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Photo & Imaging News moves forward online

24 May 2011

Yaffa Publishing Group will cease publication of the printed version of the long-standing retail photo magazine *Photo & Imaging News* with the June issue.

Publisher Jeremy Light said the decision to phase out the print version of the magazine, first published in 1958, was influenced by the immediacy of online news and the changing information needs of photo retailers and suppliers.

PIN Online now has 4000 plus visitors each month

"The *Photo & Imaging News* email newsletter and website were launched two years ago and since then, we have been breaking news online rather in print, and traffic to the website has grown steadily to more than 4000 unique visitors a month," he said.

"The photo and imaging industry is just one of many industries being turned on its head by changing technology," he told *PIN Online*. "In fact, it's hard to think of any industry that has not had to reshape itself in the face of the internet and digital communications."

Consumer photo titles growing strongly

"Many consumer and lifestyle magazines remain in good shape because readers are passionate about the subject matter and want to savour the experience of a quality product in their hands. This is the case with photography magazines, indeed photography was one of the fastest-growing categories of all magazines in 2010.

"Our sister publications *Australian Photography*, *Digital Photography + Design* and *Capture* are more popular than ever, selling copies in record numbers by subscription and on the newsstands. *AP*'s paid circulation increased by 8.8% in the December 2010 audit, *DP+D* increased by 2.1% and *Capture* went up by a huge 32.2%," he said.



INDEPENDENT PHOTO (IPS) WILL REVEAL ALL ON STAND # 437

Photo & Imaging News' June issue is now a collector's item.

more news

- ❖ What's making news overseas
- ❖ Panasonic's Paul Reid moving to Europe
- ❖ Product news from Clickonprint and 3M
- ❖ PICA and PMA have their say at retail inquiry

latest comments

- 7:20AM "Film will always be cool because film cameras like Holgas have appeal that crappy digital cameras never will."
film gordon on **What's making news overseas**
- 12:53AM "I love these cameras, its a great alternative to the old polaroids. I purchased mine from Urban Outfitters a ..."
Andrew Spada on **FUJIFILM releases two i...**

products (more >>)

Walmart goes on online offensive



The world's largest retail company Walmart is responding to pressure from its online rivals with the launch of new websites in the emerging markets of Latin America and China, as it looks to take advantage of what it describes as a 'multi billion dollar opportunity'.

- ❖ Polaroid Pogo mini printer
- ❖ Sony ships more sensors

events (more >>)

- ❖ **PMA Australia**
Sydney, Australia | 23 Jun - 26 Jun, 2011
- ❖ **DIMA Conference 2012**
Las Vegas, Nevada, USA | 10 Jan - 13 Jan, 2012
- ❖ **PMA@CES USA**
Las Vegas, Nevada, USA | 10 Jan - 13 Jan, 2012

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reader comments

- ❖ Its a whole new world for our customers ,Internet Buying & Comparing products great ,but no support from the GST Police , so the

tell a friend



Yellow Peril & killing us ..

AL-Pal on 24-May-11 06:21 PM

- Independent Photo (IPS) was born in the midst of changing times in the Digital era and it seems fitting that our Company's BIGGEST announcement is made again in the midst of change, sure we can say we'll miss the old, but we already have embraced the NEW! - Well Done P & I - Keep up the Good Work! **Stuart Holmes - Independent Photo (IPS)** on 24-May-11 06:06 PM

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Yaffa Publishing Group
17-21 Bellevue Street
Surry Hills NSW 2010
Australia

Ph: 02 9281 2333
Fax: 02 9281 2750
Email: info@yaffa.com.au
Web: www.yaffa.com.au

AdNews.com.au
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