

X360 confirmed as number one

Well-respected Xbox 360 magazine once again secures the number one independent Xbox magazine slot in latest ABCs

The UK's leading independent Xbox 360 magazine, X360, has maintained its market-leading independent status with the announcement of the latest ABC audited sales figures for Jan-Jun 2008. With average sales of 30,203, X360 continues to be the most popular independent Xbox 360 title in the UK, beating its nearest rival by over a thousand copies.

With its sister magazine 360, Imagine Publishing now controls 49% of the independent Xbox 360 magazine market (excluding the official magazine) and sells on average 43,210 copies every month.

"I am thrilled to still be the market leader," said Simon Miller, Deputy Editor of X360, "and it's a testament to the hard work and talent of the whole team. Looking to the future we're keen to increase this lead further, especially with the number of exciting games leading up to Christmas and our now solid online presence thanks to X360's website (www.x360magazine.com) and podcast."



X360's position as the number one Xbox 360 magazine is thanks to its focus on quality coupled with securing the biggest exclusives and the dedication of its editorial and design team. Packaged with a free DVD, featuring brand-new trailers, features and entertaining commentaries, and essential book, X360 continues to be the must-have magazine for the latest Xbox 360 games, with in-depth previews, honest reviews and a unique reader-inspired Community section.

James Haley, Account Manager for X360, said of the recent announcement: "We're delighted to be the leading independent Xbox title, and this cements our ability to provide our advertisers with unrivalled platforms in the games market."

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.

Latest independent Xbox 360 ABCs (Jan-Jun 08)

Magazine	Publisher	Latest ABC	Share
X360	Imagine	30,203	34%
360	Imagine	13,007	15%
Xbox World 360	Future	29,135	33%
360 Gamer	Uncooked	16,007	18%

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