

PlayStation 3 magazine PSU3 merges with long-standing Play

Imagine Publishing chooses to focus on its core PlayStation brands for 2008 and beyond

Imagine Publishing today announced the merger of *PSU3* with *Play*, effective immediately. The move comes after careful deliberation into the state of both the PlayStation and the related magazine market which has not seen the significant growth shown by Xbox 360 titles. With the PlayStation magazine market unlikely to improve in the short to medium term, the decision was taken to merge the two titles in order to focus resources on what is Imagine's market-leading PlayStation title.

The merger will see key staff from *PSU3* move over to *Play* to bolster its already talented team, and will see some of *PSU3*'s innovative features incorporated into Imagine's bestselling independent title and improve *Play*'s editorial package in time for what is hoped to be a stronger 2008.

Nick Jones, Editor in Chief of Imagine's PlayStation titles commented, "The fact is that the PlayStation market is at an all-time low and this has been reflected in the sales of PlayStation magazines. With a lower than expected PlayStation 3 installed user base, no price reduction of the hardware, and few triple-A games until much later next year, we have taken the decision to merge *PSU3* with *Play* and focus on our most long-standing games brands and also our new launches."

"By concentrating on *Play*, our premium PlayStation multiformat magazine, and of course *PowerStation* the market-leading tips and cheats title, we will be able to ensure that Imagine stays ahead of its competitors and remains an attractive opportunity for games publishers and advertisers alike."

Issue 159 of *Play* will be the first issue to incorporate *PSU3* and will be on sale on 19 October. Existing subscribers of *PSU3* will be offered *Play* as a substitute.

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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