



## Press Information – Nikonians.org

July 2007

### Nikonians

Nikonians® ([www.nikonians.org](http://www.nikonians.org)) is a user community and reference site for Nikon photographers. Found in April 2000 it helps digital and film photographers to shorten their learning curve. The members and visitors improve their photography skills and results while making long lasting friendships across borders and often continents.

The community is not-for-profit: All revenue generated is reinvested to maintain and sustain its growth.

The Nikonians site has over 70, very active discussion forums with several thousand postings per day. It also provides blogs, newsfeeds, podcasts (mp3 radio) with weekly talk radio and interviews with famous photographers, product reviews, user stories, newsletters, electronic magazines (ezine), books, user galleries and workshops in many cities.

With over 10 million pageviews per month and 40 000 unique visitors daily, Nikonians is the largest site for Nikon users in the world.

### The team

Behind the community is a team of over 60 ambitious photographers and imaging professionals, both volunteers and paid staff, helping the community's over 90 000 worldwide members. Nikonians is independent and owned by Bo Stahlbrandt and José Ramón Palacios.

### The members

The typical Nikonians member is a "prosumer": He uses a DSLR camera, is 45 years old, of high education level, earns \$67 000 per year and spends more than \$3 800 per year for his passion. 54 percent of the members say that Nikonians directly influenced their shopping decisions.

### The mission

Nikonians mission is to provide a friendly, creative and inspiring atmosphere for ambitious photographers of all skill levels and demanding imaging professionals where there is room for each photographer to learn and grow.

### More information

For more information please go here: <http://press.nikonians.org>