



DIY Photography started in 2006 as a place for gear loving photographers (hence the name), it has quickly evolved into a place of inspiration, education, gear chat and a place for photographers to hang out.

With a strong focus on educational content, we feature some of the best and most inspiring photography found worldwide, exiting behind the scenes footage, gear reviews and the best photography tutorials to be found on the web.

## CONSIDER THE NUMBERS

DIY Photography is visited by over 360,000 unique photographers monthly and growing

- Over 1,050,000 monthly page views
- Over 350,000 monthly visits
- Klout score > 68
- Alexa Ranking < 42,000



### 368,748 people visited this site





## OUR READERS

Our readers vary from amateur shooters to high end pros with over 83% declaring to have [at least one DSLR](#). Considering the content of the blog it is not surprising that our readers are tech oriented, self motivated photographers looking to improve their skills.

### Demographics breakdown (US)

- Young: 70% under 44
- Educated: 57% has college education
- Affluent: 43% has Yearly household income of over \$100K.

### Geographical breakdown

- US: 38%
- UK, Canada, Australia: 16.5%
- Germany, France, Italy, Spain: 10.5%
- And the rest is coming from millions of places from all over the world including 0.01% from Madagascar (I don't know who you are, buddy, but thanks for visiting)



## SOCIAL MEDIA

- Over 260,000 RSS subscribers
- Over 22,200 twitter followers
- Over 28,900 Facebook fans

## THE DIY PHOTOGRAPHY TEAM

We are looking for long term relationships with businesses that love photography and photographers. We are not looking for ad networks or placement resellers.



## ADVERTIZING SPECS

# Leaderboard: 728x90

JOIN OUR 250,451 FOLLOWERS



	<b>LIGHTING</b> Lights, Modifiers, On Location, Tips	<b>HOME STUDIO</b> Backdrops, Lights, PVC, Studio, Support, Custom, Backdrops	<b>INSPIRATION</b> Check Sheets, Photo Projects, Tips, Tutorials, Software	<b>TECHNIQUES</b> High Speed, Light Painting, Motion, Time Lapse, Tricks	<b>CAMERA HACKS</b> Filters, Travel, Tripods, Lenses, PhotoBooks, Videos	<b>REVIEWS</b> Books, Photo Gear, Gadgets, Software
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### Make A Water Resistant Camo Sleeve For The Canon 100-400L

MARCH 7, 2013 2 COMMENTS Like 14 Ret 4 Tweet 32

## Full Banner: 728x90



Rob Gipman submitted this great hack to our Flickr pool. It is a water resistant protective sleeve for the [Canon 100-400L lens](#).

What makes this lens ideal for sleeve protection (aside than the \$1459 [price tag](#)) is the fact that this lens zooms by retraction rather than by rotation

According to Rob, The fleece by itself is double sided and it already makes it a bit water resistant. But to be safe it was soaked in a water repellent solution called [NR 2 protector](#) for 30 minutes and after drying it in the dryer machine, it was sprayed with shoe water repellent spay.

After that, when water is put on the fleece they just roll off.

While NR 2 is specific to the Netherlands, 3M makes a similar product called [Scotchgard](#) and amazon has a [ton of other alternatives](#) to offer.

P.S. If you don't have camo fleece lying around, you can always [cut your pants](#).

[\[DIY 100-400L, Rain and camo fleece | Rob Gipman\]](#)

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Share Ideas, Setups, Images and Projects on DIYP's Flickr, visit [Readers Photos](#)

## Large Rectanle 728x90

SEARCH

ABOUT SHARE A TIP ADVERTISE STORE

3:1 Rectangle 300x100

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3:1 Rectangle 300x100

### POPULAR CONTENT

How To Build A Teleprompter + Tips

How To Make A Fashionable DIY Camera Bag

DIY - Create Your Own Bokeh

Use Toilet Tank Lift Wires To Make a Self Standing Monopod Staff

Panoramix - A Panoramic Hack Of The Wonderful Dippold Pinhole Camera



### RECENT COMMENTS

Lawrence There are two kinds of photographers: true photographers (no software - make the photo by camera)

File type can be jpg, png, and tasteful animated gif or soundless, non obtrusive Flash animations . You can host the file, or we can host if for you.



## PRICING

DIYP offers CPM based sponsorship only.

Item	Location	Appearance	Pricing per eCPM (1,000 views)
<b>Leaderboard</b>	Top of page	1 per blog, appears on every page	3 USD
<b>3:1 rectangle</b>	Right hand side	Max 8 units, appears on every page, rotates in position with other 3:1 units	1 USD
<b>Full Banner</b>	Top of content pages, directly beneath title	1 per blog, appears only on content page and have high engagement rate	2 USD
<b>Large Rectangle</b>	Bottom of content pages, before comment section	1 per blog, appears only on content page and have high engagement rate	2 USD
<b>RSS Banner</b>	Below each RSS item	DIYP has over 200,000 RSS subscribers, the banner will be placed under each RSS item we release.	
<b>Other</b>		Other special promotions are available contact editor@diyphotography.net	

## CONTACT

For more details, information or inquiries please contact editor@diyphotography.net