



**FOR IMMEDIATE RELEASE:**

Contact:

Marisa Grimes

646-654-5759

[marisa.grimes@nielsen.com](mailto:marisa.grimes@nielsen.com)

**PDNONLINE.COM DEBUTS NEW LOOK AND ENHANCED FUNCTIONALITY**

*Leading Photography Website Introduces Innovative Features Providing Even More Valuable Tool for Photography Professionals and Enthusiasts*

New York, NY (August 20, 2008) – Photo District News (PDN), the award-winning, leading publication for professional photographers, photography students, and creatives who use imaging, has unveiled a revamped look and feel for its website, [PDNonline.com](http://PDNonline.com). In addition to its sophisticated new design, PDNonline debuted a suite of innovative features aimed at providing an enhanced tool to its audience, which covers a broad segment of the visual arts industry. The redesign includes improved site navigation, making it easier to read and use, helping visitors quickly find the content they are looking for.

Holly Hughes, PDN’s Editor-in-Chief said, “The revamped PDNonline allows us to fully deliver on our brand promise to our audience. In addition to providing the latest news, product reviews and innovations in the world of photography, we are combining our unmatched information and insights with advanced navigation and search capabilities, video and a forum for our readers to exchange ideas and provide feedback.”

“The redesign has made us even more relevant, accessible and impactful,” added Lauren Wendle, PDN’s Vice President and Publisher. “That’s an obvious benefit to our readers, but it also provides our advertisers with unique and robust rich media opportunities, such as through our Webcasts and social networking channel, to deliver their message to PDN’s audience.”

New features of the redesign include:

- Multimedia content – Enhanced video, webcasting and other multimedia applications
- Enhanced Search – New and improved search capabilities throughout pdnonline.com

- Social Networking – **PDN Compass** connects the photography community worldwide
- Events Calendar includes sections for professionals and students
- Most Read and Most Emailed lists track hottest topics

Among other advanced features, PDNOnline's new functionality includes a **Resource Center** that will aggregate PDN's unrivaled archive of 'how to' content, which ranges from "how to shoot in China" to "how to shoot for green agencies." Also featured is PDN's **Legal and Learning Centers** and revamped **Photo Galleries** for optimized photo viewing on the site. A new **Contests** section is home to all of PDN's annual photo contests, including World in Focus and PDNedu Student Photo contest. In addition, the new **Comments** feature allows users to share ideas and experiences and interact with other readers.

The new look and feel also allows for better integration of the PDN Network's assets across the site. In addition to PDN magazine and PDNOnline, the PDN Network includes PDNedu, the award-winning site for student photographers; PhotoServe, the #1 assignment photography portal; Photo Source, the industry's leading directory site; and the PDN Gear Guide, PDN's directory and reviews of the latest photographic equipment.

### **About PDN**

Since 1980, *Photo District News* has been the #1 source of information on the professional photography industry, delivering unbiased news and analysis, interviews, and portfolios of the latest photographic work. The award-winning monthly magazine delivers the information photographers need to survive in a competitive business – from marketing and business advice to legal issues, photographic techniques, new technologies, and more.

**PDNOnline** covers breaking news stories and delivers in-depth features on the photo industry, including interviews and profiles, reports on new products both analog and digital, and information on useful sources for professional photographers. PDNOnline's photo essays and galleries explore the work of photography's masters and today's emerging talent.

The **PhotoPlus Expo**, an extension of the PDN brand, showcases the latest advances in photography, both traditional and digital. Held annually at the Jacob Javits Convention Center in New York, attendees have the opportunity to explore an inspiring array of photography, design and imaging products and services - everything from image capture and color management to retouching and storage - all from the industry's leading manufacturers.

PDN and PhotoPlus Expo are produced by Nielsen Business Media, part of The Nielsen Company, a global information and media company.

###