

Digital Photographer's sales soar over 18% in ABCs

Well-respected photography magazine records fourth consecutive rise in audited sales figures since 2001

Today the trailblazing monthly announced an 18.3% rise in its latest ABC figures amounting to 25,004. The continued growth substantiates the claim that *Digital Photographer* is one of the the UK's fastest-growing photography magazines.

The title's Editor in Chief, Debbi Allen, was ecstatic at hearing the news. "We're delighted to announce 2008's ABC results as it underlines Imagine's commitment to the photography market and demonstrates the ever-growing popularity of the title. In an increasingly competitive market *Digital Photographer* is thriving, thanks to the hard work and dedication put into this title. We're keen to achieve more though, and are looking forward to further improve the magazine and the website in 2009 – watch this space!"



The team are particularly overjoyed at the news, as the ABC figures come on the back of the website's (www.dphotographer.co.uk) record success, reported at the start of the year, announcing 50,000 uploaded images within 18 months of going live.

"We are once again delighted to see that *Digital Photographer* has increased its circulation in this highly competitive marketplace, achieving an impressive 18.3% growth year on year," said Head of Sales James Hanslip. "In an increasingly competitive market, we are delivering healthy circulation growth, which represents fantastic value to our advertisers."

The results mean that *Digital Photographer* has literally gone from strength to strength, reporting increases in ABC figures year-on-year. Since 2004 the numbers have almost doubled from a humble 12,613 to a sensational 25,004. The title has become one of Imagine Publishing's best-selling monthlies thanks to its dominant position in the market, which has been achieved through a focus on quality, high value production, and the sheer passion and dedication of its editorial and design team.

Imagine Publishing is one of the UK's fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 20 magazines and 25 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.

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