

Imagine set to launch first new PC games magazine in ten years!

Bournemouth-based publisher announces November launch for new PC and online games magazine, Total PC Gaming

Imagine Publishing is proud to announce the launch of an exciting and innovative PC games magazine on sale on 8 November. *Total PC Gaming* is the latest next-generation launch into the PC games magazine market, offering a fresh alternative for the games industry, advertisers and readers.

Total PC Gaming retails at £3.99 for 148 pages, making it the biggest and best-value PC games magazine available. The magazine is a complete resource for hardcore gamers and covers all aspects of contemporary PC gaming with special focus on areas neglected by the current competitors, such as MMORPG, retro gaming and hardware, along with previews and reviews of the latest games.

Each issue includes an innovative 20-page mini-mag – *MMO Worlds* – dedicated to the huge MMORPG market, currently the fastest-growing sector of the games market with millions of players worldwide. The huge hardware section offers group tests and reviews of the latest gaming hardware with emphasis on performance tests for gamers who constantly upgrade their kit. The unique retro section is packed with backwards looks at the classics of PC gaming for those who fondly remember the games of their youth.

Dave Harfield, Editor in Chief, commented: “It’s the most comprehensive PC games magazine available, covering all genres of games, along with advice on buying and configuring hardware for the best possible performance. *Total PC Gaming* is the magazine that every PC gamer needs.”

“The PC gaming fraternity has been crying out for an alternative option in a market that has been dominated by one publisher for over a decade.” Said Advertising Manager James Hanslip.



Dave Harfield
Editor in Chief

“Industry support has been fantastic with the fresh ideas welcomed and aggressive price point of £3.99, the lowest in the marketplace, making the title highly accessible. The increased competition this title will offer is ultimately great news for advertisers offering a true alternative marketing platform in an extremely high quality product” Hanslip added.

Imagine Publishing is one of the UK's fastest growing consumer specialist publishers. Formed in May 2005, it now publishes 20 magazines and 20 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.

Name: **Total PC Gaming**

Price: **£3.99**

Pagination: **148 pages**

Frequency: **13 issues pa**

Print run: **40,000**

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