

# DPhotographer.co.uk celebrates 50,000 photographs milestone

**The website of the UK's fastest-growing photography magazine announces record numbers of uploaded images**

Imagine Publishing is proud to announce that the gallery-based website for *Digital Photographer* magazine has reached the record-breaking 50,000 image mark, and all within just 18 months!

Created by industry experts with a passion for photography, the website's popularity reflects the hard work and dedication of these professionals, as well as the loyalty and support of the magazine fan base.

Editor in Chief of photography at Imagine, Debbi Allen, is delighted by the website's success: "In just a year and a half, **DPhotographer.co.uk** has become one of the most popular places online for photographers, reaching an astounding 50,000 user-uploaded images. Driven by the popularity of innovative features such as Photo Face-Off, the site boasts over 600,000 page impressions each month, and that number just keeps on growing! Demonstrating the strength and popularity of the *Digital Photographer* brand, we're keen to push the website even further, and users can expect to see some exciting new features in 2009."

"The site has really taken off now and new features like the 'face-off' functionality (**Photofaceoff.co.uk**) have been made possible and have proven to be a real hit with our users", said Lee Groombridge, Interactive Media Manager. "We have seen a dramatic rise in activity on the site overall, partly due to the increase in images but also with almost a third of the traffic coming through the Face-Off feature."

Head of Sales for Imagine Publishing, James Hanslip, commented: "To reach 50,000 user-uploaded images is a real achievement in such a short time frame, and really represents how popular this site has become. The obvious benefit of having such user-generated content is that it offers our advertisers a unique platform to engage with their target market, to drive home their brand. Industry heavyweights such as Canon, Epson, Sony and Adobe have already capitalised on this success by supporting the site with recent campaigns."

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.

**Imagine Publishing**  
**01202 586200**  
**www.imagine-publishing.co.uk**

**Debbi Allen**  
**Editor in Chief**

