



Magnet Media Launches The Photoletariat

NEW YORK, NY--(Marketwire - April 2, 2010) - The Zoom In Online network is proud to announce the launch of ThePhotoletariat.com, a website dedicated to helping photographers find success on their own terms -- artistically, technically, and financially.

With the advent of **digital photography** and all of the available resources, there has never been a better time to become a photographer. From simple point-and-shoot cameras to high end professional DSLRs, everyone seems to be taking photos. Yet, for the aspiring photog, there's a vast ocean of information to navigate. The Photoletariat aims to sift through it all and deliver the best instruction, inspiration and insight for the aspiring shutterbug.

The Photoletariat caters to the millions of amateur, professional, and **freelance photographers** trying to succeed on their own terms in the new millennium, delivering insights and information about how to get the best shot, analyze a great photo, and stay relevant and successful in a competitive market. The site's content is produced by a staff with a wide variety of perspectives, including photojournalists, rock photographers, stock photo suppliers, avant-garde artists, and gallery curators. The site features do-it-yourself tips, stories of success from globally recognized professionals, resources, research and news at the pulse of the photography world.

The new site will provide intimate access to the leading photographers and industry professionals working today. The Photoletariat blog and A/V show will feature photographers in all genres -- fashion, wedding, **photojournalism**, rock, politics, sports, celebrity -- and give you a chance to explore their inspiring work, ask them questions, and learn directly from them. This combination of exclusive original content and curatorial prowess aims to help readers take their photography to the next level, artistically and fiscally.

The Photoletariat is part of the Zoom In Online network and a production of Magnet Media, a company uniquely equipped to serve the evolving needs of today's photographers. Magnet Media is a respected member of the photography community, having partnered with iStockphoto, and established a regular presence at PhotoPlus and PMA events annually. Additionally, the company's acclaimed HD web video series, Viewfinders, explores the creative and professional processes of today's working photographers and photo editors including Keith Bedford, Sarah Small, Will Steacy, Michelle Egiziano, Chris Ehrmann, Erika Larsen and Chris Owyong. With Adobe as its founding sponsor, Viewfinders' innovative web-based reality show format has garnered accolades throughout the online photography community.