

THE EYE OF PHOTOGRAPHY

— L'ŒIL DE LA PHOTOGRAPHIE —

**Promote your events
with The Eye of Photography**

loeildelaphotographie.com/en

1 Spread the news about your photography events

Spread the word about your exhibitions, publications, book signings, readings, talks, workshops, magazines, and conferences with **The Eye of Photography Agenda and the WebApp**. While newspapers charge 1,500 euros on average per ad, we offer **six cutting-edge tools** and **frequent coverage** at a fraction of that cost, **ensuring unique promotion of each event!**

Everyday, all over the world, you ask us to announce your events. Altogether, you're the most important actors of photography, the major stakeholders but also the lesser-known actors with limited means; You're **the epicenters of photography as well as from the periphery**. To meet this demand, we have designed **new tools** to connect you to a **specialized audience**.



Women of Japan

Exhibition

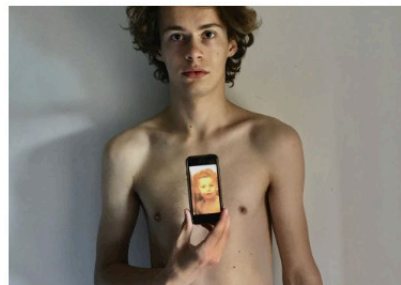
from September 23rd, 2017 to January 18th, 2018

Leica Gallery

570-120 Gionmachi minamigawa, Higashiyama-ku, Kyoto

[Read more...](#)

[+ Calendar](#)



Arthur Dreyfus: Nous sommes peut-être passés à côté d'une belle histoire...

Exhibition

from November 11th, 2017 to January 20th, 2018

Galerie Patrick Gutknecht
78 rue de Turenne, Paris France

[Read more...](#)

[+ Calendar](#)



Jim Lee, Terrains of the Body

Exhibition

from October 20th, 2017 to January 20th, 2018

Kate Vass Galerie

Feldeggstrasse 88 8008 Zürich Switzerland

[Read more...](#)

[+ Calendar](#)

2 Your events at The Eye of Photography

One event = 200 euros*

Put your event in our hands with confidence. We will take care of its promotion on all our platforms and across the communication tools.

Our readers will be able to browse over 100 events per week, irrespective of the event size, location, or importance. The Agenda compiles photography events from around the world, from New York to Paris, from London to Tokyo, from Dakar to Buenos Aires. This is the first truly global photography calendar.

With The Eye of Photography, your photography event will benefit from our journalistic expertise from a vast network of readers and followers.

**An Add on our Agenda is about ten times cheaper compared to an add in a newspaper, which is around 1500 euros.*

3 Your Events accross six platforms



Presence in the Agenda on our website



Presence in the WebApplication



Presence in our weekly Newsletter (released every Monday)

dedicated to photography events around the world



Facebook posts in both English and French

before, during and at the very end of your event.



Twitter posts in both English and French

before, during and at the very end of your event.



Instagram post in both English and French

before, during and at the very end of your event.

4 The Agenda and the WebApp, two revolutionary platforms

The Agenda

The Agenda is a **geo-tagged platform** integrated with our **website**. It brings together **photography events from around the world**, organizing them thematically, by country, city and date.

The user may sort events **by date** (ongoing, last chance, upcoming) or **by category**, or browse events **by location**.

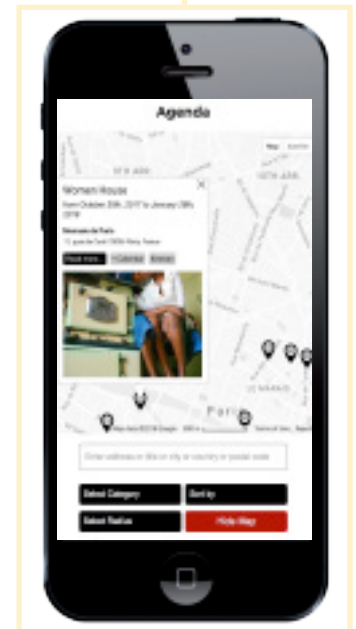
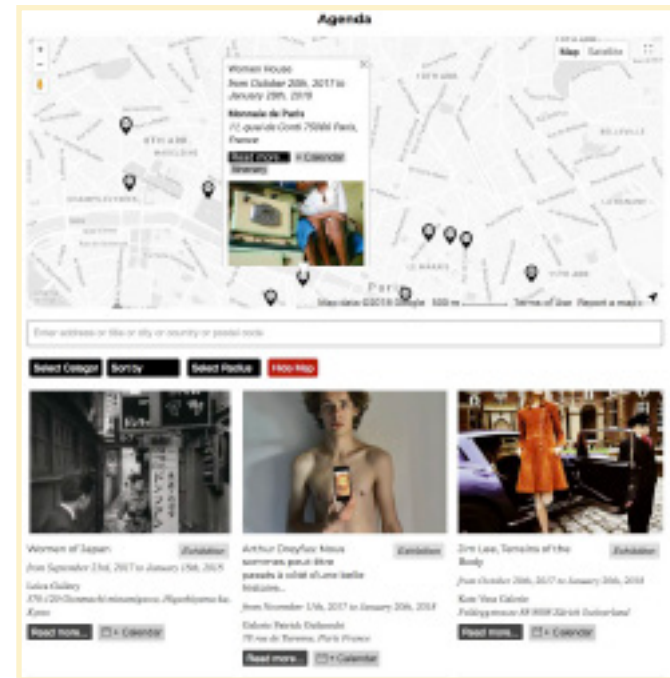
The Agenda compiles **the most comprehensive selection of photography events in the world**, updated daily.

The WebApp

Launched in January 2018, The Eye of Photography Web-App is **free and available on every device**: iPads, iPhones as well as Android tablets and smartphones.

The WebApp interfaces with the Agenda platform on our **website**.

The user may receive **alerts regarding exhibitions in their neighborhood or in the region**, read press releases, scroll through images, and access practical information.



5 The Eye of Photography in Numbers



200 000
visitors/month



8 000
visitors/day



30 000
*newsletter
subscribers*



40 %
*email opening
rate*



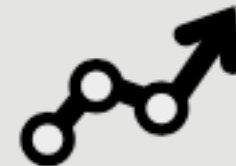
177
*connected
countries*



48 %
*repeated
visitors*

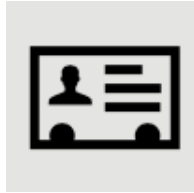


52 %
*first-time
visitors*



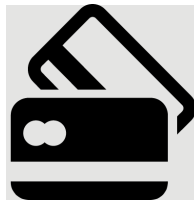
100 %
*site traffic growth
over the
past six months*

6 Payment Details



1. First Contact

*Contact us to promote your event.
Send us your visuals and practical information.
You will receive an answer within 24 hours.*



2. Secure Payment

*Pay By Paypal, CB or bank transfer.
Our payment is 100% secured.*



3. Your Event on The Agenda

*Less than 24 hours after your payment,
your event is on the Agenda during all its duration.*

7 Advertise With Us

For any further informations, contact

The Eye of Photography