

games™ becomes guitar™ for one special issue

Imagine Publishing and Activision Blizzard team up for the Guitar Hero World Tour exclusive review

On Thursday 30 October 2008, issue 76 of *games*™ goes on sale across the UK and the world featuring an embossed *Guitar Hero World Tour* cover complete with Spot UV and fifth colour treatments. This stunning cover is one of the most striking in the magazine's history – a more than fitting tribute to the Guitar Hero series, the most successful original IP of the last decade.

As well as the exclusive review of this guaranteed Christmas hit, *games*™ has also bolstered the cover treatment with a comprehensive feature covering all aspects of the hugely popular rhythm-action genre. Focusing on peripheral-based titles from all over the world, this feature shows the true history of a genre that many had thought was still in its infancy.



“The whole team are rhythm-action fans and long time followers of the Guitar Hero series,” commented Rick Porter, Editor in Chief of *games*™. “This exclusive review and effective cover treatment gives us yet another opportunity to show this passion and share it with the readership in a creative and informative way.”

“We have always been impressed with *games*™’s ability to think outside the box when it comes to providing innovative ways to cover games that benefit not only publishers but also the uncompromising demands of its readers,” said Barrington Harvey’s Stuart Taylor. “We were looking for something punchy and exciting for our exclusive *Guitar Hero World Tour* cover treatment, and the *games*™ team provided a number of options that showcased the game in an innovative light. The end result was something that went beyond our expectations, providing us with a unique standout cover.”

games™ is highly respected equally within the game industry and gaming fraternity thanks to its accessibility and the way it refuses to bow down to PR pressure, gimmicks or fads.

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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