



# SHUTTERBUG

**AVTech** media  
Americas Inc

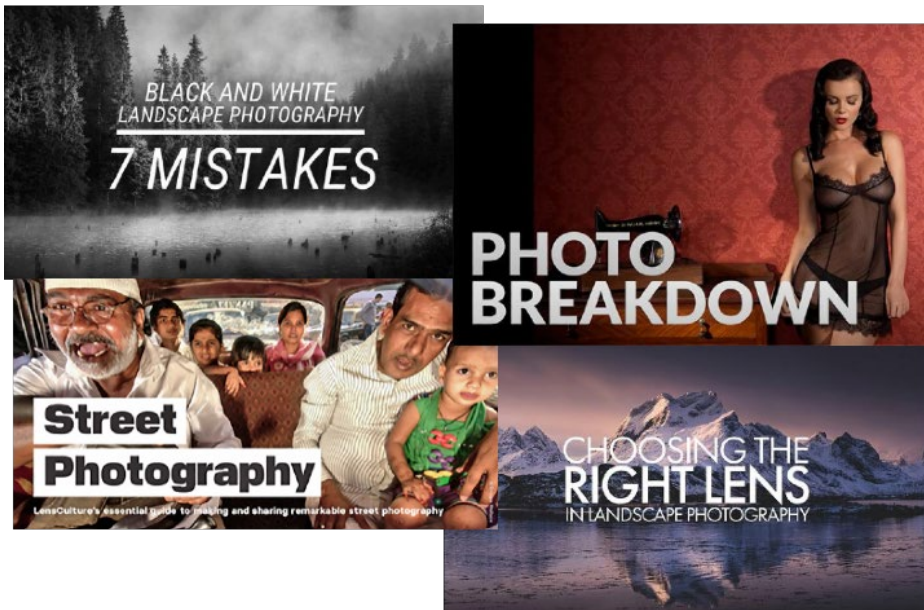


# SHUTTERBUG'S IMPACT

*Shutterbug* is a leading media brand producing informative content that educates and inspires over **285,000 photo enthusiasts and professional photographers** each month. Led by a dedicated team, *Shutterbug* is written and edited by passionate experts in the field – by photographers for photographers – with the core purpose of helping photographers enhance their skills, knowledge and creative potential.

Photographers look to *Shutterbug* for the latest resources of helpful photography tutorials, instructional How-Tos and quick tips, as well as hands-on reviews of the top photo gear on the market from experienced photographers who field test cameras, lenses, software and photo accessories in real world scenarios.

*Shutterbug* is the only US-based photography media brand to be a member of the prestigious **Expert Imaging & Sound Association**.



---

**285K+ = MONTHLY UNIQUE WEBSITE VISITORS**

**87K+ = ACTIVE NEWSLETTER SUBSCRIBERS**

**28% = INDUSTRY-LEADING OPEN RATE**

**28K+ = INSTAGRAM FOLLOWERS**

**258K+ = FACEBOOK FOLLOWERS**

**31K+ = FLIPBOARD FOLLOWERS**

**73K+ = YOUTUBE SUBSCRIBERS**

---

Two professional studio lights with softboxes are positioned on stands against a dark, textured background. The light on the left is illuminated, casting a warm, orange glow. The light on the right is not illuminated, showing its internal LED array. The text 'AUDIENCE EXPERIENCE' is overlaid in large, white, bold, sans-serif capital letters at the bottom left of the image.

# AUDIENCE EXPERIENCE

**20%**

**Pro** – Earns a significant percentage of income from photography

**60%**

**Experienced Enthusiast** – Not a professional, but has a greater level of skill and knowledge than most, and is frequently called upon to mentor others regarding technique and equipment purchases

**20%**

**Passionate Hobbyist** – Is passionate about photography and devotes considerable time and expense striving to improve their results





# AUDIENCE

## » AREAS OF INTEREST IN PHOTOGRAPHY

Outdoor/Travel	83%
Wildlife/Nature	72%
Wedding/Portraiture	63%
Family Events	51%
Sports	34%
Fine Art	31%
Fashion	8%
Other	30%

## » AGE

Under the age of 44	65%
Under the age of 34	34%

## » GENDER

Male	69%
Female	31%

## » SHUTTERBUG IS THEIR RESOURCE

"Shutterbug gives me ideas about what to purchase"	99%
"Shutterbug helps me improve my technique"	96%
"Shutterbug offers accurate test reports"	94%

# ADVERTISING OPPORTUNITIES

**SHUTTERBUG** OFFERS TIME-TESTED ADVERTISING AND MULTI-CHANNEL SOLUTIONS TO CONNECT BRANDS TO THEIR CUSTOMERS AND FUTURE CUSTOMERS. CUSTOM CAMPAIGNS CAN ALWAYS SCALE TO FIT THE GOALS AND BUDGETS.



## CONTENT MARKETING

### CUSTOM CONTENT

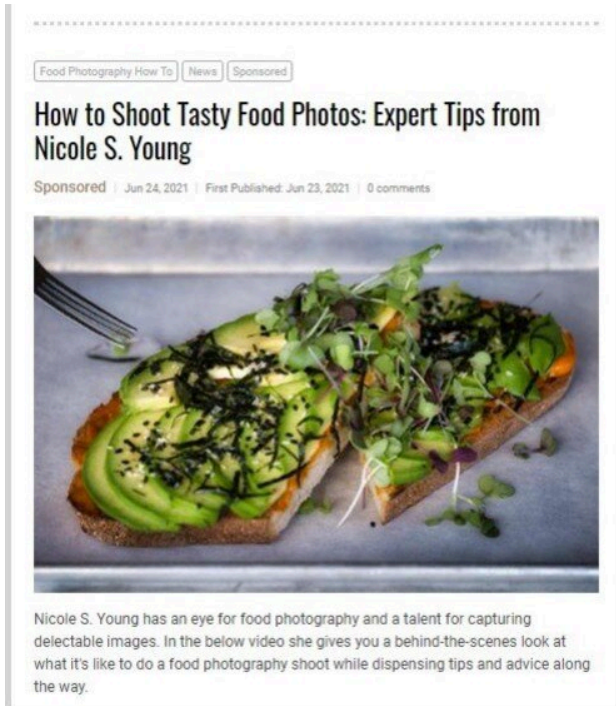
With a multi-media approach, we'll partner with you to help improve visibility for your brand; cut through the search engine clutter, position yourself as an authority, nurture and retain existing customers, and educate and entertain to attract new customers. We'll let your goals drive our creative content ideas.

### SPONSORED CONTENT

If you've already produced your own content, let us be your publishing partner. We'll feature your original content on PetaPixel.com and on all the audience channels.

Naturally, content quality and relevance are key for high-engagement and success, so essential standards and guidelines are a must (quick-takes: no brochureware; inform, educate or entertain; build in "next step", i.e., what do you want the reader to do or come away with?).

# ADVERTISING OPPORTUNITIES



## Rates:

Custom Content: Rates vary based on scope of the project; average range \$2,200 - \$4,000

Sponsored Content: Brand-submitted content posts: \$1,200

Custom and Sponsored Content campaigns can include, but not limited to:

- PRODUCT, PROJECT SHOWCASES
- TUTORIALS & HOW-TOS
- STORYTELLING SERIES
- INFOGRAPHICS
- PRODUCT/CUSTOMER EXPERIENCES
- SOCIAL MEDIA CAMPAIGNS
- AMBASSADOR STORIES & INTERVIEWS

## AMP IT UP!

In addition to the providing brands with backlinks and the inherent increase their SEO equity and visibility, a content amplification plan is always included with both Custom Content and Sponsored Content campaigns.

We'll create an amplification plan that promotes your content on all the audience channels for maximum visibility and engagement: website, social media, newsletter, email and news feed.



# ADVERTISING OPPORTUNITIES



## DEDICATED EMAIL & NEWSLETTER

### NEWSLETTER SPONSORSHIPS

Delivered weekly, 87k opt-in subscribers stay informed on all the latest news, reviews and stories Shutterbug publishes. Be included with your display ad or place your own native content that links back to your published story. Average open rate is 28%.

Placement: 600x400 image or Native Ad

**Rate:** \$980

### DEDICATED EMAIL

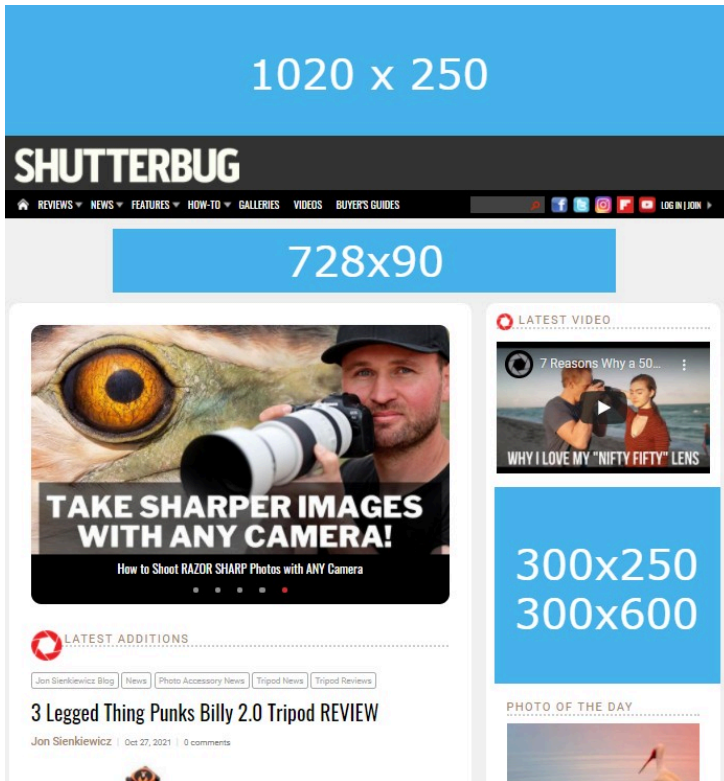
100% your message. You provide the HTML creative, and we deliver! People are protecting their email addresses more and more, which makes them gold! People will receive email messages from only trusted entities.

Shutterbug has built that trust with its subscribers and will allow only highly select and relevant companies to do dedicate emails to its list.

Weekly frequency cap - only 2 dedicated emails will be sent per week. We protect the list, so it delivers for you. Reporting - full delivery and click report is provided 7 days after deployment.

**Rate:** \$2,100

# ADVERTISING OPPORTUNITIES



## Rates:

Top Billboard = \$22 CPM

Run of Site = \$15 CPM

Target Content = \$20 CPM

## DISPLAY ADVERTISING

Gain the benefits of Display advertising, such as fast brand building, large reach and effective targeting and real time conversion measuring. Display advertising can affect consumers at every stage of the marketing funnel from awareness, education and evaluation to proposal and purpose.

## TARGETING & SIZES

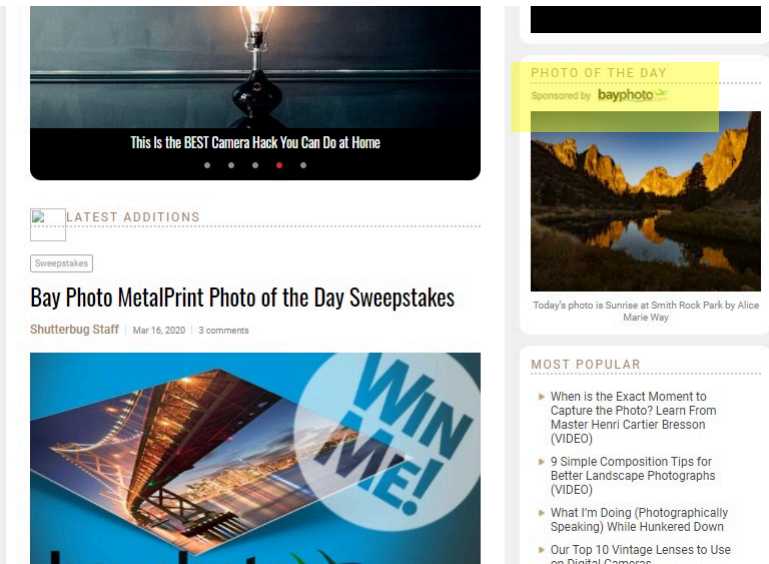
- Target your campaign by geographic, content relevancies/section/tags and day-part.
- Standard IAB sizes: 728x90, 300x600, 300x250
- High Impact Unit – Top Billboard: 1020x250

## TARGETED PLACEMENTS:

- Top Billboard
- Top Leaderboard
- Top Right-rail
- Content sections/tags
- Website Takeovers



# ADVERTISING OPPORTUNITIES



## PHOTO OF THE DAY SPONSORSHIP

Shutterbug selects a Photo of the Day from our readers who post their photos in our Gallery section.

Photo of the Day sponsorship includes Logo and “Sponsored by...” directly under the Heading. The Photo of the Day is on almost every page on our site.

**Rate:** \$500 per week, two week minimum.



## SPONSORED FACEBOOK POSTS

Shutterbug has over 255K followers!

Your message will be posted on the Shutterbug Facebook page available to all of our fans. You provide 30 words or text, a 600 pixel image or video and a URL link.

**Rate:** \$450 per post, 3 post minimum.



# CONTACT US

## ADVERTISING & SPONSORSHIP OPPORTUNITIES

### **BOB DORTCH**

e: [bob@dumbomedia](mailto:bob@dumbomedia)

p: (714) 928-1360

DUMBO / MEDIA / Co.

### **ALEXANDRA NIKI**

e: [alex@dumbomedia](mailto:alex@dumbomedia)

p: (914) 974-3212

## AD TRAFFIC & PRODUCTION

### **ROSEMARIE TORCIVIA**

e: [rtorcivia@avtechmediausa.com](mailto:rtorcivia@avtechmediausa.com)

p: (212) 914-4160

