

Darklight
Media Kit 2023

www.darklight-digital.com
[@darklight_world](https://www.instagram.com/darklight_world)



DARKLIGHT IS A GLOBAL PHOTOGRAPHY BRAND AT THE FORE-FRONT OF VISUAL CULTURE. LINKING ART & COMMERCE THROUGH CURATING, COMMISSIONING & CONSULTING.

DARKLIGHT DIGITAL

Est 2020. Darklight Digital is an online platform featuring a vanguard of creators & writers with a burning love for photography.

By interrogating the past, luxuriating in the here & now, & investigating our creative future, Darklight Digital is dedicated to championing the photographic medium.

We make space for writers to explore the creative world, to profile leaders in visual culture & speak to a new generation of art lovers in a way that is accessible, fun, and from the heart <3 A place to discover, inspire, question & celebrate photography in all its forms.

DARKLIGHT STUDIO

Darklight Studio is a dynamic team of creative art producers based in London & Amsterdam. With a growing community of independent artists & photographers, we matchmake global brands with the world's most exciting talent.

Whilst we pride ourselves on our photographic expertise, we relish working with artists and makers of all disciplines, from animators & 3D artists, to set designers, directors & even tattoo artists. From sourcing inspiring footage to developing visual identity – whatever your brief, we have the network to take it to the next level.

DARKLIGHT PRO

We help professional artists & photographers reach their goals through one-on-one consultations & online courses.

Think of us as your business partners. We help you navigate business decisions, get you out of creative ruts and support you in turning your ideas into actionable goals.

If you're looking for help with something specific we've got you covered ... marketing, social media, editing projects, agent suggestions, presenting your work to the right people, usage & licensing questions, to name a few.

Worried about procrastination? We can also hold you accountable with regular check-ins keeping your business plan on track.

DARKLIGHT ART

Where photography lovers buy art: a place to shop limited edition prints from artists pushing photographic mediums. Curated by the Darklight team, our prints are affordable & small-edition, allowing unprecedented access to a roster of up-and-comers as well as some big names.

We've sold works by Jess Cochrane, Frankie Perez, Tif Hunter, Jesse Draxler, Kadiya Qasem, Rankin & more.



OUR EDITORIAL PLATFORM IS THE SHOP-WINDOW FOR DARKLIGHT; FULL OF TASTY MORSELS THAT KEEP THEM COMING BACK FOR MORE.

× 101

How-tos and brief histories, plus handy explainers

× IMAGE

Visual essays and pictorial features

× THOUGHT

First-person, opinion, analysis and criticism, long read and personal essays

× PROFILE

Interviews with leaders in visual culture, Historical Heroines, The Images That Made Me and more

× WHAT'S GOOD

Recommendations and advice

**ADIDAS, AIRBNB, ASICS, BALLANTINES, BELSTAFF, BMW, CALVIN
KLEIN, CANON, CAPCO, CAPRICE GROUP, COACK, COCA-COLA,
CREDIT SUISSE, DOUWE WGBERTS, EDF, ESSO, FUJIFILM,
GOOGLE, GOUSTO, HAVANNA CLUB, JOHNNY WALKER, LITTLE
DISH, NANDO'S, NATWEST, NIKE, PERONI, ROYAL MAIL, THE FACE,
THE SEPTEMBER ISSUES, TONI & GUY, TRANSPORT FOR LONDON,
VIRGIN HOLIDAYS, VISIT BAHRAIN, VISIT BRITAIN, VOGUE, XIAOMI
& MORE**

THANKS TO OUR REPUTATION IN THE WORLDS OF ADVERTISING, ART BUYING AND COMMISSIONING, WE ARE PROUD TO WORK WITH A ROSTER OF PROFESSIONAL PHOTOGRAPHERS. WE OFFER TAILORED SUPPORT FOR THEM.

✘ BI-MONTHLY DARKLIGHT PRO MAILERS

Career advice, industry hacks, opportunities and downloadable resources

✘ GROUP CONSULTATIONS

Portfolio reviews, mentorship and industry workshops — over seven years we have helped nurture a network of photographers on a global scale

✘ DARKLIGHT PRO GROUPCHAT

A fast-growing group for peer-to-peer support, networking and advice, moderated by Darklight Art

To date we have supported 250+ photographers in their creative careers.

✘ OUR ARTISTS HAVE FEATURED IN:
Vogue, Elle, GQ, Rolling Stone, Hunger,
Hypebeast, i-D, Grazia, Vice, Dazed &
more.

✘ EXHIBITED AT:
The Saatchi Gallery, The Royal
Photographic Society, V&A Museum, MoMA
& more.

✘ BEEN COMMISSIONED BY:
Chance the Rapper, Thom Yorke, Nike, The
New York Times, Alexander McQueen, Kate
Moss & more.





Through the four core pillars of our business, we are able to connect with people at every touchpoint of creative life: from professional photographers to behind-the-scenes talent, decision makers & tastemakers, & art dilettantes with a thirst to know more.

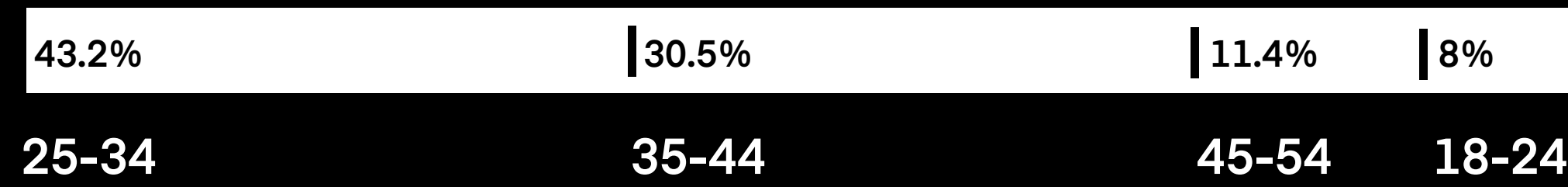
Being an online business, we take every opportunity to engage with our audience and get to know them just as well as if we were chatting IRL. Through analytics we know their online shopping habits and how they prefer to engage with content. We engage in thoughtful dialogue through social media.

The high quality of our products, strength of our brand identity and expertise as thought leaders in photography attracts an international audience, characterised by an interest in the world around them.

They are inspired by interiors, travel, design, wellbeing, art & culture. They are sociable, style-conscious, social media-savvy & ambitious.

THEY ARE BOLD, NOT BEIGE.





Monthly visitors by channel





WE TAKE A TAILORED APPROACH TO ADVERTISING, AND ARE ABLE TO OFFER A RANGE OF FORMATS DEPENDING ON YOUR NEEDS.

✘ DISPLAY PARTNERSHIPS

Share your assets across our platforms [web, social, & mailer]

✘ SOCIAL PARTNERSHIPS

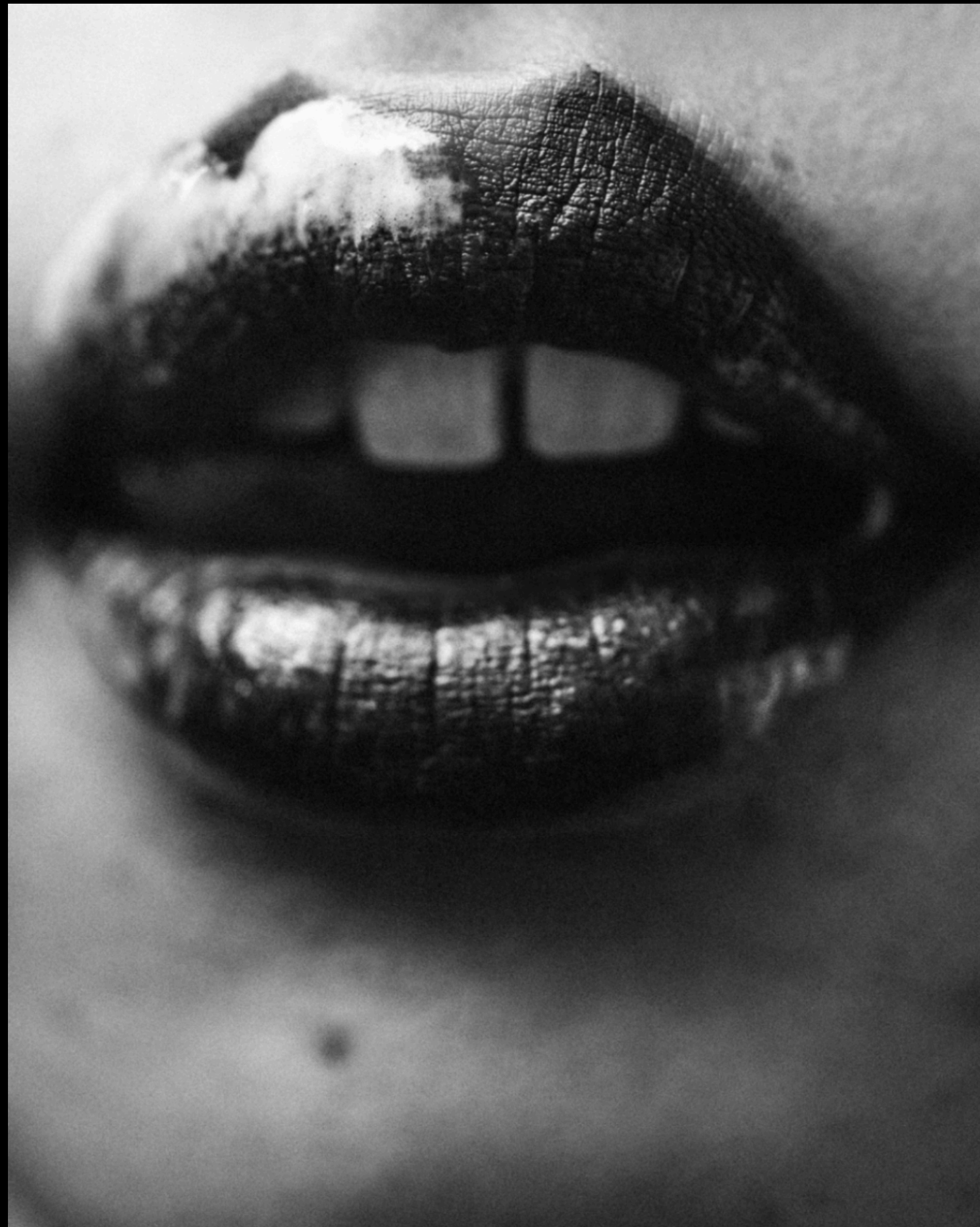
Custom Instagram grid posts/stories, Instagram reel/TikTok, Pinterest pin

✘ EDITORIAL PARTNERSHIPS

Tailored online feature or affiliate link, sponsored mailer or affiliate link

We also offer a range of bespoke live and digital partnership packages, as well as strategic campaigns.

All rates available upon request.



- ✘ Darklight& Venu Amsterdam
- ✘ The Face Magazine x Beefeater Gin
- ✘ Darklight& Mary Wyatt London
- ✘ Darklight& The Art Hang
- ✘ Darklight Art x Locke Hotels

OBJECTIVES

Community building
Growing network
Brand building

LIVE

1 x exhibition [Darklight Art artists]
1 x event [women in business]

SOCIAL

4 x paid social posts
1 x paid mailer

RESULTS

Instagram reach 3k
400 at live event
1800 mailer views



OBJECTIVES

Promote to wider audience
Engage with photography community

DIGITAL

1 x guest judges of #SpiritofLondon photography competition:
The Beefeater Portrait Prize 2021

SOCIAL

1 x paid social post
1 x paid mailer

RESULTS

Instagram reach 2k
Mailer views 1500



OBJECTIVES

Brand alignment
Wider audience reach

DIGITAL

1 x collaborative bespoke print collection

SOCIAL

1 x full cross-channel social campaign

RESULTS

Instagram reach 12k
Mailer views 7.2k
Pinterest views 1k
Tailored online feature 2.5k
Print sales 45



DARKLIGHT &



MW

Nicola Mary Wyatt

Coming
25.11.21

Darklight-art.com

THANK YOU :)

Say hello 
info@darklight-digital.com