

DPhotographer.co.uk gains 6,000 images in its first four months

Innovative new user-generated digital photography website exceeds all expectations and proves a hit with Digital Photographer readers

Imagine Publishing's today announced that its interactive online gallery for digital photographers has already attracted over 6,000 image uploads and over a thousand active photographers keen to showcase their best work and share photographic knowledge and tips.

Launched in July 2007, www.dphotographer.co.uk is an interactive online community for amateur and semi-pro photographers, and the companion website for *Digital Photographer* magazine. The website allows registered users to upload into their own online galleries (complete with a unique URL which takes them directly to their images), and also rate and comment on any photo in the database. The latest photos can be viewed easily from the home page, and sorted by category, most commented, top rated, most viewed and also by featured photographer.



Every photographer registered with DPhotographer.co.uk gets a personal profile page to view their online photograph gallery, comments and ratings left by other users, and also a summary of related statistics, including number of views, total number of comments received and posted, and an average rating for their gallery. Coloured medals are awarded for the best scores and gallery activity.

The *Digital Photographer* magazine team regularly update the website with the latest news, as well as bestowing a "Photo of the Week" award on the best new image uploaded. Visitors to the site can also enter the Digital Photographer of the Year Awards, and download tutorial files from previous issues of the magazine.

Debbi Allen, Editor of *Digital Photographer* said of the site's success: "We're thrilled to be inspiring our readers, not only inside our magazine but via the website too. The success we have experienced within the first four months proves that the user-friendly format we have created caters for our readers' need for a portfolio-led online community."

Imagine Publishing is one of the UK's fastest growing consumer specialist publishers. Formed in May 2005, it now publishes 20 magazines and 20 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.