

WEBSITE ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited
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certainty in a virtual world

Site Name: ePhotozine

Website Domain:

www.ephotozine.com

Period Covered by Certificate:

1 July - 31 July 2007

Site Content: (Media Owner's Statement)

ePHOTOzine is the UK's leading, award-winning, online photography magazine, created by Magezine Publishing Ltd in 2001. This must-visit community site is packed with a wealth of digital and film techniques, tips and advice, as well as highly active and addictive forums, a fantastic members' photo gallery and monthly competitions with high value prizes.

Visitors can keep bang up-to-date with the latest industry news and find out which equipment to buy in our unbiased and authoritative reviews.

ePHOTOzine is free to join and has something for photographers of all levels of experience and age, which is one reason for its huge success and industry recognition as "A veritable Swiss Army knife of a site!".

Media Owner:

Magezine Publishing Ltd
The Turbine,
Shireoaks Triangle Business Park,
Coach Close,
Shireoaks
S81 8AP

Contact:

Tel: +44 1909 512111.
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email: info@magezinepublishing.com



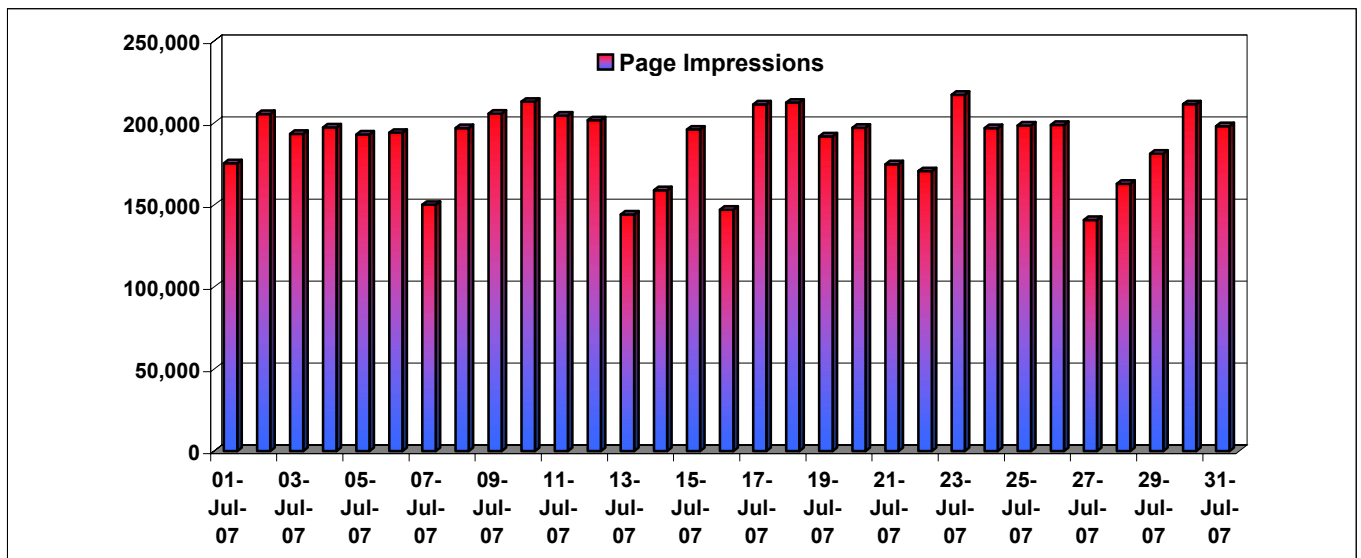
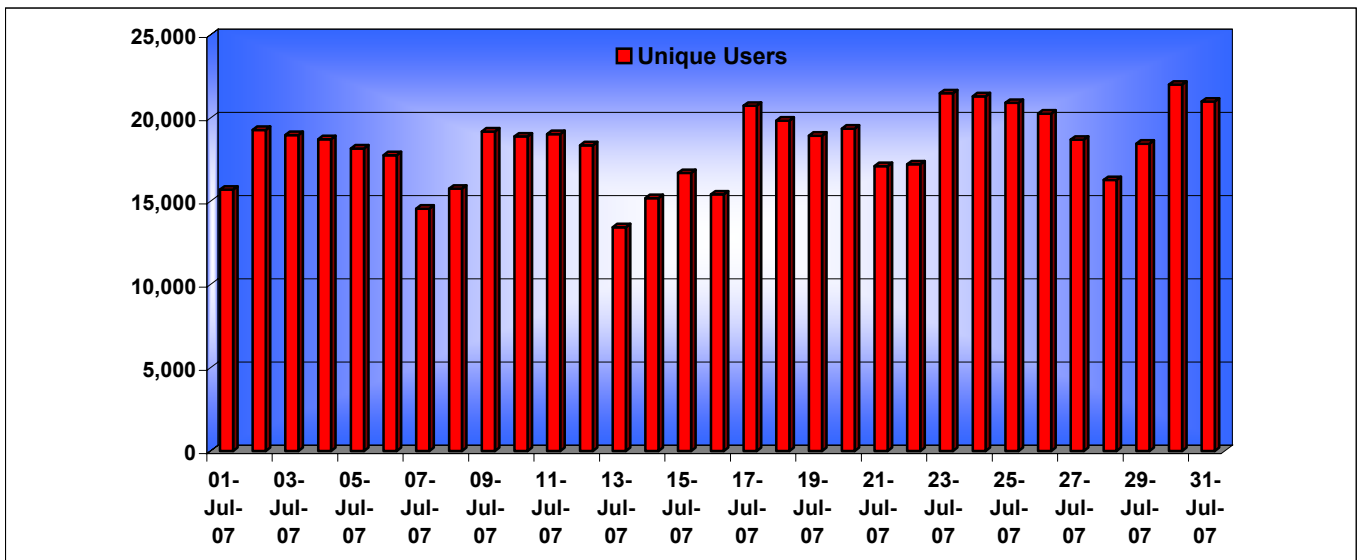
1. Total qualifying traffic for the certification period 1 July - 31 July 2007

	<u>Daily Averages</u>	<u>Total</u>
Unique Users	18,361	411,726
Page Impressions	188,428	5,841,279

2. Daily Activity: Unique Users and Page Impressions



DATE	UNIQUE USERS	PAGE IMPRESSIONS	DATE	UNIQUE USERS	PAGE IMPRESSIONS
01-Jul-07	15,715	175,485	17-Jul-07	20,757	211,281
02-Jul-07	19,296	205,468	18-Jul-07	19,860	212,398
03-Jul-07	18,998	193,411	19-Jul-07	18,954	191,863
04-Jul-07	18,739	197,239	20-Jul-07	19,373	197,123
05-Jul-07	18,186	192,972	21-Jul-07	17,123	174,789
06-Jul-07	17,779	194,070	22-Jul-07	17,232	170,656
07-Jul-07	14,566	150,167	23-Jul-07	21,502	217,238
08-Jul-07	15,773	196,839	24-Jul-07	21,322	196,872
09-Jul-07	19,205	205,662	25-Jul-07	20,923	198,504
10-Jul-07	18,906	212,983	26-Jul-07	20,279	198,922
11-Jul-07	19,054	204,577	27-Jul-07	18,715	140,866
12-Jul-07	18,378	201,687	28-Jul-07	16,293	162,902
13-Jul-07	13,448	144,167	29-Jul-07	18,473	181,291
14-Jul-07	15,198	159,096	30-Jul-07	22,023	211,469
15-Jul-07	16,711	196,020	31-Jul-07	20,999	198,132
16-Jul-07	15,425	147,130			



3. Additional Notes

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

4. Definitions used in this document

UNIQUE USER: Is defined as "The total number of unique combinations of a valid identifier. Sites may use (i) IP+UserAgent, (ii) Cookie and/or (iii) Registration ID." Note that where USERS are allocated IP addresses dynamically (for example by dial-up Internet Service Providers), this definition may overstate or understate the real number of individual USERS concerned.

PAGE IMPRESSION: Is defined as "A file or a combination of files sent to a USER as a result of that USER'S request being received by the server". Note: The USER must be a valid USER. Non-requested files (e.g. some images, surplus html files served to build frame-sets, pushed pages, etc) are excluded. One request by a valid USER should result in one PAGE IMPRESSION being served. Where service providers, search engines or other organizations cache site content, PAGE IMPRESSIONS served from such caches may not be recorded by the originating site.

SYNDICATED CONTENT: Is defined as "Content served by a third party into the certified site's PAGE IMPRESSIONS, or content served by the certified site into a third party's PAGE IMPRESSIONS". Such content may be claimed as valid traffic by both parties. Syndicated content may or may not be included in the traffic certified.

INVALID TRAFFIC: Is defined as "Traffic generated by web site development activity, whether by the site or by its agents and automated search engines, indexers, robots, spiders etc. as defined by ABC ELECTRONIC on a list of user agents see (www.abce.org.uk)".

For more detailed information go to: www.abce.org.uk

5. Counting System

This site used a third party to count the data supporting this certificate.

6. Audit Report from Electronic Media Audits Limited

We have examined the activity records and other data presented by this WWW Site for the period covered by this Audit Report. Our examinations were made in accordance with established procedures and included such tests and other audit procedures as we considered necessary under the circumstances. In our opinion, the WWW Site activity shown is fairly stated in this report and the other data contained in this report are fairly stated in all respects material to the activity.

While ABC ELECTRONIC has conducted successful checks to gain confidence in the authenticity and validity of the original traffic, we have not expressly audited for fraud or negligence.



Electronic Media Audits Limited (ABC ELECTRONIC)
September 2007