

BJP's iPad app celebrates its first birthday by exceeding all expectations

Submitted by: Incisive Media (New London House)

Wednesday, 19 September 2012

LONDON, 19th September 2012

It's been one year since British Journal of Photography (<http://www.bjpapp.com/iphone>) launched its bespoke iPad edition, and what a memorable year it has been. Not only did it win an award at the British Media Awards, it's continually topped the iTunes charts in both the photography category and Newsstand, and now has more subscribers than the print edition.

Editor, Diane Smyth comments "BJP's iPad app (<http://www.bjpapp.com>) shell has been downloaded nearly 200,000 times, and what's particularly exciting for us is that it's being downloaded by readers all over the world, making BJP a truly global brand."

Publisher Marc Hartog adds "The week the app launched I recall stating that I would consider it a success if downloads matched our print circulation of 8,000. On our one year anniversary, the app shell has been downloaded close to 200,000 times and our iPad subscribers have now exceeded print – which incidentally is at an all-time high. The response from the industry and our readers has validated our original thinking regarding the reader's willingness to pay a premium price for premium content, delivered in an immersive and interactive environment".

Issue 5 is out now, featuring an in-depth interview with Daido Moriyama, an icon of 20th century photography, ahead of his blockbuster Tate Modern show with William Klein.

Also featured is the new breed of photographers giving new life to stop frame animation, an interview with Jason Evans, a quiet revolutionary now shortlisted for the prestigious 2012 Grange Prize and a review of the Sony RX100, heralded by The New York Times as the best digital compact yet. Plus there is an interactive guide to the best photography galleries, bookshops, labs and shops in London.

A 50 page preview is available to download free on the App Store. The full issue is GBP 6.99/ EUR 7.99/ USD 9.99.

For more information visit www.bjpapp.com.

Images available upon request.

Notes to editors

About British Journal of Photography

British Journal of Photography is published by Incisive Financial Publishing Limited as a premium quality monthly magazine, available across the UK and select cities in Europe, North America, the Far East and Australasia. Established in 1854, it is the world's longest-running and most influential photography magazine, defining the future of photographic journalism. It was one of the first photography magazines

to launch online, starting BJP-Online.com in 1997, now reaching more than 100,000 unique visitors per month.

The BJP app won the "Best use of Mobile" award at the inaugural British Media Awards in April. A new iPhone edition is also available – for further details please visit www.bjpapp.com/iphone.

About the App Team

The team responsible for the design and production of the BJP app are now available for full service digital contract publishing, using the Mag+ platform. For more details please contact Mick Moore on: mick.moore@incisivemedia.com

About Incisive Media

Incisive Media is a leading global provider of specialist business news and information, in print, in person and online. The company's principal markets include financial services, legal and accounting services, marketing services, technology and risk management. Incisive Media's market-leading brands include Accountancy Age, Computeractive, Investment Week, Legal Week, Post, Risk and V3.co.uk. Visit www.incisivemedia.com (<http://www.incisivemedia.com>).

About Mag+

Mag+ (www.magplus.com) is the most flexible and efficient platform for publishing creative content on touch screen tablets. Mag+ premiered on the first iPads in April 2010 with the award winning Popular Science+. It supports dozens of titles in the Apple Newsstand and also has titles on the Android platforms. With its streamlined production system, powerful backend and feature-rich app framework, Mag+ is ideal for anyone — from magazine and book publishers to catalogue marketers and design agencies — wanting to bring beautiful, immersive content to the millions using this new generation of digital devices. Built by the R&D task force of global publishing powerhouse Bonnier Magazine Group, Mag+ was spun out into its own company, Moving Media+, in 2011.

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