

# THE EYE OF PHOTOGRAPHY

L'ŒIL DE LA PHOTOGRAPHIE

## **Media Kit 2023**

The Daily Newspaper About Photography

# About



James Nachtwey, *Palestinians fighting the Israeli Army, West Bank, 2000*  
© James Nachtwey Archive – Hood Museum of Art, Dartmouth

Created in 2010, ***The Eye of Photography*** is the first online newspaper about photography in its widest range. Daily published in English and French, with seven different articles per day and a dozen of pictures per article, it gives readers an overview of photography all over the world.

Read by an international audience, ***The Eye of Photography*** is a respected source of knowledge for the art world. Whether it be the most urgent news or the left-out events, every living forms of photography are in our pages. The newspaper has built a growing and living, worldwide-based community moved by images.

# The Staff



Richard Avedon, *Nastassja Kinski and the Serpent*, Los Angeles, California, June 14 © Richard Avedon

A former editor of *Photo* during 18 years, and *American Photo* for another 18 years, also correspondent for *Paris Match* or *Elle*, **Jean-Jacques Naudet** founded the newspaper in 2010, believing in online perspectives for images.

— He's joined by:

**Shiva Naudet**, Co-founder, **Gilles Descamps**, Chief-editor, **Arthur Dayras**, Head of partnerships and marketing, **Laurent Nicolas** (*Hypsoma*), Chief technical officer, **Sylvie Rebbot**, Subeditor.

## Regular correspondents



Denis Brihat, *Oignon large*, 2007. Tirage argentique viré à l'or 47.8 x 58.1 cm © Denis Brihat – Courtesy Camera Obscura

Zoé Isle de Beauchêne, Lucile Béranger, Christian Caujolle, John Devos,  
Nadine Dinter, Patricia Lanza, Olivier Ligny, Jean Loh, Thierry Maindrault,  
Andy Romanoff, Paola Sammartano, Carole Schmitz, Sheen, Tintin Torncrantz.

# A wide-open focal on photography

***The Eye of Photography*** was founded on a basic principle: showing photography wherever it lives. Recent exhibitions and book released are regularly covered, just as festivals, fairs, auctions, awards, portfolios...

This opened lens on the world considers photojournalism eye to eye with fashion photography, street photography or fine art photography. Not a single genre is favored. These features allow to understand the variety of a medium that became as popular as diverse in its practice.

While the newspaper receives more than 700 news and inquiries each day, its articles remain accessible to a great variety of readers.

- **A daily edition with 7 new articles**, in French and English
- **A daily newsletter**
- **30 000 articles** classified in our archives
- **300 000 images**
- **A monthly selection of videos** on photography
- **A worldwide agenda** of photographic events

# Audience

## — Monthly audience:

**550K monthly users** in 2023

**100K** users in 2018

**+ 450%** net progression of our audience in five years

## — Digital audience:

**36K subscribers** to our newsletter  
with a **40% opening rate**

**23K** followers on Instagram

**40K** followers on Facebook

**18K** followers on Twitter

## — Monthly session:

**1.7M** sessions

**50%** United States

**40%** France

**10%** Rest of the World

## — Demographics:

**55%** Male

**45%** Female

## — Age distribution:

**19%** 18-24

**36%** 25-34

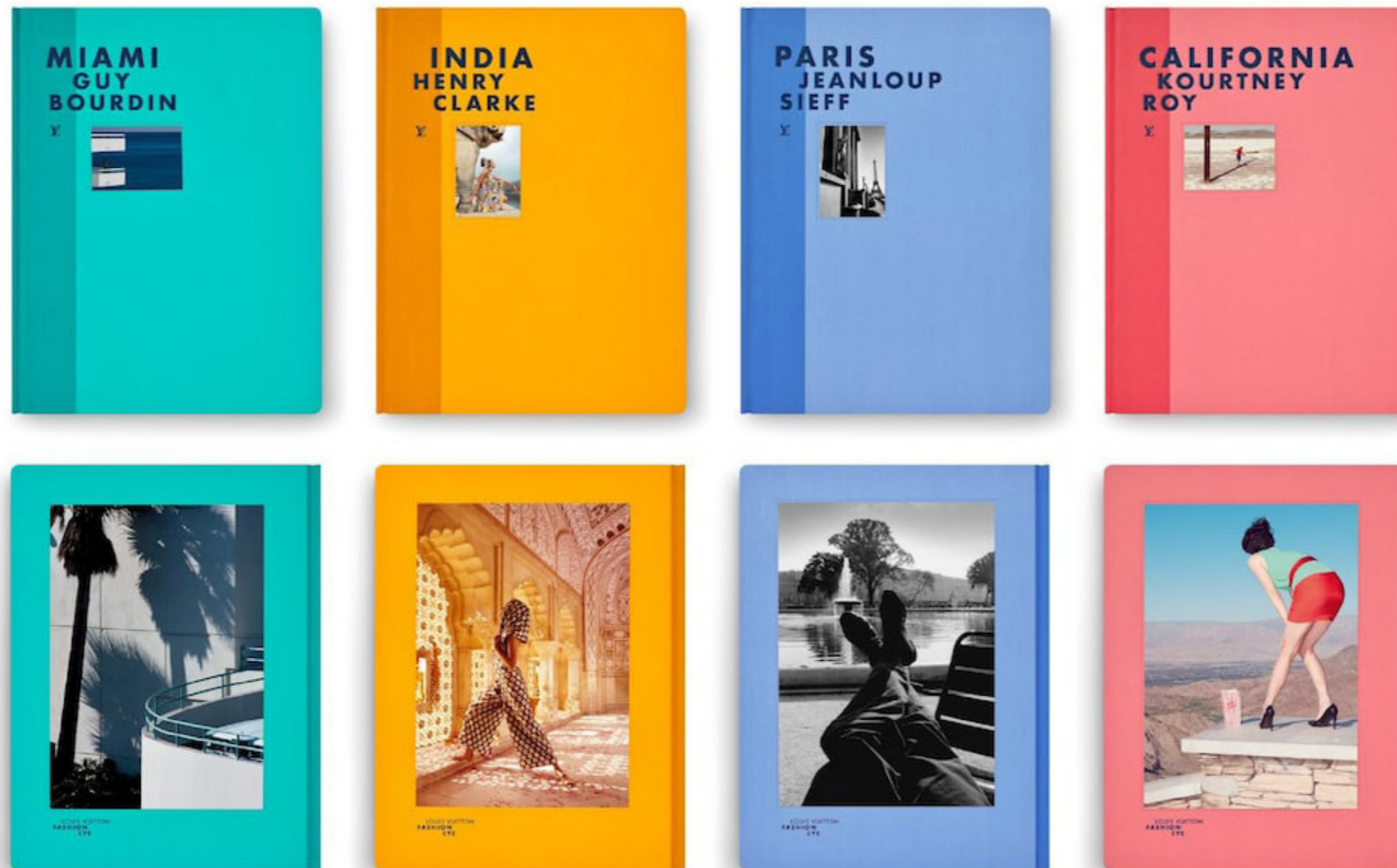
**21%** 35-44

**12%** 45-54

**8%** 55-64

**4%** 64+

## Premium partnership



Collection « Fashion Eye », Éditions Louis Vuitton, 2018-aujourd'hui © Louis Vuitton

- **Three monthly columns published** on our website and in the daily newsletter **(30K)**,
- **Three weekly banners** on the homepage, or in our daily newsletter,
- **Three premium Agendas** on our Agenda page, shared on our social networks: Instagram **(19,5K)**, Facebook **(40K)** and Twitter **(17K)**.
- **Price: 3000€**

### Our partners:

Éditions Louis Vuitton, Actes Sud, PhotoElysée, Académie des Beaux-Arts, Muus Collection, Fondazione Mast, Triennale of Photography Hamburg, MPB .

# Banners Rates

— Ads	Dimensions (in px)	Week price	Month price
Full slider above the fold	1350 x 600	1200 €	4200 €
Homepage full scale banner	1320 x 200	500 €	1800 €
Full slide article and events	1320 x 200	900 €	3200 €
Sidebar Homepage	350 x 400	600 €	2100 €
Sidebar articles	350 x 400	200 €	700 €
All pages footer banner	1320 x 200	800 €	2800 €
— Newsletter	1350 x 600	600 €	

All ads are **integrated “by hand”** by our teams. This technique makes ad blockers ineffective and males **ads 100% visible**. All prices are VAT and in euros.

## Premium Agenda



Pascal Maître, Mbudje dancers of the Lunda people from Shaba (now: Katanga)  
rest in the shade after dancing to welcome a senior official of the country.  
The Congolese have always possessed highly developed corporal arts, DR Congo, 1985 © Pascal Maître

A premium Agenda gives your event a month presence on our site. The event shared on all our social networks, on the date of your choice.

— Price: 200€



Stéphane Mahé, issue de la série « Somewhere » © Stéphane Mahé  
Courtesy the artist and La chambre claire Galerie

**Arthur Dayras**  
Head of Partnerships and Marketing

arthur.dayras@loeildelaphotographie.com  
+33613760972