

Total PC Gaming gets new promos

Newly launched PC games magazine upgrades its promotional package, website and launches monthly podcasts

This September sees Imagine Publishing unveil the new promotional package for its PC games magazine *Total PC Gaming*. From issue 11, readers of the magazine will benefit from a covermounted DVD packed with high value software and exclusive game demos, a double-sided book, and a full-colour bag together with the popular *MMO Worlds* mini-mag.



The new covermounted DVD is packed with the latest trailers and demos featuring exclusive in-game commentary from the team along with free games, custom wallpapers and software. The free book each issue covers popular subjects such as retro games, overclocking, pc modding and game guides. With these improvements *Total PC Gaming* offers PC gamers a bigger and better package for £5.49 an issue – lower than its rivals.

Since its launch in 2007 *Total PC Gaming* has captured the excitement of the burgeoning PC gaming, modding, retro, and MMO game scene worldwide and offered competition in a market that sorely lacked it for many years. The print magazine is now joined by a fast-growing companion website and monthly podcast available for download via iTunes.

“We’re extremely proud of what we have achieved already with *Total PC Gaming*. In its short lifespan the magazine has secured exclusives for key releases such as *Spore*, *Tomb Raider*, *Battlefield Heroes* and *Age Of Conan*,” said Editor in Chief, Dave Harfield. “This bold move to increase the package is the next logical step in the magazine’s development and will enable us to compete even more effectively with its rivals.”

Head of Sales, James Hanslip, added: “*Total PC Gaming* was the first PC title launched into the market for ten years and it has been a great success thanks to its loyal readership and advertisers. Our goal is to make *Total PC Gaming* the number one choice for advertisers and readers alike and this new package represents the next phase in our PC strategy.”

Imagine Publishing is one of the UK’s fastest growing consumer specialist publishers. Formed in May 2005, it now publishes 20 magazines and 23 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.

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