

# Digital Photographer increases its sales by 36%\* in latest ABCs

## Imagine's flagship digital photography magazine delivers impressive new monthly sales figures that outperform the market

Digital Photographer magazine today unveils its new monthly audited sales figures which show a rise on the previous audited amount of an incredible 36% to 17,170 (Jan-Dec 06).

In the extremely competitive digital imagery market Digital Photographer has enjoyed a year of sustained reader growth which has been reinforced by continued financial investment.

2006 saw the magazine achieve its highest ever individual issue sales figures and this has continued into 2007, and it is one of Imagine's most successful magazines. It is complemented by Imagine's camera review title, *Digital Camera Buyer*, which offers in-depth camera, lens and accessory reviews and group tests, and gives Imagine a solid foothold in the fiercely competitive photography magazine market.

Scott Caisley Advertising Director said of the results: "We are delighted at this result as it underlines Imagines' commitment to the photography market and demonstrates the popularity of the title. In an ever-increasing competitive market we are delivering healthy circulation growth, which represents real value to our advertisers."

"With the digital photography magazine market becoming ever more competitive, achieving these sales figures demonstrates the strength and popularity of *Digital Photographer*. With continued hard work, we look forward to improving on this figure over the next year," said Editor, Debbi Allen.

*Digital Photographer* was launched as the first semi professional digital photography magazine by Paragon Publishing in 2002, and was subsequently acquired from Highbury Entertainment by Imagine Publishing in January 2006. An immediate programme of improvements including production quality, magazine direction, and investment followed, with current Editor Debbi Allen taking over the magazine in August 2006.



\* ABC, Jan-Dec 06 vs Jan-Dec 04

**Debbi Allen**  
Editor