



kelbyone®

Media Kit

2026

KELBYONE

KELBYONE · KELBYONE LIVE · WORLDWIDE PHOTO WALK · PHOTOSHOP WORLD

ABOUT · 01

A global education platform for photographers & creators.

“Our community doesn't casually browse — they watch, attend, learn, and take action. Engagement is driven by trust, consistency, and long-standing relationships with our instructors and partners.”

KELBYONE
ON THE COMMUNITY WE SERVE

KelbyOne is a leading online education platform for photographers and visual creators around the world — delivering practical, expert-led training that helps creators sharpen their skills, adopt new tools, and stay competitive in a fast-moving creative industry.

For advertisers, this creates a premium environment to connect with photographers and creators while they're actively learning, evaluating tools, and considering purchases.

169K+

NEWSLETTER READERS

1.8M+

SOCIAL FOLLOWERS

1,242

AVG. CONF. ATTENDEES

10K+

PHOTO WALKERS / YR

63

COUNTRIES REACHED

Global

CREATOR COMMUNITY

AUDIENCE · 02

Reach at scale — intent at every touchpoint.

NEWSLETTER

169K+

REACH

An opt-in audience of 169K+ photographers, Photoshop and Lightroom users, and creative professionals — averaging 65K+ engaged readers per issue.

BLOG NETWORK

48K+

MONTHLY UNIQUES



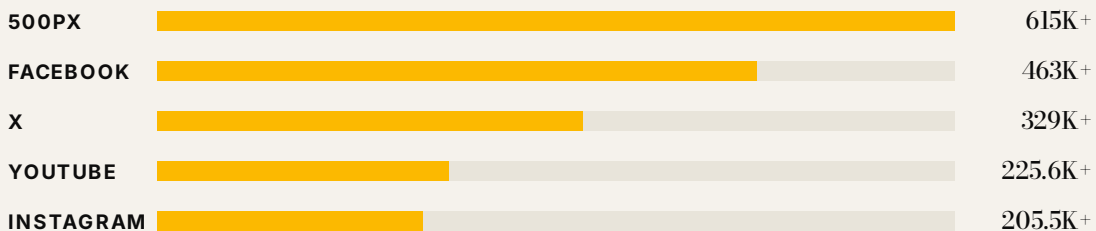
- Lightroom Killer Tips
- Layers Magazine
- Planet Photoshop

27K+
14K+
7K+

SOCIAL MEDIA

1.8M+

FOLLOWERS



Combined reach across KelbyOne and Scott Kelby social channels.

LIVE & ONLINE CONFERENCES

1,242

AVG. ATTENDEES

Four multi-day events per year, each drawing 5.4K+ pageviews — photographers actively learning, upgrading their tools, and investing in their craft.

WORLDWIDE PHOTO WALK

63

COUNTRIES

The largest one-day photo walk on the planet — 270 walks, 10K+ walkers, reaching 637K+ photographers through email and social.



ADVERTISING OPPORTUNITIES · I

Editorial.

Premium placements across the newsletter and blog network — where photographers turn for trusted instruction, reviews, and industry insight.

NEWSLETTER SPONSORSHIP

Monthly · Opt-in · Exclusive sponsorship

The KelbyOne Monthly Newsletter reaches 169K+ 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.

FROM
\$1,000
 PER ISSUE

Exclusive — one brand, one month, credibility-driven reach.

SPONSORED BLOG POST

Across *Lightroom Killer Tips*, *Planet Photoshop* & *Layers Magazine*

An Advertiser-Sponsored Blog Post gives your brand premium exposure across all three KelbyOne blogs. Published within our trusted editorial ecosystem, sponsored articles appear alongside educational content that readers actively seek out and share — delivering long-term visibility, strong SEO value, and authentic alignment with creative workflows.

FROM
\$1,200
 PER ARTICLE

Advertiser provides copy, images, and optional video.

DIGITAL DISPLAY ADVERTISING

Always-on · All three KelbyOne blogs

High-visibility brand exposure across the KelbyOne blog network. Placements sit alongside educational and inspirational content — ideal for building awareness, driving traffic, and reinforcing brand presence with a highly targeted creative audience.

FROM
\$8
 CPM

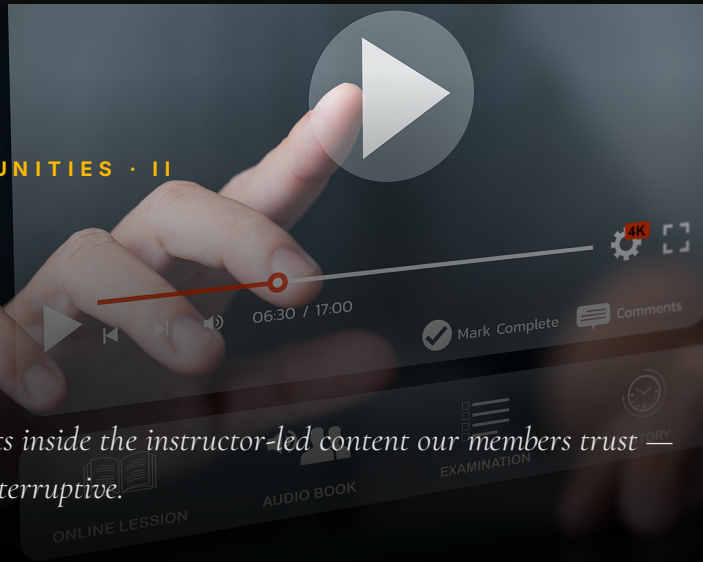
Advertiser supplies all display creative and assets.

LEADERBOARD · 728×90 **\$8 CPM** DISPLAY BOX · 300×250 **\$8 CPM**
 SKYSCRAPER · 300×600 **\$10 CPM** SITE TAKEOVER · 7-30 DAYS **Contact**

ADVERTISING OPPORTUNITIES · II

Video & Training.

Integrated product placements inside the instructor-led content our members trust — educational by design, not interruptive.



CUSTOM YOUTUBE VIDEO

Bespoke production · Priced case-by-case

KelbyOne develops a custom video concept that thoughtfully integrates your product into the content — demonstrating real-world use while delivering meaningful value to our audience. Educational, not interruptive, with permanent links to your website in every video description.

STARTING AT

\$3,500

CUSTOM

Scope priced per concept, production, and scale.

SPONSORED YOUTUBE VIDEO

Host-read intro + 15–30 second mid-roll

Your sponsorship is introduced by the host at the start of a standard KelbyOne video, followed by a dedicated mid-roll segment highlighting your product. Aligned with the educational tone our members trust, with permanent links in every description for long-term visibility.

FROM

\$1,250

PER VIDEO

Host-read intro + mid-roll, permanent description link.

SPONSORED TRAINING COURSE

Evergreen · Inside the KelbyOne membership

Align with premium educational content through thoughtful, relevant product inclusion. Features are evaluated case-by-case to ensure they naturally support the lesson and provide genuine value to KelbyOne members.

PRICING

Custom

EVERGREEN

Contact for course creation opportunities.

ADVERTISING OPPORTUNITIES · III

Events & Social.

High-intent moments — multi-day conferences, a global photo walk, and social channels where our community actively engages.

LIVE & ONLINE CONFERENCES

Multi-day · Multi-session · 1,242 avg. attendees

Direct access to one of the most passionate creative audiences in the industry. Multi-day events combine live and on-demand sessions, real-time chat, and interactive experiences — ideal for launching products, demonstrating solutions, generating leads, and building long-term brand affinity.

PRICING

Contact

TAILORED

Sponsorship tiers and asset specs on request.

WORLDWIDE PHOTO WALK

Scott Kelby's annual global event · 63 countries

The largest one-day photo walk on the planet brings together tens of thousands of photographers across hundreds of cities. Sponsorship delivers unmatched global reach paired with powerful local engagement — community touchpoints as participants explore cities, share images, and engage on social throughout the day.

PRICING

Contact

ANNUAL

Global reach · local engagement · positive mission.

SOCIAL MEDIA PROMOTIONS

500px · Facebook · X · YouTube · Instagram · 1.8M+ followers

Advertising across KelbyOne social channels reaches a highly engaged audience of photographers and creative professionals. Sponsor messaging blends naturally into sales campaigns, product launches, and limited-time offers — driving awareness, engagement, and click-throughs without disrupting the experience.

FROM

\$200

PER POST

Cross-platform and monthly packages available.

STATIC FEED POST **\$400** CAROUSEL · 3-6 SLIDES **\$600** REEL · 15-30S **\$850**

STORY FRAME **\$200** STORY SERIES · 3-5 **\$500**



RATES & PARTNERSHIPS

At a glance.

NEWSLETTER SPONSORSHIP MONTHLY	\$1,000 / ISSUE
SPONSORED BLOG POST ALL BLOGS	\$1,200 / ARTICLE
CUSTOM YOUTUBE VIDEO CUSTOM BUILD	From \$3,500
SPONSORED YOUTUBE VIDEO HOST-READ	From \$1,250
TRAINING COURSE SPONSORSHIP EVERGREEN	Custom
LIVE & ONLINE CONFERENCES QUARTERLY	Contact
WORLDWIDE PHOTO WALK ANNUAL · GLOBAL	Contact

DIGITAL DISPLAY	
Leaderboard · 728×90	\$8 CPM
Display Box · 300×250	\$8 CPM
Skyscraper · 300×600	\$10 CPM
Site Takeover	Contact

SOCIAL MEDIA	
Static Feed Post	\$400
Carousel · 3–6 slides	\$600
Reel / Short Video · 15–30s	\$850
Story Frame	\$200
Story Series · 3–5	\$500

PARTNERSHIPS

Connect with our partnerships team at sales@kelbyone.com to start planning your KelbyOne campaign.

Have a specific launch, promotion, or timeline in mind? *We'll tailor a solution that fits.*

ALL RATES ARE NET Monthly packages, premium campaigns, paid amplification, and cross-platform partnerships available on request.