**Blog reviews**

<http://petapixel.com/>

Alexa Global ranking 4,324, US ranking 2,908

Petapixel is an all-around photo blog that mixes reviews with articles about current trends, news events that are of interest to photographers and opinion.

**Pros**

They have a podcast each week that covers the top articles each week.

They also make use of click bait articles like this: <http://petapixel.com/2016/04/04/sonys-full-frame-pro-mirrorless-fatal-mistake/> which has 17,575 shares and 866 comments from an article that is 6 months old. Maybe a pro or con depending on how you look at it

Modern blog style of design that is common.

They showcase many videos and tutorials.

They tend to also post information that is either quickly reposted on other blogs like DIYphotographers.com or rely on posts from other sites

they are very tapped into the community and spend lots of time looking for interesting videos and articles from photographers.

Our demographic

**Cons**

Reviews could be better

Articles could be written better

Needs more original content

<http://www.imaging-resource.com/>

Alexa Global ranking 14,470, US ranking 7,016

**Pros**

A highly technical site similar or Dpreview in quality of their reviews.

The reviews they do are very good and they are not afraid of criticizing products they do not like.

I also noticed they give away gift cards to Adorama for a photo of the day contest. Most of their readers seem to be landscape and wildlife photographers based on the entries for the photo of the day.

**Cons**

The design of the site is old and outdated.

They are a strictly photographer centric site focusing on reviews.

Limited demographic

<http://www.dpreview.com>

Alexa Global ranking 1,758, US ranking 1,163

Dpreview is the main site people go to for reviews.

**Pros**

Their site contains news, reviews, buying guides, sample images, a camera and lens library, phones, printers, a forum, galleries and challenges.

Their reviews break down into two types; First Impressions and in depth reviews that give the camera a rating. The First impressions are about 4 pages long and covers the basics and gives an opinion at the end about the camera. This is much more that the press release that usually shows up in the news section and they usually have the item on hand to try.

They also present a 360-degree interactive video showing it’s features.

These first impressions are similar to what B&H does with our in-depth reviews.

The In Depth reviews are about 15 pages long and cover every aspect of the item.

With cameras they have a vast library of past cameras that allow you to compare to the one in the current review.

All the photos are taken under test conditions that are always the same, making it easy to compare the noise level and sharpness of a Canon 1D X to a Nikon D810.

The photos they post also tend to be of very high quality, taken by experienced photographers. At the end of the review they give a list of Pros and Cons. They list who it is good for, a one paragraph conclusion and a rating. They also give you the option to compare the final review with other cameras.

Their forums are popular. Here people come to ask questions about which camera to buy, general advice and flame wars to justify their buying decisions. You can find thousands of posts about why camera X is better than camera Y. Some of their discussions have over 1 million posts and 100,000 threads.

Dpreview also has contests and challenges as well and a place for readers to showcase their work.

**Cons**

Not many other than being owned by Amazon

<http://www.diyphotography.net/>

Alexa Global ranking 27,022, US ranking 15,547

DIYPhotography is similar to Petapixel and they often post very similar articles.

**Pros**

Our demographic.

**Cons**

The site is of lesser quality.

The design of the site is just ok and could be updated.

Most articles are published by two or three people and tend to have more article about making accessories for cameras yourself instead of buying them.

The articles are the same as Petapixel.

The site is mostly about how to make things yourself rather than buying it.

<https://fstoppers.com/>

Alexa Global ranking 10,040, US ranking 4,711

Fstoppers is a site dedicated mostly to commercial photographers who shoot beauty, fashion, boudoir, weddings and travel.

**Pros**

They often have original content posted by several people

Their articles often tend to be about gear, behind the scenes, inspiration and advice.

The site is one pf the better designed sites.

They also have a community section similar to flickr’s community.

Fstoppers has a store where they sell their tutorial videos they have created.

**Cons**

Also post many of the same articles as Petapixel.

<https://www.slrlounge.com/>

Alexa Global ranking 24,916, US ranking 10,053

SLRLounge is very similar to Fstoppers with some minor differences.

**Pros**

They offer a place where people can upload photos and get a critique right on the photo. SLRLounge also has a lot of tutorials they sell as a premium subscription for $29 a month.

Modern site design

**Cons**

More of a tool to sell the photographers workshops and tutorials

Too similar to many other sites with more followers and better content.

<http://www.cameralabs.com/>

Alexa Global ranking 62,030, US ranking 28,221

Cameralabs is a small camera reviews site.

**Pros**

They offer a lot of video reviews.

The reviews are very detailed

**Cons**

The site is old and outdated

The images that come with the review are just ok.

<https://explorecams.com>

Alexa Global ranking 306,301

Explorecams is a site that allows you to choose a camera or lens and see photos from around the web taken with those items.

Sony/canon/fuji rumors

<http://www.sonyalpharumors.com/> Alexa Global ranking 23,529, US ranking 14,613

http://www.mirrorlessrumors.com/ Alexa Global ranking 105,673, US ranking 64,386

<http://www.43rumors.com/> Alexa Global ranking 44,191, US ranking 30,503

<http://www.fujirumors.com/> Alexa Global ranking 42,052

<http://www.canonwatch.com/> Alexa Global ranking 125,771, US ranking 51,968

The Rumors sites are basically just that, sites that feature rumors on upcoming cameras from all the different manufacturers. They also feature news on sales, reader’s photos and new releases on products associated with the camera systems.

<https://www.cnet.com/>

Alexa Global ranking 158, US ranking 93

A general site with reviews and news that is tech focused. The articles are written for the more basic consumer. Cnet is a place to go for consumer electronics and used to be the place where everyone went for reviews before you had other alternatives.

**Pros**

There are a few camera reviews, but the ones they have do go more in-depth than we do with sample photos, charts and graphs showing things like shooting speed.

They make it very easy to compare with other similar cameras in the review. Also on the top of each page, they have a video review as well.

Highly ranked

**Cons**

The pages are crowded with too many pop ups.

The reviews are basic and the site features a lot of lists, buyer’s guides and recommendations to Amazon, Walmart and Crutchfield.

More a general review site and covers many things we do not sell.

<http://www.fredmiranda.com/>

Alexa Global ranking 37,576, US ranking 10,277

This site is more of a forum than a blog.

**Pros**

They cater to our core demographic, Male photographers over 55.

They have boards for selling items, talking about gear and photo contests.

Any special on photo equipment from B&H is posted there pretty quickly.

**Cons**

This site has not changed for maybe 10 years.

Only deals with cameras.

<http://gizmodo.com/>

Alexa Global ranking 535, US ranking 214

A more general news, entertainment and tech site.

**Pros**

They cater to men between 16-40 with articles about movies, politics, gear and lifestyle in general.

They frequently cross post between the various sites. For instance, reviews on cars will redirect you too Sploid, their car site.

They do have lots of reviews on televisions, computers, routers and general electronic devise.

**Cons**

Gizmodo is one of many blog sites owned by Gawker media who do not have a good reputation

Gawker used to have a separate site called Reframe that covered only photography, but it is now gone since 2015 and now don’t really write many camera reviews anymore.

The reviews they do are basic and not much to them.

<https://luminous-landscape.com/>

Alexa Global ranking 64,973, US ranking 31,620

Luminous Landscape really caters to fine art landscape photographers. Most of its readers are hobbyists who lust for expensive medium format cameras.

**Pros**

The tutorials are of good quality and is very well known in the landscape photography world. They also have a very robust forum.

The demographic already probably shops at B&H

**Cons**

The site offers many paid tutorial and the site itself charges a subscription of $1 a month. The subscription is relatively new and was implemented in the past year.

The person who started the site, Michael Reichmann passed away recently and is now run by a couple people

<http://thephotobrigade.com/>

Alexa Global ranking 1,286,169, US ranking 371,908

**Pros**

Most of the articles here are related to photojournalism and commercial photography.

They do have some reviews, but they are on a very basic level.

They have many interviews with various photographers and videographers.

The site features “what’s in my bag” showing the equipment that photographers carry.

**Cons**

They are affiliated with Adorama.

Small site with few updates

<https://techcrunch.com/>

Alexa Global ranking 491, US ranking 351

Very similar to Gizmodo, but more about technology and business than anything else.

**Pros**

Their reviews are more in-depth than most other sites

They review lots of laptops, wifi systems, drones and other consumer products.

A large well know site

Modern site design

**Cons**

They really don’t do many camera reviews.

Most of the content has nothing to do with what B&H sells.

**Blog Reviews**

**DJI Mavik First Impression Reviews**

**Image-resource**

From September 27th

<http://www.imaging-resource.com/news/2016/09/27/dji-mavic-pro-drone>

**Pros**

Has video from manufacturer

Compares size, weight, battery life, software, camera and price of DJI Mavik vs Karma Pro in specific numbers

Talks about VR Headset

Has a few photos (5)

Talks briefly about obstacle detection

Talks about price difference between the two systems

Overall a decent review from someone that seems to use drones

**Cons**

Could use more info

Would like to see more videos shot by them

Good review but not as good as Petapixels. The site is a bit dated

**B&H**

From September 27th

<https://www.bhphotovideo.com/explora/video/news/new-drone-takes-flight-announcing-dji-mavic-pro>

**Pros**

Describes DJI Mavik’s spec like camera and video resolution

Goes into detail about the software, VR headset and collision detection in great detail

Ok Review but missing key info that would persuade me to buy it and makes me search for a price. Review reads more like a press release then a review.

**Cons**

No video

Not many photos (3)

No price listed

Doesn’t talk about battery life or flight time.

Ok Review but missing key info that would persuade me to buy it and makes me search for a price. Review reads more like a press release then a review.

**PetaPixel**

From September 27th

http://petapixel.com/2016/09/27/dji-unveils-mavic-pro-foldable-ultra-portable-camera-drone/

**Pros**

2 videos

12 pictures, details close up with all different angles.

Contains camera and video specs as well as flight time and battery life

Goes into detail about the software and collision detection

Has a video about the VR headset.

Has the price listed as well as when it will be available.

**Cons**

None

The best all-around review with basic info as well as details. They have 3 more articles that compare it to the closest competitor, the GoPro Karma.

**Sony A7RII Hands On Reviews**

**BH Photo**

https://www.bhphotovideo.com/explora/photography/hands-review/sony-a7rii

Separated the reviews. One for video and one for photo. This is based on the photo.

**Pros**

A more honest hands on review, rather than a modified press release.

Covers a lot of features as well as the pros and cons of the features

Some photos of the camera and some example photos

We have many videos and other types of reviews on Explora that also cover the missing gaps in this article (i.e. Video)

Overall a good review but not the most detailed.

**Cons**

Audio and video are separate reviews.

Could have featured some sort of chart or test to compare.

**DPReview**

https://www.dpreview.com/reviews/sony-alpha-7r-ii

Very extensive review. Considered the most through and detailed review.

**Pros**

Full specs (similar to our specs page on the detailed item view)

Video with field test

A chart comparing all the similar Sony cameras

A rating system

Video showing design and handling

Photos showing it in hand from above and behind.

Photos from every angle and every port

Details available functions in the settings

A tool that allows me to see an image they always shoot as a standard and lets you compare it to multiple cameras, lenses and setting. Up to four comparisons at the time. They include cameras that belong to other manufacturers. One of the best features of the review because I can directly see image quality.

Raw dynamic range exposure latitude comparison tool that shows different levels on noise in an image. The user is able to compare up to four different cameras like the previous chart. There is also another chart that shows the ISO –invariance (how much the color shifts as you go up in ISO)

A chart showing the difference when the camera uses a silent shutter.

A chart showing real world dynamic range

A video quality chart that allows me to compare two cameras.

A video showing the difference between 4K full frame vs. Super 35

A video showing the low light performance between 4K and 1080p

five videos on autofocus

Video on Face Tracking

Interactive photos showing focus

List of Pros and Cons

Rating with an ability to compare to other cameras.

A huge amount of sample photos.

**Cons**

Very Long?

**Petapixel**

http://petapixel.com/2015/06/10/sony-a7r-ii-the-worlds-first-back-illuminated-35mm-full-frame-sensor-and-4k/

Probably the worst review of the three.

**Pros**

Some specs.

A video of 4k footage

Price and availability listed

**Cons**

The Sony press release has more info.

The articles they have about the camera are click bait saying how bad it is, when really that’s not what the article says.