

Play remains number one for PlayStation according to latest ABCs

Today's audited ABC sales figures once again prove that Imagine's *Play* remains the UK's bestselling independent PlayStation magazine

Play, the UK's longest running PlayStation magazine (originally launched in 1995) today cemented its position as the country's bestselling independent PlayStation magazine with a Jan-Dec 06 ABC figure of 29,086, outselling its nearest rivals, Future's *PSM3* and *PSW*. Imagine Publishing now has 46% of the independent PlayStation magazine market.

Despite strong competition in the form of a covermount war and rebranding of its rivals, *Play* has remained number one for the last 19 months and has also recently successfully bridged the gap between the PlayStation 2 and the new PlayStation 3 console due to launch in March. *Play* was there for the launch of the first PlayStation, and is still the readers' number one choice for the launch of the PS3.

Play's sister magazine, *PowerStation*, today confirms its position as the number one tips and cheats magazine for an incredible 16th ABC period (stretching back over ten years since its launch in 1996!). *PowerStation* has seen off even the *Official PlayStation Tips* magazine (twice) and joins *Play* as the undisputed number one title.

"For *Play* and *PowerStation* to retain the number one PlayStation spots is a fantastic achievement. Even in this difficult time for PlayStation magazines, our readers have remained loyal to the brands and clearly value the quality of content, which is second to none," said Imagine's Nick Jones, Editor in Chief of PlayStation titles.

Advertising Director Scott Caisley said of the results: "The last six months have been extremely tough for all PlayStation titles, however *Play* has continued to out-perform the market both in circulation and advertising."

Latest independent PlayStation ABCs (Jan-Dec06, Jul-Dec06)

Magazine	Publisher	Latest ABC	Share
Play	Imagine	29,086	30%
PowerStation	Imagine	15,151	15.7%
PSW	Future	26,003	26.9%
PSM3	Future	26,584	27.5%



Nick Jones
Editor in Chief