

New iCreate website launches

The creative magazine for Mac users provides creative resources, reviews and more at www.icreatemagazine.com

Launched today, the new *iCreate* magazine website provides beginner to intermediate Mac users with the latest reviews for hardware and software, iPod accessories and Macintosh games. The exciting new site also includes exclusive creative materials and companion files to accompany the magazine's tutorials, and the download section contains *iCreate*'s unique desktop backgrounds and Mac OS X Widgets.

In addition to these important online features, **www.icreatemagazine.com** provides a vital route for readers to access the popular *iCreate* forum, which provides a platform for reader feedback and an opportunity to speak directly to the magazine team. As part of the Imagine Network of websites, users are also able to enjoy an animated sample of an issue of *iCreate*, subscribe to the magazine, and order back issues or associated merchandise. **www.icreatemagazine.com** was developed by Imagine's in-house Interactive team and joins the company's successful portfolio of 20 technology sites.



Editor Ben Harvell said: "The *iCreate* website provides a new way for readers to enjoy the magazine's content online. Whether they are after buying advice or want to download files to help them follow our tutorials, this site provides a convenient solution."

Lee Groombridge, Interactive Media Manager added, "The development of this site has allowed us to fulfil both editorial and advertising demands. The team was able to meet the intense deadline by producing a site that has launched with the ability over the next few months grow organically with new reviews, downloads and more special features."

Launched in 2003 *iCreate* continues to provide the best coverage of Apple software and hardware from iPods, iTunes and the new iPhone through to Mac OS X and the iLife suite of creative applications. With over 50 pages of tutorials every month the magazine's design reflects the style and quality consumers have come to expect of Apple's product line.

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.

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