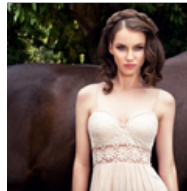
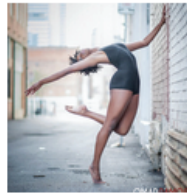


How Creating an Outdoor Studio Can Make You a Better Photographer

[READ MORE](#)


POPULAR PHOTOS & VIDEOS

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POPULAR MEMBERS

[VIEW ALL](#)


Nino Batista
Graphic Designer, P...
Houston, TX



Joey Wright
Photographer
Fort Lauderdale, FL



Jan Christian Zi...
Photographer
Northeim, DE



Image Factory
Graphic Designer, P...
Kowloon, HK



Wilhelm Chang
Photographer, Retou...
London, London, GB



Kendra Paige
Staff Writer
Palm Beach, FL

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

4.0
MILLION

Fstoppers reaches over 4.0 million views per month on average from photographers all over the world. In retrospective, that makes Fstoppers one of the top 4,000 websites in the entire United States, and one of the top 10,000 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.

8.5
MILLION

Annually, Fstoppers reaches over 8.5 million photographers worldwide. To put that into perspective, if we were a magazine, **that would make us the fourth largest magazine in the United States**, ahead of National Geographic and Game Informer.

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 million 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

1,991,542

Users

1,243,542

Pageviews

4,012,426

Pages / Session

2.01

Avg. Session Duration

00:01:57

Bounce Rate

67.25%



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.



271
THOUSAND
FACEBOOK LIKES



128
THOUSAND
TWITTER FOLLOWERS



118
THOUSAND
YOUTUBE SUBSCRIBERS

SPONSORSHIP OPPORTUNITIES

The image is a comprehensive website layout for 'Fstoppers'. At the top, there's a navigation bar with a large red header banner (728 x 90) and a smaller red header banner (260 x 80). Below the navigation bar, the main content area features a large landscape photograph of a mountain reflected in water, overlaid with a text box for a tutorial. To the right of the main image is a grid of smaller images under the heading 'POPULAR PHOTOS & VIDEOS'. Below this grid is a section for 'POPULAR MEMBERS' featuring profiles of various photographers and writers. The footer consists of a large red banner (728 x 90) and a smaller red banner (260 x 90). The website is branded with the 'Fstoppers' logo and includes social media links and a search bar.

SPONSORSHIP OPPORTUNITIES CONTINUED

ARTICLES STORE COMMUNITY GROUPS

Fitness and Adventure Photographer Rob Hammer Finds Success Through Personal Work



by Carmine Sarazen
2 days ago

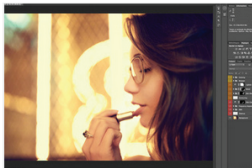
14 f 5 g

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 to always have a steady stream of good clients. But when you are photographing your own lifestyle, the possibilities are endless.

MORE... 1 Comment

LEADERBOARD 1-4 728 X 90
OR
LEADERBOARD 1-4 728 X 270

Speed up Your Retouching with Six Easy Tips



by Quentin Decalliet
July 11, 2015

33 f 194 g

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

Search Fstoppers... Register or Log In

VSCO Releases Film 00, a FREE Starter Pack Today



by Kyle Ford
April 21, 2015

20 f 110 g

The folks over at Visual Supply Co. have made VSCO Film Pack 00 is available for download, for FREE. Pack 00 contains two of the community favorite presets, Kodak Gold from Film pack 03 - 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 Ottie
April 21, 2015

20 f 110 g

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 120K followers
Like 200,000 people like this.

SUPPORT FSTOPPERS
Fstoppers
amazon.com

Fstoppers
B.H
The world's best online camera store

Photographer and Fstoppers Writer Nino Batista Needs Your Help



by Zach Sutton
April 4, 2015

20 f 79 g

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 Decalliet
April 4, 2015

20 f 69 g

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

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 f 13 f 84 g

11 Comments



IN POST SQUARE
336 X 280

NASA 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

LARGE HEADER BANNER: \$8 CPM

SMALL HEADER BANNER: \$2 CPM

LARGE FOOTER BANNER: \$4 CPM

SMALL FOOTER BANNER: \$1 CPM

LEADERBOARDS 1-4: \$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.

SQUARE SIDEBAR: \$12 CPM

SKYSCRAPER SIDEBAR: \$15 CPM

IN POST SQUARE: \$18 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 or media relevant to your product.

Post 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 \$3,000

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
28 Comments



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 balance 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.

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FEATURED ON

