

StockFresh

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Review By Steve Gibson

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[stockfresh.png](#) [3]

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Our Review:

Stockfresh announced they will close on 17 Oct 2020. This review is for reference only.

Building on the success of [sxc](#) [5].hu (stockxcng) and the commercial followup [stockxpert](#) [6], both bought by Jupiter media then [Getty](#) [7] in turn, Hungarian developers 'Dream Group' present the [microstock](#) [8] site [stockfresh.com](#). [4]

Stockfresh was launched officially in June 2010 with a base of 100,000 images from top microstock photographers. This grew to more 500,000 images in less than 6 months.

Is it just another one that will flop in a couple of years?

I don't think so, not all new microstock sites launch, stagnate and close leaving little but some unhappy forum posts. [Depositphotos](#) [9] have been trickling in sales for me, [pixmac](#) [10] seems to have been growing their business steadily too with some 'innovative' marketing.

What's Different?

The failure (and subsequent resurrection and death) of [crestock](#) [11] shows us that even if you have a good sized image collection, professional site with all the right features and marketing 'toys' there is no guarantee of success. So what weapons does stockfresh have to defend itself in the microstock jungle:

- A very attractive commission rate, min. 50%
- Almost 10 years experience managing the success that was stockxpert
- Big names: Andres Rodriguez, Iofoto, MonkeyBusinessImages and more already onboard
- 3 Million images already online

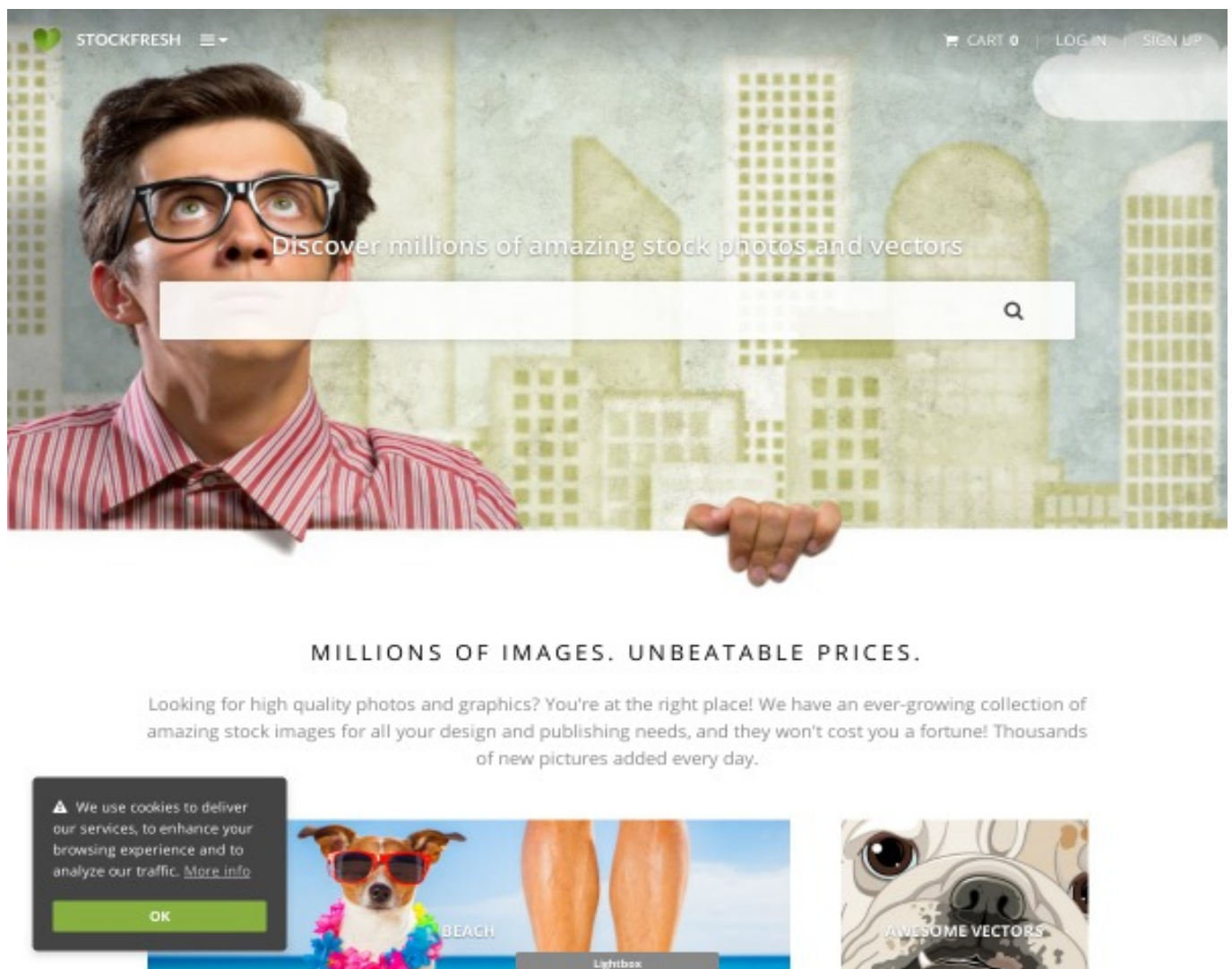
Peter Hamza, one of Stockfresh's founders says the agency has been built from scratch with the values **"simplicity, quality, fair pricing and last but not least fair commissions"**.

Conclusion (Review before close)

It's been more than 10 years since stockfresh launched and I upload my images, and while the site has been relatively slow to grow (compared to the cash injected depositphotos for example) growing is what it is doing and continuing to tick almost all the boxes for me as a 'lower tier agency'... sitting along side crestock, [cutcaster](#) [12] (now closed) and others.

Photographers with a good sized portfolio should give [stockfresh](#) [4] a closer look, smaller portfolios (<3000 images or so) will find earnings slow

The only box un-ticked for me is a reseller [API](#) [13] (not that I would need that API as an image contributor), whether this is something that stock fresh are planning, or only disclosing to certain parties remains to be seen; none the less, APIs are an important source of revenue to a microstock agency through image distribution, [all of the major microstock sites have an API](#) [14].



[4]

Site DetailsMedia Types (in addition to RF Images): This site accepts vector illustrations

([sort by agency](#) [15])

Real US\$ Cost of 1 Standard Image: 3 ([compare prices](#) [16])

Referral Scheme: 10% of sales only for life (90 Day sign-up period) ([compare rates](#) [17])

Cost of a standard image (1600x1200) 2MP approx: 3 Credits

Royalty Rate: 50% to 62.5% ([compare](#) [18])

Cost of 1 Credit (basic): \$ 1

FTP Upload: Address: stockfresh.com Username: Normal stock fresh login and password

Subscriptions:

Monthly, 10 images/month, \$29

Monthly, 150 images/month, \$79

Annual, 150 images/month, \$700

([compare subscriptions](#) [19])

Site Statistics**Approx. size of photo collection (0 = no current estimate):** 5000000

Images ([compare](#) [20])

Alexa Traffic Rank: 46226 (a measure of the site popularity, lower number is better)

Alexa 3 Month Change: 9020% (measurement of the increase of site popularity compared with three months ago, negative is a decrease)

Launched: 2010-2020

Community**Facebook:** [fan page link](#) [21] ([list all](#) [22])

Twitter: [@stockfresh](#) [23] ([list all](#) [22])

Photographers: 2600

<http://stockfresh.com/newsletter/006/>

Overall Rating: Site Closed / Not Recommended

0 Comments

It's quiet in here!

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[6] https://www.microstockinsider.com/site_reviews/stockxpertcom

[7] <https://www.microstockinsider.com/guides/stock-industry-big-hitters-getty>

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[13] <https://www.microstockinsider.com/glossary/term/44>

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