Fstoppers.com was created by professional photographers and features staff writers who work in all genres of the photography world. Lee Morris and Patrick Hall first launched Fstoppers in February of 2010 with the vision to create an online community for photographers to learn through the growing media that is video. Fstoppers has become known for featuring “behind the scenes” videos of photographers working in the field.

Fstoppers also features noteworthy photography projects, gear reviews, opinion pieces and news articles from around the world.

The Fstoppers team also works to produce original behind-the-scenes videos that are informative, exciting, educational, and entertaining. The high-end production value of these videos has helped us create one of the most viewed and subscribed to Youtube channels about photography. These “Fstoppers Originals” have been hailed as some of the best independent documentary-style videos online. With a dedicated video production team and connections with some of the top photographers in the industry, it is no wonder our “Fstoppers Originals” are incredibly popular and completely unique.
BY THE NUMBERS

6.0 MILLION

Fstoppers reaches over 6.0 million views per month on average from photographers all over the world. For perspective, that makes Fstoppers one of the top 3,500 websites in the entire United States, and one of the top 8,000 in the entire world.

95 PERCENT

Fstoppers readers are the real deal. Ninety-five percent of our readership classify themselves as at least advanced amateur photographers, with forty-seven percent classifying themselves as either full-time or part-time professionals.

19 MILLION

Annually, Fstoppers reaches over 19 million photographers worldwide and continues to grow every year.

THE STATISTICS

Fstoppers.com is one of the largest and fastest growing photography communities. In just 5 years, Fstoppers has gone from having no presence on the web to having over 1.5 unique visitors and 4.5 million page views per month. We regularly break our own traffic records and constantly strive to grow in a highly competitive market.

46% of our traffic is based in the United States, and 22% can be found in Canada, the United Kingdom, Germany, and Australia. The remaining 32% pours in from hundreds of countries around the world, notably Sweden, France, the Netherlands, Italy, and Spain.

Our growing audience is predominately males aged 18-35.

PAGEVIEWS

<table>
<thead>
<tr>
<th>Sessions</th>
<th>Users</th>
</tr>
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<tbody>
<tr>
<td>3,395,661</td>
<td>1,901,103</td>
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<table>
<thead>
<tr>
<th>Pageviews</th>
<th>Pages / Session</th>
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<tbody>
<tr>
<td>6,392,229</td>
<td>1.88</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Avg. Session Duration</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:01:45</td>
<td>69.47%</td>
</tr>
</tbody>
</table>
Fstoppers is active on most major social media platforms with audiences that continue to rapidly grow. We engage each of these audiences with regular updates from the website. Our well rounded reach over various social media platforms makes Fstoppers a great way to connect with the widest range of readers.
Sponsorship Opportunities Continued

Fitness and Adventure Photographer Rob Hammer Finds Success Through Personal Work

Patrick Hall - Patrick@fstoppers.com

We offer three total sidebar advertising spaces as well as four total leaderboard spaces. There are other variations and options for sponsorship with Fstoppers. Please contact us for more information.

2015 Rates

- Leaderboards 1-4: $2 CPC or $4 CPM
- In-Post Box: $4 CPC or $10 CPM

Handson with Lightroom: New Features, Mobile Apps, and Performance Bumps Bring Joy Back to Editing

Lee Morris - Lee@fstoppers.com

NASA’s Stunning New Images of Pluto After a 3 Billion Mile Journey

Lauren Jonas - Lauren@fstoppers.com

IN POST SQUARE
300 x 250

728x90 Banners: $8 CPM

728x270 Leaderboard Banners: $10 CPM

There are 4 different leaderboard ad positions located on the home page between every 3 or 4 posts as you scroll down. When you book a leaderboard position, your ad will rotate between each of these positions.

300x250 Banners: $8 CPM

300x600 Banners: $9 CPM

Limited custom targeting is available upon request.
SPONSORED POSTS

Sponsored posts are an opportunity to engage our audience through the voices of our writers and editors. Our team will collaborate with you to create a post that fits your advertising goals. The writer you work with will retain creative control over the final publication but will work with you to include links and media relevant to your product.

Article options include but are not limited to:
- Product reviews
- Contests/Giveaways
- Educational or behind the scenes photos or video

The content of the post must remain relevant to our photo and video community

Each sponsored post costs $2,000

WHAT DOES IT ALL MEAN? Fstoppers has dedicated readership of photographers who actually shoot. They aren’t just a bunch of hobbyists who browse the web, but rather active contributors to the industry. That means they actively pursue new information, tutorials and opinions on how to continue to grow as creative professionals. They look for the gear that will help make their lives easier and, perhaps most importantly, they purchase that gear in a predictable manner.

At Fstoppers, we supply them with information they are looking for to grow as professionals and in turn they keep coming back for more. That retention rate is critical for our sponsors, who know that repetition is key to making a sale.

What is important to notice is that our numbers aren’t inflated by casual visitors who are only marginally interested in the photography/videography industry. A vast majority of our readership, 95% are engaged creative professionals. What that means is that your message, your goals and your mission are presented to real consumers with true intent to put capital back into this industry - capital that we can track.

Contact us today and we will be happy to answer all of your questions and help create a marketing campaign that is right for your brand and product.

CONTACT INFORMATION

David Strauss
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MARKETING/SALES

Patrick Hall
Patrick@fstoppers.com
CO-OWNER

Lee Morris
Lee@fstoppers.com
CO-OWNER
VIDEO SPONSORSHIP

The Fstoppers YouTube channel is our fastest growing platform. A single video averages views well above those of an article posted on Fstoppers.com. This makes video sponsorship one of the best opportunities to reach a wide audience of photographers and videographers.

CUSTOM VIDEOS

If you’d like us to create a video that is based around your advertising goals, we can do that. Custom videos give us a chance to work together on a video concept that features your product throughout the video while also remaining educational and interesting to our viewers. Links to your website will be posted in the video description indefinitely.

Each custom video is priced on a case by case basis with a base price of $4,000. You may combine this option with a sponsored post that features the video for an additional $1,000.

SPONSORED VIDEOS

Sponsored videos allow you to work a brand or product mention into a standard Fstoppers video. The host will introduce company sponsorship at the start of the video and will take a 15-30 break during the video to highlight the products you’re offering. Links to your website will be posted in the video description indefinitely.

A sponsored video costs $1,250 per video.

TUTORIAL SPONSORSHIP

The core members of the Fstoppers community are those who purchase the photography and video tutorials found at www.fstoppers.com/store. Fstoppers continues to produce new tutorials covering a wide variety of genres. Product features in these tutorials are done on a case by case basis depending on our current project.

Contact us for tutorial sponsorship opportunities and pricing.
Over 120,000 Subscribers

The Fstoppers Newsletter is sent out over a two week period to all current subscribers. The bi-weekly period starts every other Monday.

Newsletter Banner

The Newsletter Banner Ad Space is included in every newsletter. We accept gif and jpeg files under 500 KB. The cost to have an ad in this space is $750.00 per two week period.

Article Promotion

Each newsletter features recent or popular articles published on Fstoppers.com. If there’s an article you’d like to highlight, such as a sponsored post, we allow you to “boost” the article reach and add it to the featured article section of the newsletter for $300 per newsletter.