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[Alamy Sounds Alarm Over Newspaper Spending](#)

James West, the CEO of U.K.-based stock photo agency [Alamy](#), says U.K. newspapers are spending 30 to 70 percent less on stock photography this quarter year-over-year. In an e-mail to contributors ([also posted on the Alamy blog](#)), West identifies a series of problems at newspapers:

- Advertising revenues have fallen dramatically this quarter in most cases
- Print sales have been falling and will continue to do so
- Online versions of newspapers have yet to deliver a revenue stream comparable with that of print
- Most titles have been making redundancies in recent months
- Editorial budgets have been cut
- Further editorial cuts are anticipated

[Read more here.](#) This will come as no shock to anyone who's paying attention to the media industry.

West writes that to retain these newspaper customers, "any subscription offering needs to be priced at or below the total expenditure for the previous year for an unlimited number of downloads."

We don't know what portion of Alamy's sales come from U.K. newspapers, but this underscores a serious problem for photographers and stock agencies. How do you grow when your customers are going broke?

Posted by Daryl Lang in [Newspapers](#) , [Stock](#) on March 18, 2009 | [Permalink](#) | [Comments \(1\)](#) |

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