



WE ARE

PHOTOPLUS

Rf Rangefinder

wppi



MEDIA SOLUTIONS

Rangefinder, WPPI and PHOTOPPLUS are a community that connects photographers and filmmakers of all backgrounds with the media and resources they need and the inspiration they love. Through our print and online publications, events, custom advertising opportunities and sponsorship packages, we help leaders in the photo market engage with an audience that's extraordinarily passionate about advancing their creative and business endeavors.

1 MILLION Visual Content Creators
with a buying power of **\$6.8 Billion**

Over half of our audience are professional photographers

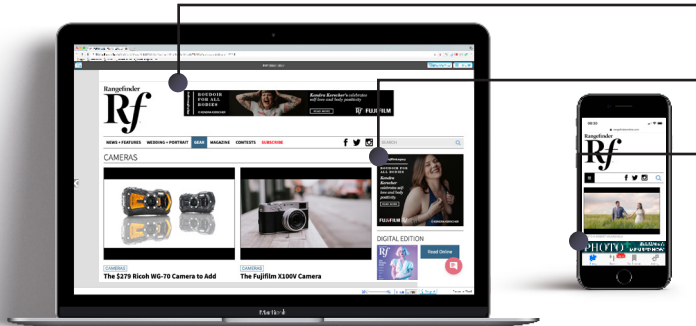
73% have over 5 years of experience

68% make more than half of their income from photography

DIGITAL SOLUTIONS

S.T.E.P (SOCIAL TARGETING EXTENSION PROGRAM):

Reach our engaged audience, expanded to look-a-like audiences and customize campaigns.



BANNER UNITS INCLUDE:

- Leaderboard
728 x 90
- Drawer
300 x 250
- Mobile TOC
300 x 50
- Half-Page
300 x 600
- Email Alert Leaderboard
- Interstitial or Prestitial

RangefinderOnline.com delivers news, product information, how-to articles and trend-setting imagery by and for top wedding and portrait photographers.

Social Media

Rangefinder + WPPI Facebook
Rangefinder + WPPI Twitter
Rangefinder + WPPI Instagram

Followers

172k
46k
96k

Average Monthly Users

31,000

Average Monthly Sessions

40,000

Average Monthly Page Views

84,000



What are you goals?

Our Creative Services team collaborates with advertising partners to transform your story into content for an audience of photographers, filmmakers and creatives, through print, digital and live events.

Our projects include advertorial campaigns, custom publications, photography competitions, gallery shows and unique sponsorship opportunities for clients. With your direction, we handle the process from conception to design to promotion.



Brand Awareness

Brand awareness is critical for all emerging products or services.



Product Promotion:

Get your products and services in front of our audience, who rely on the product and technology expertise, analysis and reviews of our editors.



Drive Traffic

Our traffic building products help you build a consistent presence, create interest and raise curiosity.



Content Marketing

We can leverage your content or create engaging content for you that we know resonates with our audience.



Lead Generation

Our leads are fresh and thoroughly vetted. We can also work with you to build a customized lead nurture program.



Thought Leadership

Establish your company at the forefront of the imaging industry.



Experiential Marketing

Our curated special events can help you get your product in front of our audience during the launch or for demo events.

CUSTOM MEDIA AND EVENT PRODUCTS INCLUDE:

AWARDS CEREMONIES

There is no better way to demonstrate your company's excellence than to align your brand with a creative well recognized in the industry. You will also gain:

- Media coverage
- Inclusion in awards gallery, announcement and marketing
- Highlighted through our social media channels
- Special gala event activations



BANNER ADS

Banner ads can lead to higher click-throughs, better branding, and increased interaction with your brand and its products. Our reps can make recommendations as to banner design, call-to-actions and targeting types to help ensure maximum engagement.



CONTESTS

Take advantage of our varied range of photography competitions, carefully targeted toward different genres and experience levels to reach all types of photographers. Select the contests that best align with your dedicated audience.



Current Contests: EDU Student Photo Contest, Photo Annual Awards and WPPI Awards: First Half Online, Second Half Online and The Annual: 16x20 Print Album and Filmmaking Competitions

- Custom content included with the winners' gallery online
- Sponsor branding on the call-for-entries (CFE) website

- Sponsor branding on all email promotions and print advertisements throughout CFE campaign
- Sponsor branding in online winners' gallery
- Opportunity to provide a prize to winners

CUSTOM E-BLAST

This branded, dedicated email features your product, service, event, case study or video in a tailored editorial message and gives you 100% share of voice.



CUSTOM LANDING PAGE

An effective landing page is pivotal in the success of your S.T.E.P. campaign. Let our experienced designers create yours.



CUSTOM PRINT PUBLICATIONS

For a message that may need a little more support than traditional advertising within our suite of products, the custom content team is here to help create, shape, and share your story with our readers in a way that is relevant, targeted and creative.



GALLERY EXHIBITIONS

Let your company's products stand out to an emerging and established group of photographers and creatives during a curated and engaging gallery exhibition.



GIFT GUIDES

This resource for photographers (and those closely associated with photographers) will get the ball rolling on their shopping for holiday, travel, life events or daily life. The Gift Guide will include thoughtful gifts for gearheads, photography pros and enthusiasts. An optional opportunity to sponsor content exclusively and offer exclusive discounts to readers. Marry this opportunity with an in person shopping event to maximize the engagement!



NATIVE ADVERTISING

Available as a single story or a longer campaign, our custom content is written and designed to fit naturally into our content. A teaser (the native ad) is included in a newsletter driving readers to your content which has been integrated into the editorial design of the site. Amplify the content's reach with custom banner ads, engaging social promotions and dedicated emails.



NEWSLETTERS

Deployed once a week, to 102,000 include your company banner ad or content alongside the latest photography news and industry trends from the PHOTO+ group, including top articles and host gear reviews from the editors.



PRODUCT SHOWCASE

Featuring only products and services, this newsletter is a great way to highlight your products with a brief description, image and link.



RESEARCH AND CUSTOM SURVEYS

Surveys are a great way to learn about your market's priorities and needs. With a custom survey, you can address a topic of your choice. We offer packages depending on the number of questions you would like to include, the number of desired responses, and how you would like to promote the survey results.



RESEARCH - DEEP DIVES

Sponsorship of this in-depth research and analysis on a featured technology is an all-in-one program including:

- Full analysis and research on all aspects of a featured technology
- Your question added to our audience survey
- Exclusive access to the resulting research report
- Editorial contribution to a "crowd sourced" article
- Comprehensive coverage of results online



SUPPLEMENTS AND PRINT AND ONLINE PUBLICATIONS

Partner with us to produce a themed and targeted online and/or print publication. Based on your marketing goals we can customize a publication geared toward your audience and engagement needs. We have produced studio, equipment and filmmaking guides, student publications and more!



SHOW GUIDES

Feature your products and show experiences through display ads or custom content in our Show Guides for PHOTOPLUS and WPPI.



SEMINAR SERIES

Let's coordinate a multi-city seminar tour at schools, photo festivals or studios, featuring notable photographers, ambassadors and industry creatives who provide targeted advice and engaging conversation on curated topics relevant to your brand.



S.T.E.P. (SOCIAL TARGETING EXTENSION PROGRAM)

Maximize engagement with our audience on Facebook. This social targeting opportunity can be expanded to reach a look-a-like audience of your choice. You can customize the design, implementation, monitoring, and optimization with the support and guidance of our certified social media strategists. Pair it with a Sweepstakes program or Custom landing Page for enhanced results (additional costs apply).



TARGETED LIST RENTALS*

- Get your customized message to our qualified audience; email or postal
- Promote your products, services, events or case studies
- Rent the whole list or narrow it down demographically, geographically, by buying influences, job function, or industry.

*Available during PHOTOPLUS and WPPI Show Cycle only, for additional email opportunities let's discuss Feature Product, Newsletter and Custom E-Blast campaigns.



PRODUCT SPOTLIGHT

Connect your company, press releases, products, etc. with dedicated content on the Rangefinder home page.



THOUGHT LEADER PACKAGE

We'll work with you to create content through a video Q&A and turn it into a wealth of marketing initiatives, including:

- Native ad
- Featured e-Blast
- S.T.E.P. ads



TRADESHOW PACKAGES

Media coverage extends for 45 days before, during and after the show and published across multiple platforms: print, online, video and social.



VIDEOS - UNBOXING AND PROFILE

Our professional video team can create and customize an executive Q & A, site visit, product promotion, unboxing video, booth tour and testimonial.



WEBINARS

Connect with our community through an online event with the ability to give, receive and discuss information in real-time.



WHITE PAPERS

Sponsor existing content which will be package and promoted to our audience:

- Data points collected include: name, email, phone number, company, and job function
- Additional data points can be collected at a higher CPL (cost per lead).



Custom Tradeshow Experiences Include:

- ONSITE ACTIVATIONS
- CUSTOM SPONSORSHIPS
- AWARDS PROGRAMS
- EVENING EVENTS