



DIY Photography

Media Kit
2023
BLOG · NEWSLETTER

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, exciting behind the scenes footage, gear reviews and the best photography tutorials to be found on the web.

Who We Are

DIY Photography is visited by over 500,000 unique photographers monthly and growing.

Over

0.5M

Monthly page views

Over

290K

Monthly visits

Similar Web Category Rank

< 240

Consider the Numbers

Affluent.

43%

Has Yearly household income of over \$100K

Educated.

58%

Has college education

Over

83%

Own a DSLR or Mirrorless camera

Over

57%

Own a prosumer+ camera

Our Readers

Top 5 Countries | English Speaking Audience

59%

United States

6%

Canada

6%

UK

3%

Australia

2%

Germany

Age Distribution | Young

17%

25-34

28%

35-44

21%

45-54

Core Demographics



Facebook

Over

86,000

Fans



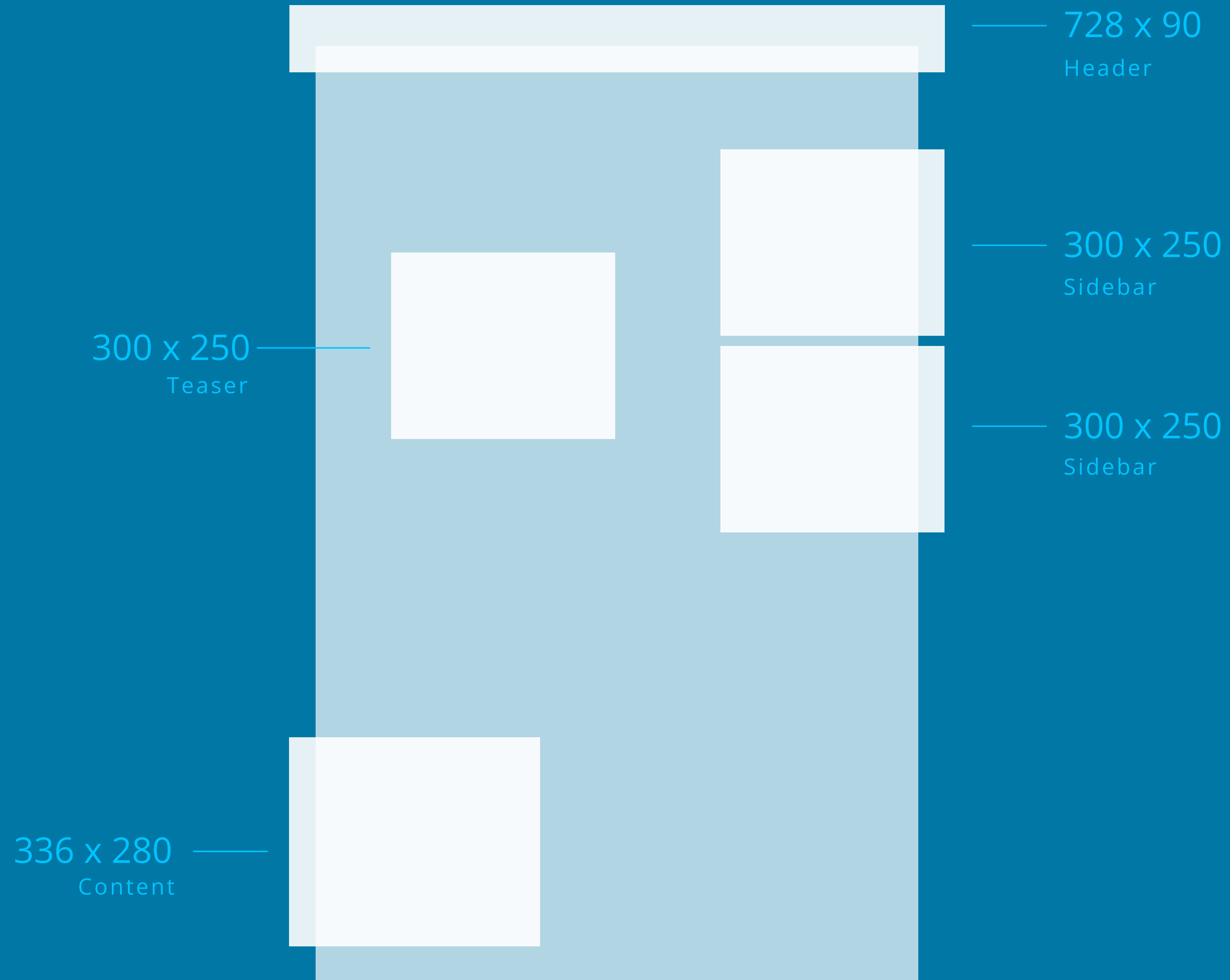
Twitter

Over

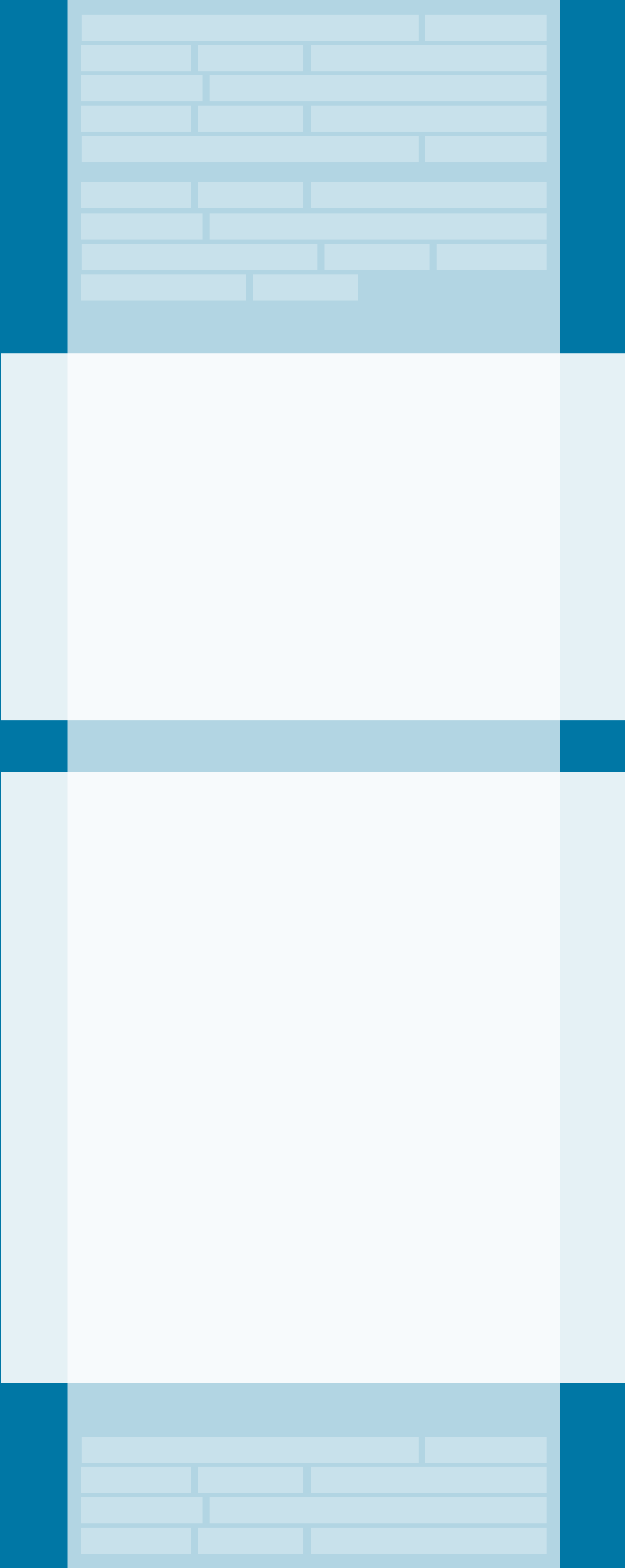
240,000

Followers

Social Media



Blog
Advertising Specs



— 512 x 300

— 512 x 500

Newsletter
Advertising Specs



Join our ever-growing list of companies and service providers who have helped us grow. Here are a few brands we have worked with. We are looking forward to working with you.

We are looking for long term relationships with businesses that love photography and photographers.

Our Sponsors Rock!

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Contact

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