

INSIDE THE STUDIO ON PHOTOPLUS+



30 RISING STARS

BRAND STORIES

STUDIOS AT WPPI



THE RESET SERIES



THE PHOTO ANNUAL



THE 30 AT PHOTOVILLE



PET PORTRAITS AT PHOTOPLUS

WE ARE

PHOTOPLUS

Rf Rangefinder

wppi

# CONNECT WITH AN ENGAGED AUDIENCE OF VISUAL CONTENT CREATORS

Rangefinder, WPPI and PHOTOPLUS are a community that connects photographers and filmmakers of all backgrounds with the media and resources they need and the inspiration they love. Our network has a buying power of \$6.8 billion — and we've got multiple ways for your brand to connect. With our online channels, virtual and live events, custom advertising opportunities and sponsorship packages, we help leaders in the imaging industry engage with an audience that's extraordinarily passionate about advancing their creative and business endeavors.

## CONTACT YOUR SALES REP FOR MORE INFO



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[calendly.com/dennis-tyhacz](https://calendly.com/dennis-tyhacz)

# Rf + wppi BY THE NUMBERS

**1.3M**  
**PAGE**  
**VIEWS**  
**60%**  
INCREASE  
FROM 2019

**23K**  
**SESSIONS**  
HAVE BEEN DRIVEN  
BY ENHANCED EMAIL  
COMMUNICATIONS  
TO OUR AUDIENCE  
**400% MORE**  
THAN LAST YEAR

**OVER**  
**HALF**

OF OUR AUDIENCE  
ARE PROFESSIONAL  
PHOTOGRAPHERS

**68%**

MAKE MORE THAN  
HALF OF THEIR  
INCOME FROM  
PHOTOGRAPHY

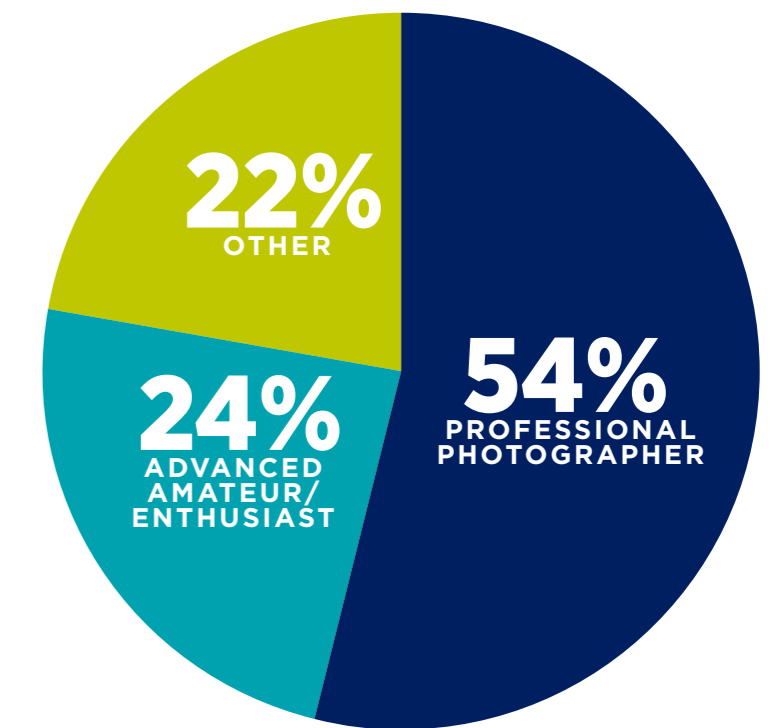
**52%**

HAVE OVER  
**5 YEARS**  
EXPERIENCE

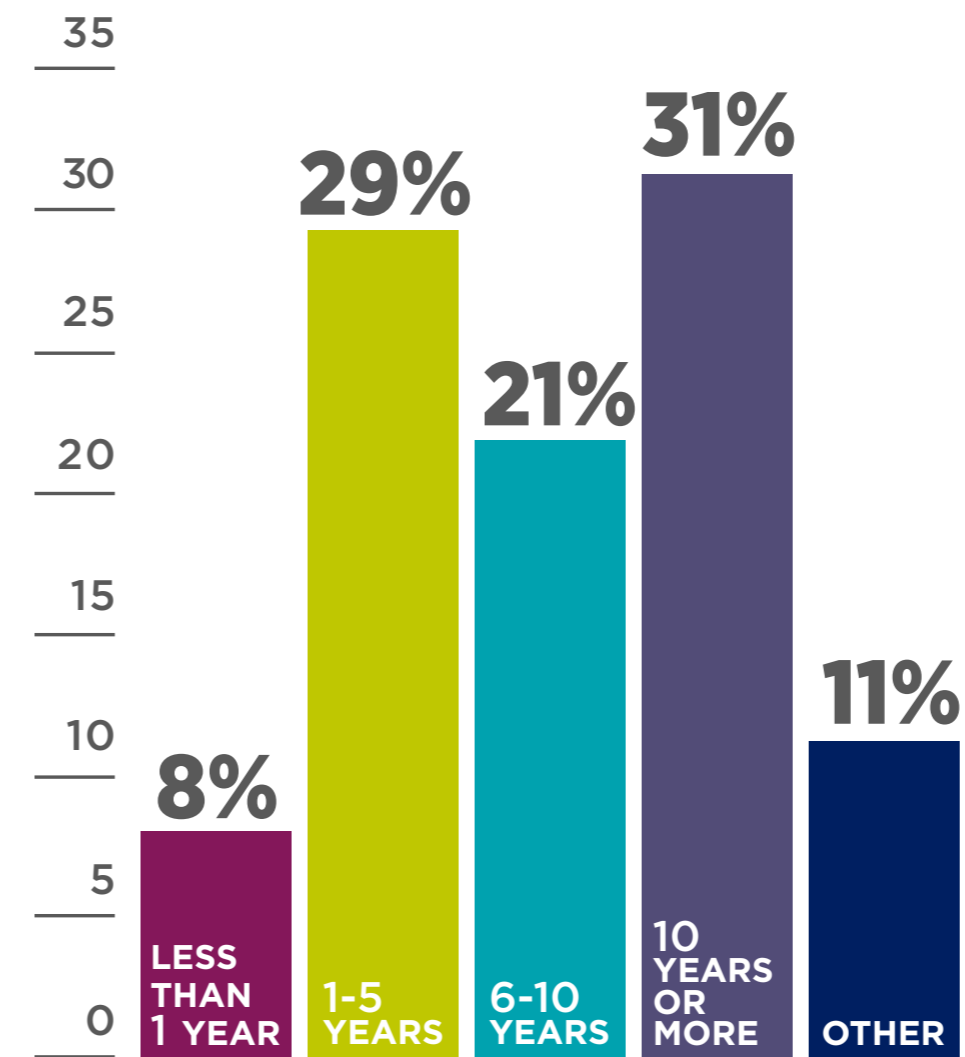
**37,000+**

ACTIVE USERS PER MONTH,  
WITH A **13% INCREASE** IN  
ACTIVE CONTACTS IN 2020

## CUSTOMER INDUSTRY ROLE



## YEARS OF EXPERIENCE



**OVER**  
**50%**

OF OUR AUDIENCE HAS AN  
EQUIPMENT BUDGET OF  
OVER **\$2,000** PER YEAR

**29%** WILL SPEND  
**\$5,000**  
OR MORE ANNUALLY

## RANGEFINDERONLINE.COM

|                            |       |
|----------------------------|-------|
| Average Monthly Users      | 27k   |
| Average Monthly Sessions   | 45.6k |
| Average Monthly Page Views | 120k  |

## SOCIAL MEDIA FOLLOWERS

|                              |      |
|------------------------------|------|
| Rangefinder + WPPI Facebook  | 177k |
| Rangefinder + WPPI Twitter   | 46k  |
| Rangefinder + WPPI Instagram | 96k  |

# PHOTOPLUS BY THE NUMBERS

**\$18M**  
PURCHASING  
POWER

**80%**  
OF ATTENDEES  
AGREE THAT SEEING  
A PRODUCT AT  
**PHOTOPLUS**  
GREATLY IMPACTS  
THEIR DECISION  
TO PURCHASE IT

**19,000+**  
TOTAL ATTENDEES

**36%** **1,000+**  
NEW ATTENDEES  
COMPARED TO 2018  
STUDENTS +  
EDUCATORS

**120+**  
PHOTO  
+ VIDEO  
BRANDS

**18%**  
INCREASE IN  
QUALIFIED  
ATTENDEES  
FROM 2018

## SOCIAL MEDIA FOLLOWERS

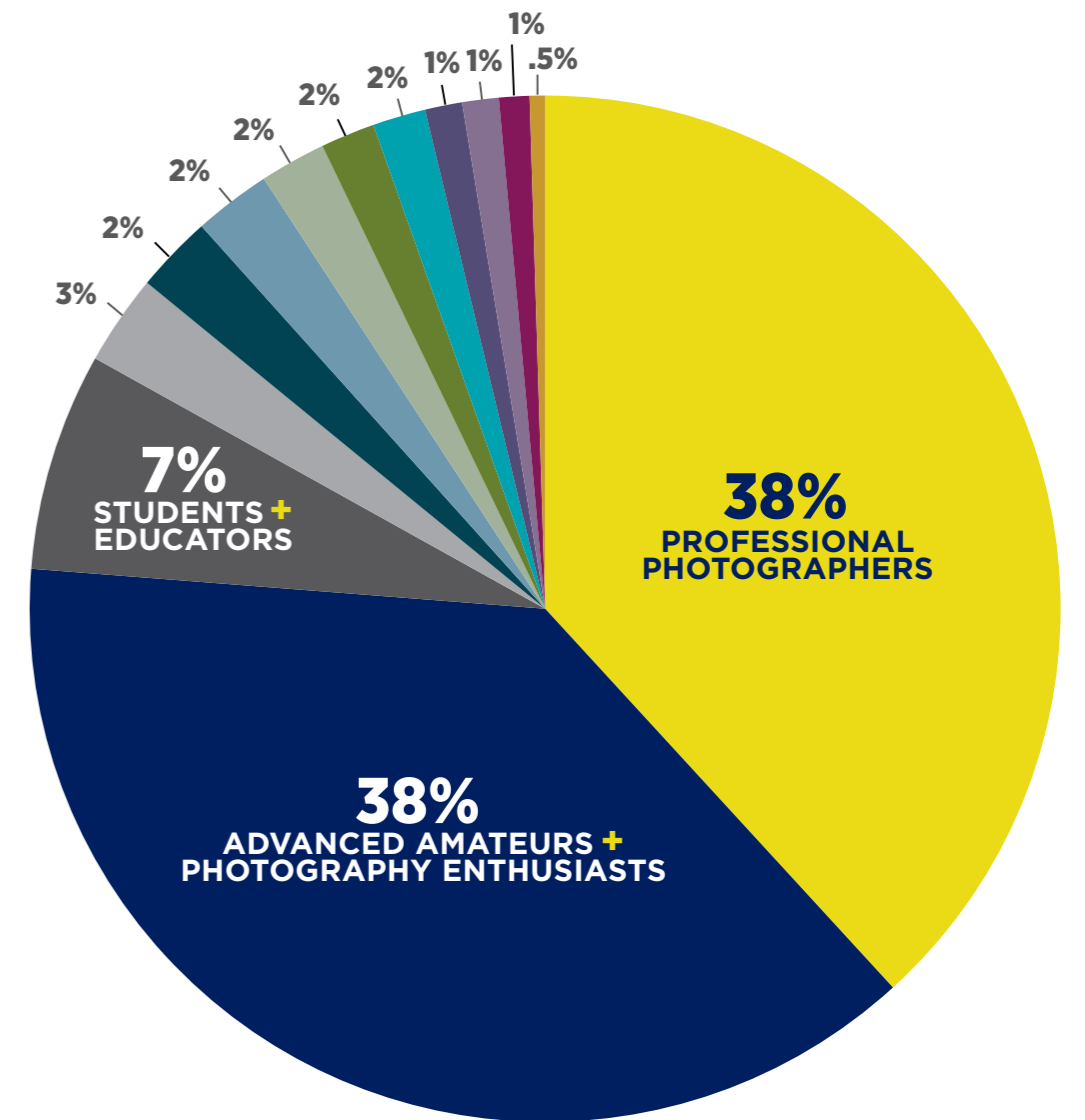
**f** Facebook **36.5k**  
**t** Twitter **15.9k**  
**i** Instagram **8.5k**

**PHOTOPLUS**  
CONTENT CHANNEL

**4,000+**  
ACTIVE USERS

**OVER  
270**  
AVERAGE NUMBER OF  
LEADS PER SESSION

## CUSTOMER INDUSTRY ROLE



|  |             |
|--|-------------|
| PROFESSIONAL PHOTOGRAPHERS.....                  | <b>38%</b>  |
| ADVANCED AMATEURS + PHOTOGRAPHY ENTHUSIASTS..... | <b>38%</b>  |
| STUDENTS + EDUCATORS.....                        | <b>7%</b>   |
| MARKETING, SALES, OR ADVERTISING.....            | <b>3%</b>   |
| ART DIRECTOR/CREATIVE DIRECTOR/PHOTO EDITOR..... | <b>2%</b>   |
| PHOTOGRAPHER'S ASSISTANT.....                    | <b>2%</b>   |
| CINEMATOGRAPHER.....                             | <b>2%</b>   |
| STUDIO OWNERSHIP OR MANAGEMENT.....              | <b>2%</b>   |
| ENGINEER/IT PROFESSIONAL.....                    | <b>2%</b>   |
| MULTIMEDIA PRODUCER/DEVELOPER.....               | <b>1%</b>   |
| DIGITAL IMAGING SPECIALIST.....                  | <b>1%</b>   |
| PHOTO RETAIL BUYER.....                          | <b>1%</b>   |
| LAB MANAGER/OWNER/TECHNICIAN.....                | <b>0.5%</b> |

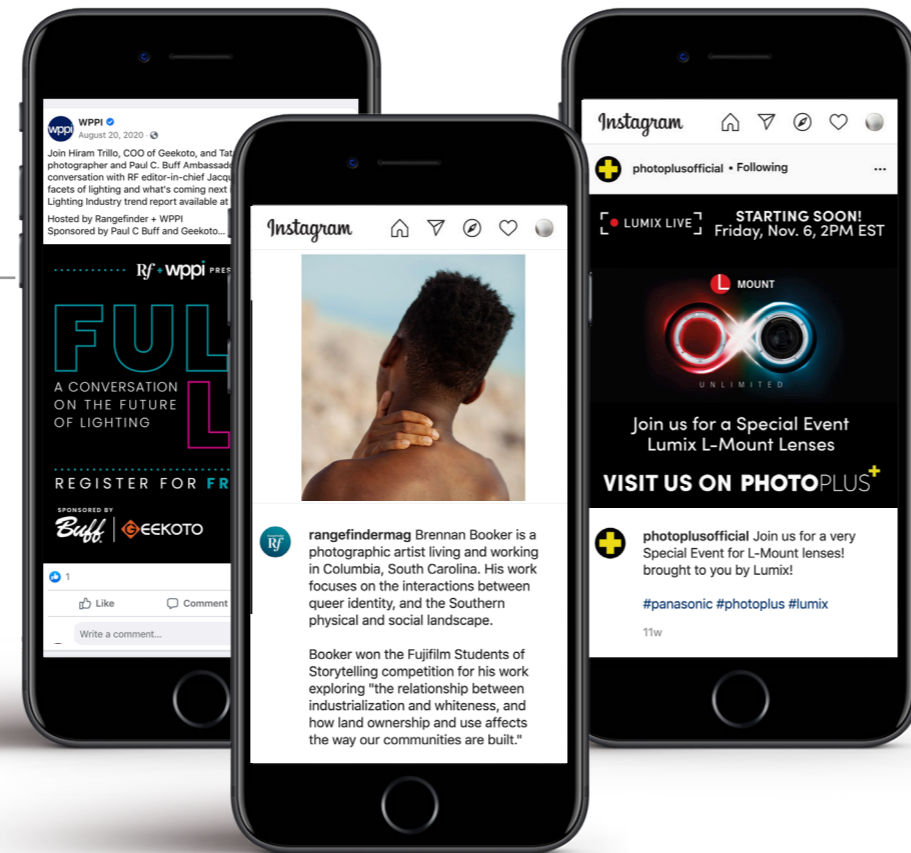
ATTENDEE NUMBERS BASED ON 2019 LIVE EVENT.

# DIGITAL SOLUTIONS

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

In our S.T.E.P. program, we design and implement a social media campaign to increase awareness of your products and engagement with the PHOTO group audience.

We promote your content via a paid Facebook or Instagram S.T.E.P. campaign, leveraging our target audience from **PHOTOPLUS**, **Rangefinder** and **WPPI**. We create a custom lookalike audience from our first-party data. We can also build custom segments specific to your ideal customer profile and with photographers who have engaged with our site.



## BANNER UNITS

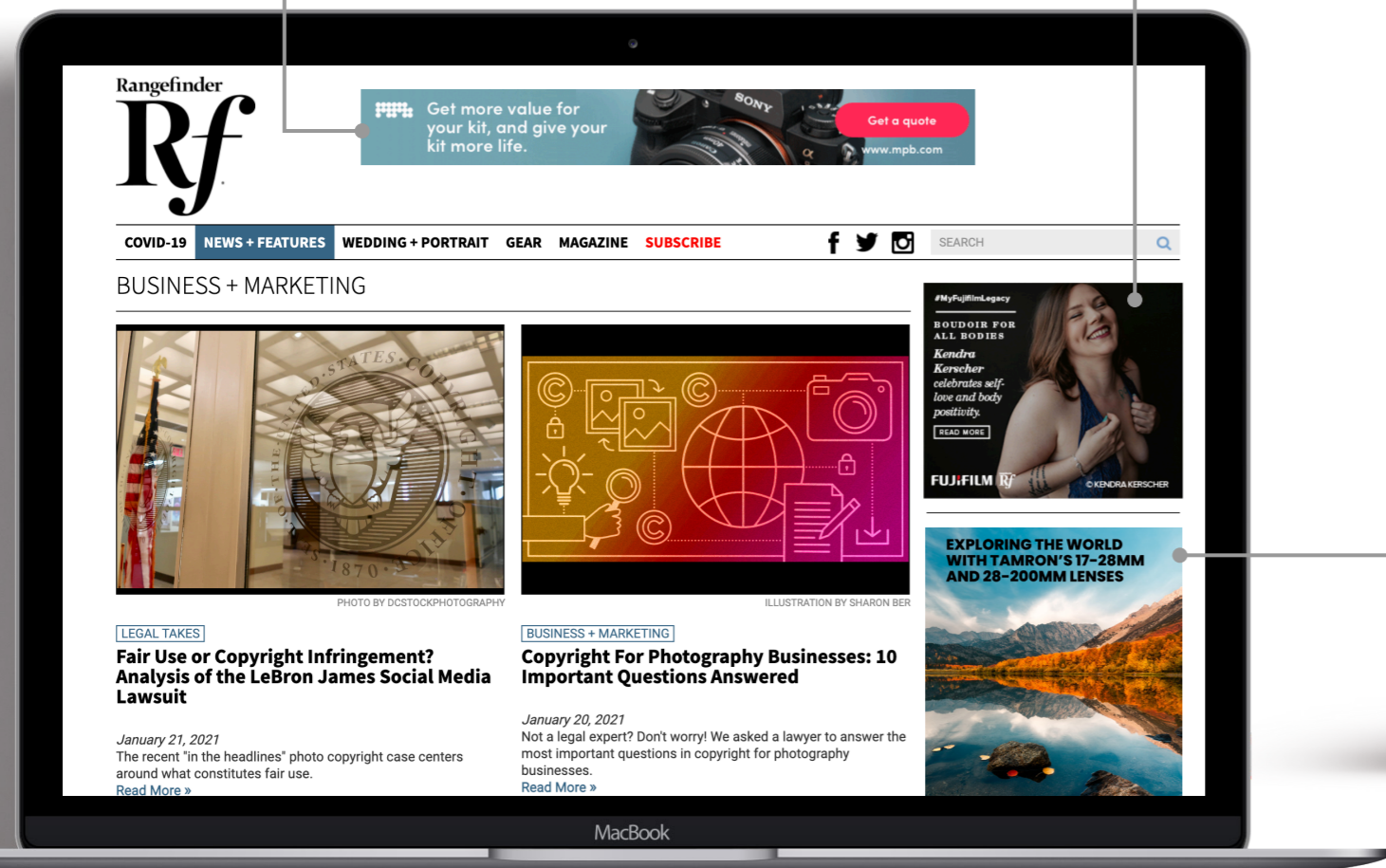
**Leaderboard**  
728 x 90

**Email Alert Leaderboard**  
Interstitial or Prestitial

**Drawer**  
300 x 250

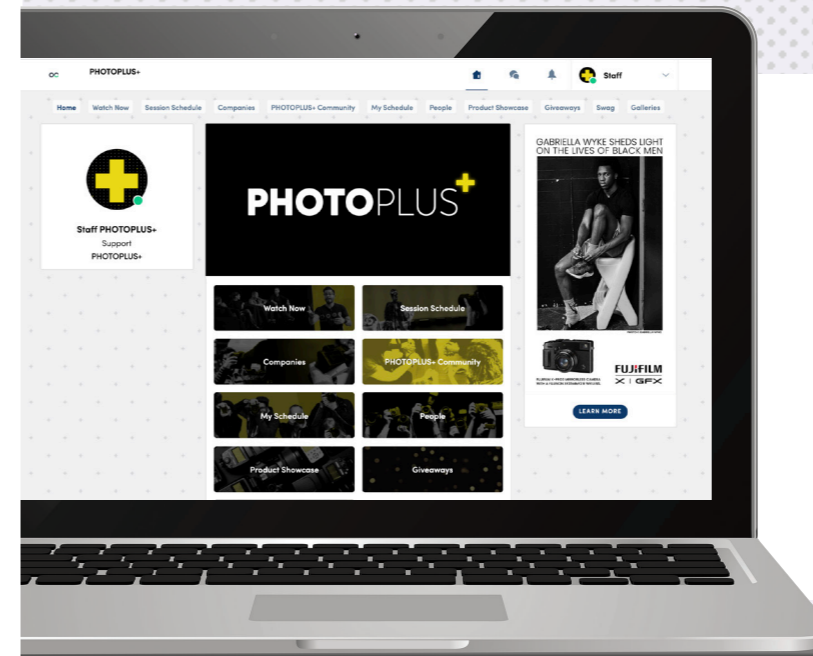
**Half-Page**  
300 x 600

**Mobile TOC**  
300 x 50



## THE **Reset...** SERIES

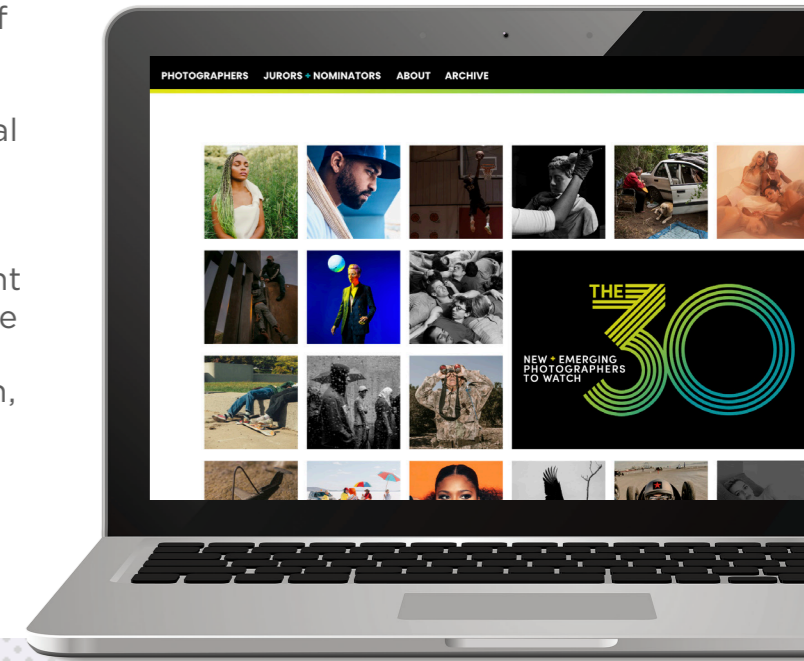
**RF + WPPI** is here to help image makers hit the reset button on 2021. Each month, our editorial team will highlight a specific topic through educational content that include editorial posts, videos, and crowdsourced trend reports to our community of over 100,000 photography professionals. [For more info.>](#)



**PHOTOPLUS+**  
The **PHOTOPLUS+** Digital Network keeps the conversation going throughout the year. It enables exhibitors to remain connected with the **PHOTOPLUS** community of photographers of all levels, offering them the latest content, compelling conversations and creative inspiration. [For more info.>](#)

## THE 30

“The 30” carries more than 20 years of history as an annual honor for new and emerging photographers. It is recognized throughout the professional photography industry as a “go-to outlet to discover up-and-coming emerging photographers grow their careers. With its content and educational programming, “The 30” serves as a valuable resource for all early career photographers, offering them business and marketing information, and creative inspiration, which can help them as they grow their own careers. Align your brands with the highly engaged and influential imagemakers with an honoree announcement and gallery, educational seminars and panel discussions, and networking.



# CONTENT AND EXPERIENCES

Our Brand Studio 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.

## 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.



## 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 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!



## LEAD GENERATION CAMPAIGNS

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



## NATIVE ADVERTISING

Available as a single story or a longer campaign, our custom content is written and designed to fit naturally into our content. 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 + 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, PRINT, 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

# BRING YOUR BRAND EXPERIENCES TO LIFE

Coordinate with our Brand Studio team to transform your story into engaging experiences.



FIND OUT MORE ABOUT [Rf+wppl](#)

FIND OUT MORE ABOUT [PHOTOPLUS](#)