THE EYE OF PHOTOGRAPHY

Promote your events with The Eye of Photography

locildelaphotographie.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.
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.*

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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.
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.
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**

[Link: locildelaphotographie.com/en]
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.
For any further informations, contact

info@loeildelaphotographie.com

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