

SciFiNow launches SFicons.com

Imagine Publishing's popular sci-fi magazine adds innovative new face-off website to its online entertainment portfolio

The UK's best sci-fi magazine, *SciFiNow*, announces today the launch of an addictive new website: **SFicons.com**. This new site gives its users the chance to pick their favourite sci-fi icon in a series of random face-offs, with the selection aided by key stats for each character, including coolness, strength, speed, powers and wisdom. Icons for launch include the likes of Han Solo, Spock, Neo and even Marvin The Martian, with many, many more to be added over the coming months.



Giving *SciFiNow* readers a web-based 'Top Trumps' experience, **SFicons.com** marks the latest in a line of new online activity for the magazine and its affiliated websites. Earlier this year, in partnership with Moviebeat, *Scifinow.co.uk* began hosting video content for all the latest sci-fi blockbusters, including interviews, trailers and premiere reports. 2008 also saw the launch of the *SciFiNow* daily news and blog features.

"It's another superb addition," said Aaron Asadi, Editor in Chief of *SciFiNow*. "We're really excited about **SFicons.com** and think our readers are going to enjoy the feature a great deal. Comparing sci-fi heroes and having favourites has long been the wont of sci-fi fans across the world and it's great that we can provide a forum for expression on the subject. We're delighted with the site and can't wait to see it grow."

Lois Aedy, Advertising Manager for *SciFiNow*, added: "The exciting and eagerly anticipated launch of **SFicons.com** is a fun and hugely addictive feature that complements the *scifinow.co.uk* website and is set to drive online traffic figures. For advertisers it offers prominent brand awareness and excellent value for money, targeting the heart of the *SciFiNow* community."

www.scifinow.co.uk was launched alongside *SciFiNow* in 2007 and has continued to grow from strength to strength. Readers can expect this trend to continue well into 2009 and beyond.

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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