

How Creating an Outdoor Studio Can Make You a Better Photographer

[READ MORE](#)



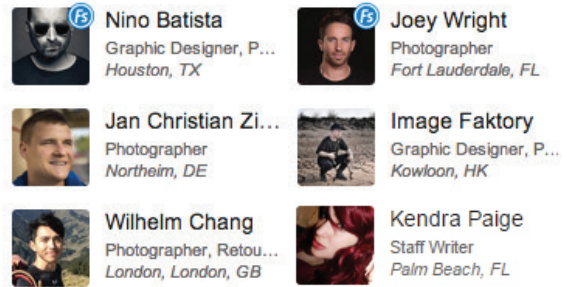
POPULAR PHOTOS & VIDEOS

[VIEW ALL](#)



POPULAR MEMBERS

[VIEW ALL](#)



COMMUNITY

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

Sessions

3,395,661

Users

1,901,103

Pageviews

6,392,229

Pages / Session

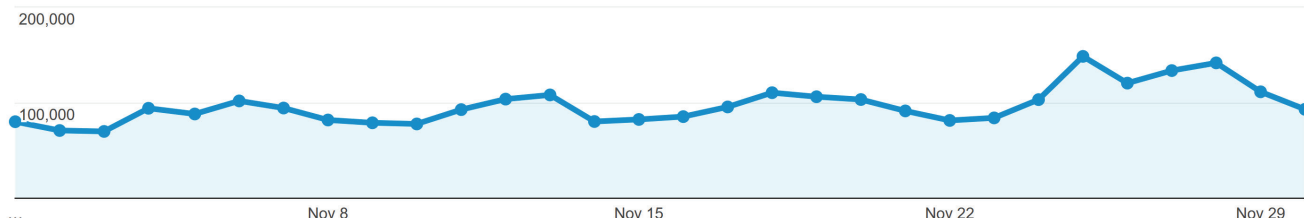
1.88

Avg. Session Duration

00:01:45

Bounce Rate

69.47%



SOCIAL MEDIA

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.


385
THOUSAND
FACEBOOK LIKES


468
THOUSAND
INSTAGRAM FOLLOWERS



480
THOUSAND
TWITTER FOLLOWERS



833
THOUSAND
YOUTUBE SUBSCRIBERS

SPONSORSHIP OPPORTUNITIES

LARGE HEADER BANNER 728 X 90



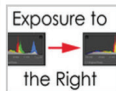
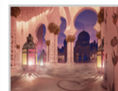

ARTICLES STORE COMMUNITY GROUPS [Register](#) or [Log In](#)

 [Fstoppers Originals](#) [Photo of the Day](#) [Meet the Writers](#) [Reviews](#) [Video](#) [BTS](#) [DIY](#) [Workshops 2015](#) [More...](#)

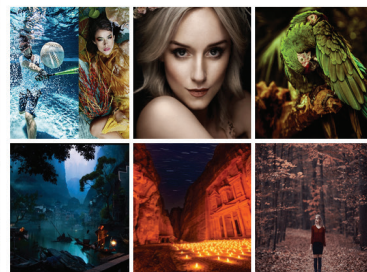










Fstoppers Landscape Photography Tutorial With Elia Locardi Is Now Available [READ MORE](#)

  Exposure to the Right   

POPULAR PHOTOS & VIDEOS [VIEW ALL](#)



POPULAR MEMBERS [VIEW ALL](#)

 <p>Julia Kuzmenko... Guest Writer Los Angeles, CA</p>	 <p>Elia Locardi Art Director, Photogr... Rome, RM, IT</p>
 <p>Kendra Paige Staff Writer Palm Beach, FL</p>	 <p>Eric Pare Photographer, Studi... Montreal, QC, CA</p>
 <p>Dani Diamond Staff Writer Waterbury, CT</p>	 <p>Nikolai Lev4enko Model, Photographe... Gomel, Gomel, BY</p>

SPONSORSHIP OPPORTUNITIES CONTINUED

ARTICLES STORE COMMUNITY GROUPS

Fitness and Adventure Photographer Rob Hammer Finds Success Through Personal Work



by Carmine Sarazen
2 days ago

Rob Hammer knows all about stories, adventure, and experience. He is a San Diego-based commercial shooter. He has worked for many clients such as Nike, Adidas, Foot Locker, and Under Armour. If you have a chance to follow his [Instagram](#) feed, you'll probably find images of him backpacking in a foreign country, photographing old barbershops in the Midwest, or hiking up a mountain with his friends enjoying a cold beer. He lives the life that he photographs. I believe that shooting what you love will ensure you always have a steady stream of good clients. But when you are photographing your own lifestyle, the possibilities are endless.

MORE... 1 Comment

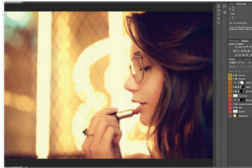
Advertisement

LEADERBOARD 1-4 728 X 90

OR

LEADERBOARD 1-4 728 X 270

Speed up Your Retouching with Six Easy Tips



by Quentin Decaillet
July 11, 2015

In dealing with bigger paid jobs lately, I've had to find ways to refine my retouching workflow. I used to do most of my skin cleaning by dodging and burning problem areas. It then had to be color-corrected of course. Negative dodge and burn gives you excellent results when mastered, but it eats up a lot of time. For some clients or projects, justifying 1-3 hours of postproduction per image is simply not possible. Being confronted more and more with this real-world issue, I have taken the time to look into my workflow and see how I could spend less time in front of my computer. Here are some of the things I have changed as well as a few tips I could give anyone facing similar issues.

MORE... 8 Comments

ARTICLES STORE COMMUNITY GROUPS

VSCO Releases Film 00, a FREE Starter Pack Today



by Kyle Ford
April 21, 2015

The folks over at Visual Supply Co. have made VSCO Film Pack 00 available for download, for FREE. Pack 00 contains two of the community favorite presets: Kodak Gold from Film pack 05 - Anachrony Film Collection and Tri-X from Film pack 06 - Alternative Process Collection.

MORE... 13 Comments

Hands-On with Lightroom 6: New Features, Mobile Apps, and Performance Bumps Bring JOY Back to Editing



by Adam Ottle
April 21, 2015

There are three things in life that photographers will clear their schedules for: Apple announcements, Nikon/Canon late-night pre-orders for new flagship bodies, and Adobe product releases. So clear your schedules, guys and gals; because Adobe's Lightroom 6 is here with more speed (FINALLY!), more features, and rich mobile integration.

MORE... 47 Comments

SQUARE SIDE BAR
300 X 250

Follow @fstoppers | 128K followers
280,086 people like this.

SUPPORT FSTOPPERS

amazon.com

Fstoppers

BH
The world's best online camera store

Photographer and Fstoppers Writer Nino Batista Needs Your Help



by Zach Sutton
April 4, 2015

Nino Batista is my favorite writer here at Fstoppers. As one of the editors here, I don't make that a secret. His work here is always open, honest and so incredibly helpful to the readers, and to our own writing staff at Fstoppers. His talents as a photographer are only matched by his willingness to help others learn and grow in the field he loves so incredibly much. Sadly however, Nino Batista needs our help now.

MORE... 17 Comments

Using Photoshop to Create Beautiful Glowing Skin



by Quentin Decaillet
April 4, 2015

Many makeup products can make the skin glow and can look great when associated with a good contouring. However, shiny products when used under strobe light can be difficult to dose out correctly. In a previous article I showed you a technique to diminish that glowing effect when too much highlighter or too few setting powder is applied. Let's see how we can amplify the glow of the skin when more products could have been used to give a fresh look to your model's face.

MORE... 7 Comments

Advertisement

SKYSCRAPER
SIDE BAR

300 X 600

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

by Miles Bergstrom
4 hours ago

0 likes 0 tweets 13 f 84 s



Advertisement

IN POST SQUARE
300 X 250

NASA's New Horizons spacecraft has officially arrived at Pluto and the Kuiper belt after a decade in space. NASA Administrator Charles Bolden stated, "Once again we have achieved a historic first. The United States is the first nation to reach Pluto, and with this mission has completed the initial survey of our solar system, a remarkable accomplishment that no other nation can match." Accomplishments aside, these are the clearest images we have ever seen of Pluto.

The New Horizons vehicle has traveled nearly 3 billion miles to get these first flyby shots of Pluto. After that it will explore the five moons that surround the planet. According to NASA, the vehicle is in information gathering mode currently, and they should have a clearer picture of other images capture by 9 p.m. tonight. The initial images

were taken by the New Horizons' Long Range Reconnaissance Imager (LORRI) at a distance of 476,000 miles (768,000 kilometers) from the surface of Pluto. The images provide clear images of the surface of Pluto, and a view at the "heart" of the planet. According to NASA, it initially appears featureless in terms of topographical measurements but could be a hotbed for geological activity.

PRICES

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

SPONSORSHIP OPPORTUNITIES CONTINUED

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

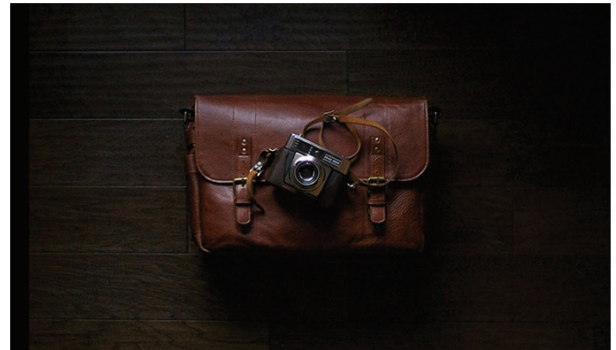
Each sponsored post costs \$2,000

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.

Fstoppers Review: The Absolutely Stunning Leather Union Street Camera Bag by ONA



by Andrew Griswold
March 19, 2015



Advertisement
It goes without saying as photographers we prefer gear to be highly attractive in both form and function. Usually taking a hit in one department or the other due in part by price or depth in features, it's never a flawless combination. These two things for many companies is difficult as they balance high-end product design with outstanding thought in function all while fitting it inside an appropriate price point. Enter the perfect blend of both with the [Union Street Camera Bag by ONA](#). It's not just another accessory in the world of camera gear, but rather a perfect pairing of design and functionality that I can

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
david@fstoppers.com

MARKETING/SALES

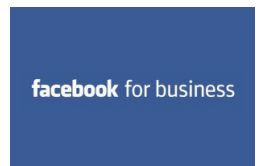
Patrick Hall
Patrick@fstoppers.com

CO-OWNER

Lee Morris
Lee@fstoppers.com

CO-OWNER

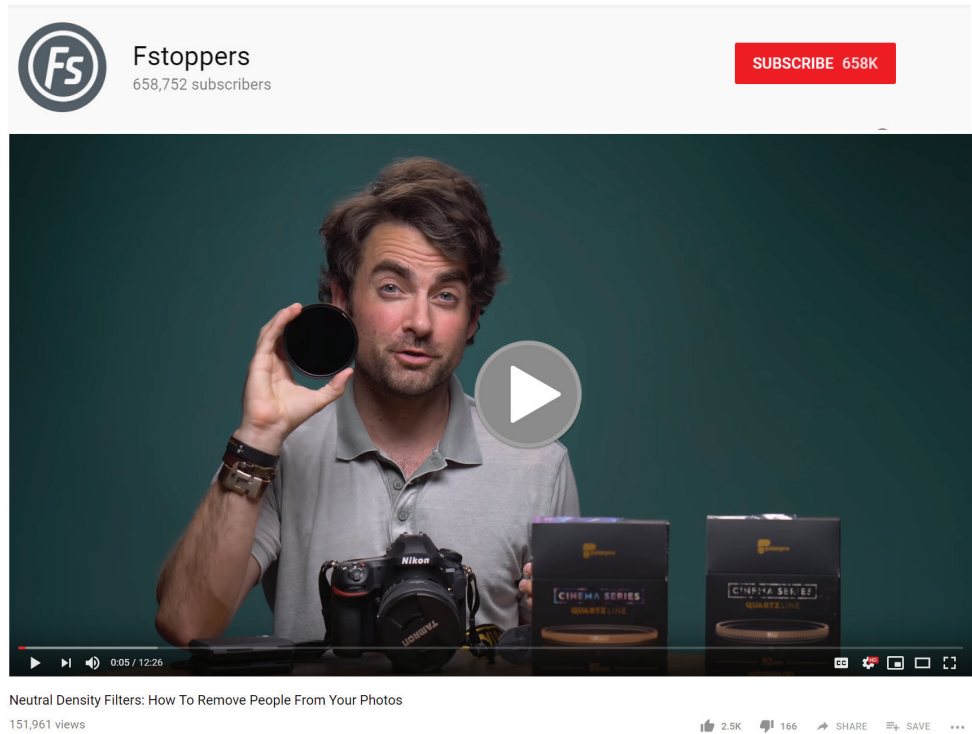
FEATURED ON



SPONSORSHIP OPPORTUNITIES CONTINUED

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. IPProduct 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.

BI-WEEKLY NEWSLETTER



Hi Drew,

You have [3 unread notifications](#).

NEWS LETTER BANNER 560 x 90

Here are some articles you may have missed



Five Words That Describe a Successful Photographer

by Michael Brown

Have you ever wondered what it takes to be a successful photographer? To determine what creates success, we first have to define success. While success can take many forms, in this case we are referring to it as a healthy coexistence between business life and personal life, while following a...



Critique the Community

Critique the Community: Submit Your Best Swimwear Photos Now

by Drew Gardner

Our next episode of "Critique the Community" will feature swimwear photography. This featured image was taken by the amazing swimwear/fashion photographer [Dixie Dixon](#). In our next episode, Dixie and Patrick Hall will critique 20 random images submitted...



Reviving a Vintage Lens to Add a Haunting Feel to Your Halloween Photos

by Ryan Cooper

International candy day is upon us which means that there are going to be opportunities galore to capture some cool shots of the living dead. One way to make your photos feel a bit more horror inspired is to make them look like they were taken decades ago.



More Than Taking Pictures: What You Should Be Doing Before Every Wedding Shoot

by Lance Nicoll

You have your gear, you have your shot list, so you're ready to go out and shoot the perfect eight-hour wedding, right? Wrong! Being prepared for a wedding day is about more than just having your camera ready to go. Before leaving for your wedding shoot, you need to be prepared to perform at...



Can Someone Repost Your Images on Instagram Without Asking?

by Casey Berner

Images are extremely easy to copy, repost, and republish on the Internet and as photographers we have an inherent interest to not let that happen without our permission. We work hard to create our photographs, investing time and money into our projects. But with a few simple clicks or the help...



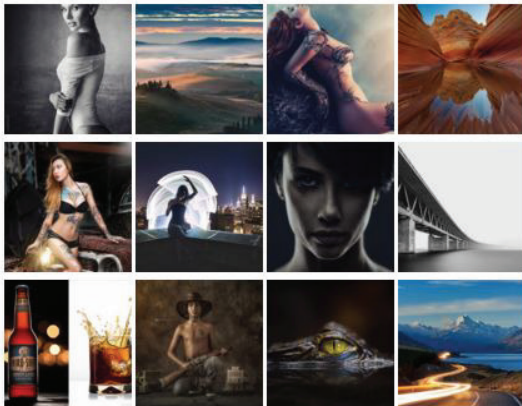
When Your Lenses Lie to You

by Alex Cooke

I love my Canon [EF 85mm f/1.2L II USM](#) lens. Or was it a 1.4? It turns out that even though it says f/1.2 on the barrel, the story is more complex than that.

[More Popular Articles](#)

Popular Photos from the Community



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