTACT KLEBER STEPHENSON |** BY EMAIL: [KLEBER@KELBYONE.COM](mailto:KLEBER@KELBYONE.COM)

[KelbyOne.com](http://KelbyOne.com) | [KelbyOneLive.com](http://KelbyOneLive.com) | [WorldWidePhotoWalk.com](http://WorldWidePhotoWalk.com) | [PhotoshopWorld.com](http://PhotoshopWorld.com)