

Digital Photographer smashes the 1 million sales barrier

Imagine Publishing celebrates the phenomenal success of *Digital Photographer* since its acquisition in 2006

Digital Photographer magazine's cumulative copy sales have now surpassed the 1 million copies mark since Imagine Publishing acquired the rights to the title four years ago. The popular prosumer photography magazine enjoys phenomenal success worldwide, with a strong following of enthusiasts and professionals in the UK and the USA.

Success of the *Digital Photographer* brand also extends to the hugely popular gallery-based website, **DPhotographer.co.uk**, which reached a record-breaking 50,000 user images within 18 months of launching. The site now boasts over 117,000 images and continues to grow at a rapid rate.



Editor of *Digital Photographer*, Rosie Tanner, is thrilled with the magazine's success, "The growth of *Digital Photographer* has been phenomenal and I'm proud to be part of such a successful brand. Its popularity is testament to the hard work of a talented team, who continually push forward this high quality title. 2010 is going to be great year for *Digital Photographer* and I'm so excited to be a part of that."

James Hanslip, Head of Sales said, "This really is a huge milestone for *DP* and shows what fantastic heritage this title has. The popularity and reach continue to grow, especially in light of the launch of the iPhone and iPad editions, which position the brand at the forefront of the photography market."

Editor in Chief, Debbi Allen added: "In what has been a particularly hard year for photographic magazines, reaching one million copy sales is a great achievement for *DP*. A massive thanks to the team, the readers and the industry for supporting *Digital Photographer* over the past four years."

Imagine Publishing is one of the UK's fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 20 regular magazines and 30 websites in the videogames, computing, entertainment, motoring and photography markets. An Imagine magazine is purchased every ten seconds.

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