

Designers earn \$1M on new Envato platform in first six months. Set to exceed \$3M in first year.

San Francisco and Melbourne, Australia - March 21, 2017 - Six months after launching, [Envato Elements](#) designers have earned over USD\$1M, with current growth rates indicating it will continue to be an attractive proposition for independent designers.

Envato Elements launched in August 2016, with almost 5,000 design assets provided by hand-picked contributors from around the globe. It has quickly grown to include over 20,000 assets including Fonts, Graphics, Add-Ons, Presentation and Website Templates and 3D renders. Envato Elements has also fast become a must-have for agencies, freelancers, marketers and digital creatives - with over 20,000 subscribers paying a fixed monthly fee for unlimited access.

“We are very excited to reach this milestone and help our contributors earn a living doing what they love,” says Adrian Fittolani, General Manager of Content, at Envato. “As we continue to grow the content offering and attract new subscribers, the earning opportunities will continue to increase.”

Early results indicate Envato Elements is providing additional earning opportunities for the many contributors who also have items available for individual sale on Envato Market. Further, the progressive [subscriber share](#) model – whereby the revenue from each individual subscriber goes to the contributors they actually use – is ensuring that contributors are incentivised and rewarded for creating both popular and niche items.

Both contributors and subscribers have praised Envato Elements:

“It’s great that I can generate an income, and also know that my work is being appreciated and used in creative projects all over the world”

– Digital_Infusion, Graphic designer and Envato Elements contributor (Timisoara, Romania).

“Envato Elements is the helping hand I need to finish my projects”.

– Martin Mills, Studio owner and Envato Elements subscriber (Brisbane, Australia)

"Envato Elements is now my Google for inspiration".

– Viraj Parikh, Digital creative and Envato Elements subscriber (Mumbai, India)

Envato Elements will continue to grow in 2017 with the addition of new content and categories.

Supporting resources

- [Product Details](#)
- [FAQ](#)
- [Subscriber Share Overview](#)
- [Designer Testimonial Video](#)
- [Demo Videos](#)

Pricing and availability

Envato Elements subscriptions are currently USD\$29 per month and subscribers can cancel at any time. While new content is added each week, subscribers enjoy the same monthly fee when they joined. To subscribe, please visit: <https://elements.envato.com>

ABOUT ENVATO

Location: Headquarters in Melbourne, Australia. Team located around the world.

What Is Envato?

Founded in 2006, [Envato](#) is the world's leading community for creative assets and creative people.

The network includes [Envato Market](#), [Envato Studio](#), [Envato Tuts+](#) and [Envato Elements](#).

A community of more than seven million people worldwide buy and sell creative assets on Envato Market with total community earnings exceeding \$400 million. Millions of students have taken video courses and free tutorials on the Envato Tuts+ education network and Envato Studio connects people with hand picked freelancers to complete their creative projects. Envato Elements is a subscription service with thousands of ready-to-use graphic templates, fonts and assets available for unlimited download.



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