

THE PHOBLOGRAPHER
IS ABOUT PHOTOGRAPHY
REVIEWS, TIPS, NEWS AND
CULTURE. WE EXPLORE
THE PHOTOGRAPHY
WORLD AND POP
CULTURE'S EFFECTS ON
THE ART FORM.

AUDIENCE

The Phoblographer's audience is made up of photography enthusiasts of varying experience levels. With roughly 5.7 million annual unique visitors, The Phoblographer provides advertisers a unique opportunity to reach a large and diverse audience from the successful professional photographer to the first time DSLR buyer. The blog places a large emphasis on reviews and education within the industry.

AGE GROUPS



18-24.....	6%
25-34.....	27%
35-44.....	19%
45-54.....	24%
55+.....	16%

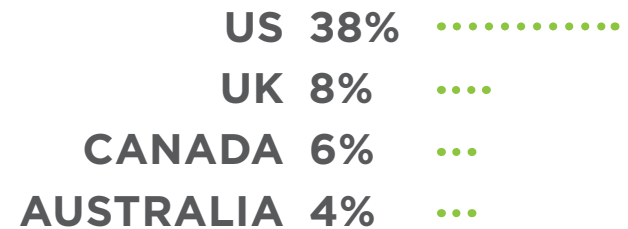
DUAL AUDIENCE



SOCIAL MEDIA



GLOBAL REACH



PAGE VIEWS & VISITORS



HOUSEHOLD INCOME



ABOUT

The Phoblographer is about photography reviews, tips, news, and culture. We explore the photography world and pop culture's affects on the art form. Plus, we bring you all of our stories from a real world and down to earth perspective.

REVIEWS INDEX

The Phoblographer prides themselves on providing their audience with honest, useful and unbiased product reviews regarding all things photography. The blog has indexed these reviews in an easy to locate and search able platform allowing users to get past reviews in seconds.

USEFUL PHOTOGRAPHY TIP

At 136 tips and counting, The Phoblographer takes time to share helpful tidbits that are relevant to todays photographer. This catalog of diverse entries covers everything from the best iPhone apps for photography to how to get a pure white background while taking portraits.

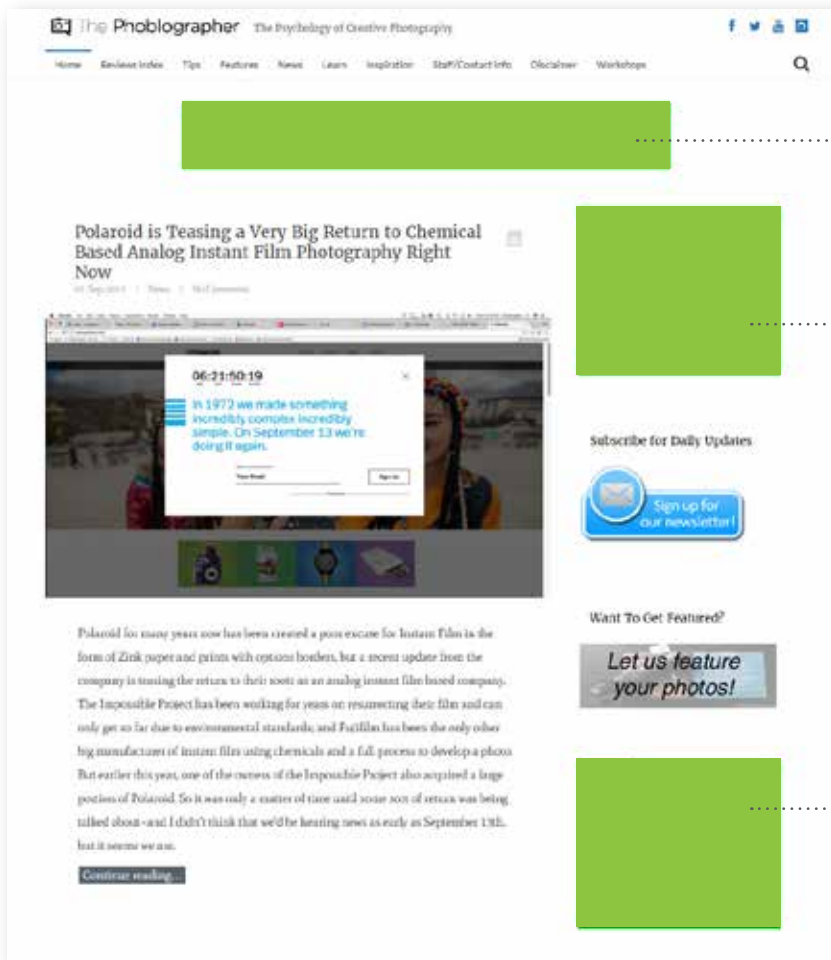
NEWS

The world of photography, like all other art mediums, is constantly changing, reshaping and inspiring. Whether it is because of a new product or the perspective of a fresh new artist The Phoblographer strives to keep it's audience up-to-date with the most relevant news possible.

LEARN

Photographers ranging from professional to novice skill levels are always seeking tutorials, how-to's and inforamtional segments on how they can continue to improve. The Phoblographer has taken a lot of the research time out of the equation and compiled a dedicated section of the blog to education for its audience.

ADVERTISING OPPORTUNITIES



728 x 90px

Leaderboard
Banner

300 x 250px

Medium
Rectangle
Banner

300 x 250px

Medium
Rectangle
Banner

DISPLAY UNITS

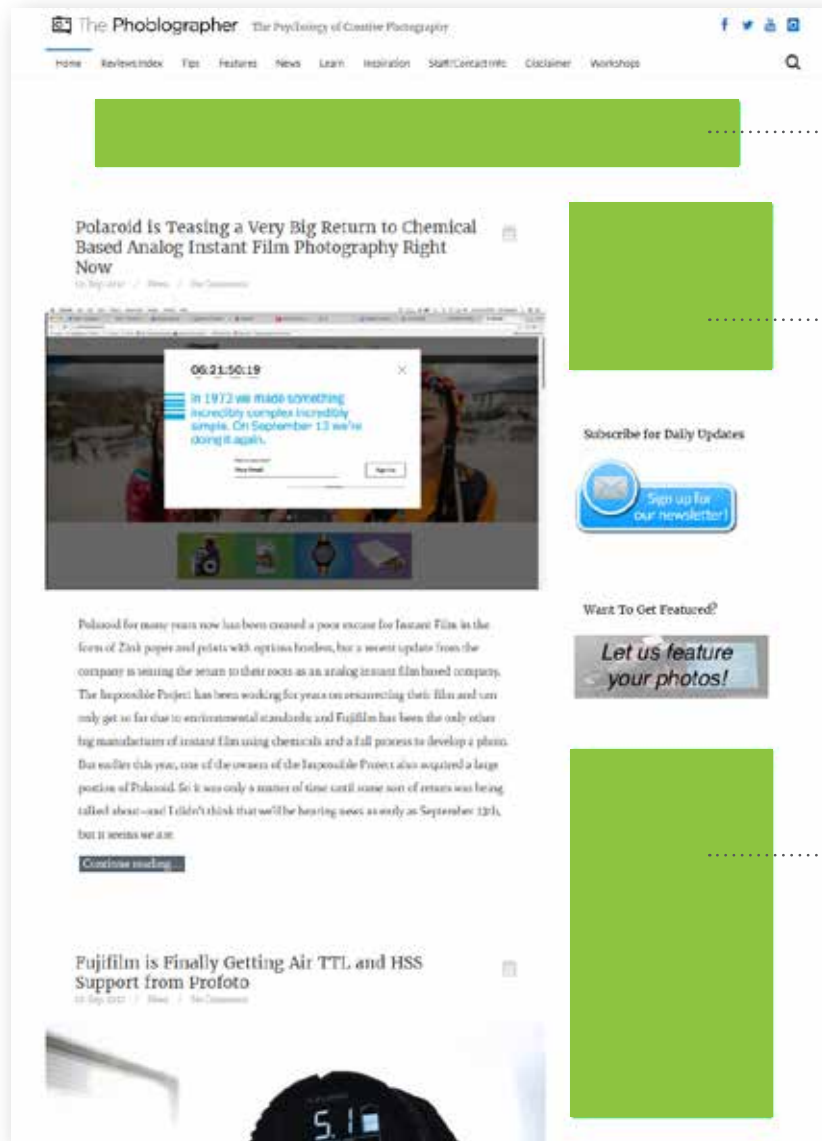
Exposing and reinforcing your marketing message over a period of time is an important ingredient to an effective campaign. The Phoblographer can help deliver your message by offering a range of display options from standard creative units.

TARGETING CAPABILITIES

Madavor Media has the ability to apply the following targeting criteria to advertising campaigns:

- ✓ Geo Targeting
- ✓ Browser
- ✓ OS
- ✓ Channels
- ✓ Content
- ✓ Day & Time
- ✓ Frequency Caps

ADVERTISING OPPORTUNITIES



970 x 90px
Full Leaderboard
Banner

300 x 250px
Medium
Rectangle
Banner

300 x 600px
Half Page
Banner

ADVERTISING OPPORTUNITIES

Fujifilm Announces New X-T10 and 90mm f2 Lens

By DREW GARFET @FUJIFILM



Today, Fujifilm is announcing two new additions to their X series lineup: the 90mm f2 and the rumored X-T10. First up, we're most excited about the company's new 90mm f2 Super EBC XF that has weather sealing incorporated into the body. The lens has seven aperture blades, 11 elements in 8 groups, can focus as close as 24 inches and on the 1.5x crop camera bodies gives you a true 135mm field of view with an equivalent full frame depth of field of f3 when shooting wide open.

You'll probably never want to stop this lens down anyway, though you'll surely need to so that you can get your subject in focus.

Then there is the X-T10, which is a stripped down version of the X-T1 and targeted at the enthusiast. Prices and tech specs are all after the jump.

Content Post

CONTENT POSTS

Advertisers have the unique ability to work with the editorial staff to produce sponsored content specifically tailored to The Phoblographers audience. Content Posts include Social Media blasts.

SOCIAL MEDIA

Social media posts are powerful and affordable ways to reach our audience through shareable/searchable content.

The Phoblographer

May 17 at 10:01pm · 49

Fujifilm Announces New X-T10 and 90mm f2 Lens <http://wp.me/p1kinX-jcz>



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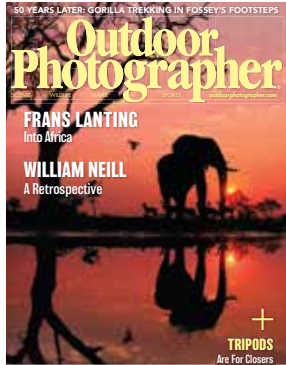
Like · Comment · Share · Buffer

49 people like this.

1 share

Social Media

CONTACT



OUTDOOR PHOTOGRAPHER
Nature and wildlife photographers who pursue the beauty of rugged landscapes and the "sport" of outdoor photography.



DIGITAL PHOTO
Photography enthusiasts who want to know about the latest gear, technology and techniques to improve their skills and creative vision.



DIGITAL PHOTO PRO + HDVIDEO PRO
DPP is for professional photographers seeking information about the latest equipment, techniques and business practices necessary to be successful in today's market. HDVideoPro is the premier resource for a new generation of filmmakers and motion photographers. With this special section devoted to video complementing DPP, the title is now a content powerhouse that reaches all facets of still + motion.

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