

# Digital Camera Buyer gets new look

## Imagine Publishing reveals the latest upgrade to its successful magazine portfolio with the newly redesigned *Digital Camera Buyer*

On sale in December, *Digital Camera Buyer* issue 78 has had its first major redesign since its launch, introducing both new editorial and design features.

Debbi Allen, Editor in Chief, explains: "The new look magazine, driven by the significant growth in the DSLR and mid-to high-end compact sales, is designed to allow much more reader interactivity and give consumers a complete view of each product listed. Consumer confusion is addressed with all the major features being explained in-depth, and with a further programme of development planned for both the magazine and website in 2009, DCB will deliver every month on its promise of being the UK's only definitive digital camera buyers guide."

Aimed at anyone who's on the hunt for a new camera, accessory or piece of photographic software, *Digital Camera Buyer* now utilises Imatest testing and results charts to ensure readers have access to the most accurate but accessible reviews. Alongside these in-depth reviews will be reader comments and second-hand shopping advice.

"Our 2008 refresh of *Digital Camera Buyer* brings the magazine up to the high standards of editorial and design, expected of all Imagine Publishing titles," said Ross Andrews, Head of Design. "Over the past few years, the photography market has grown exponentially, welcoming newcomers and film photographers into the world of digital. The new look buyers' guide reflects this market shift, and offers a more reader-focused approach to reviews while giving us the flexibility to concentrate more on features and usability, rather than just megapixels."

Head of Sales, James Hanslip, added: "The new look enhances this already hugely successful product and shows the ambition of the team to make sure the magazine evolves with the ever-changing marketplace, and ensuring *Digital Camera Buyer* stays at the cutting edge of design offers our advertisers fresh and innovative ways to take their brand to market."



Imagine Publishing is one of the UK's fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 20 magazines and 23 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.

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