

Imagine remains independent Xbox 360 magazine market leader

Bournemouth-based publisher bucks the ABC trend to secure a near 50% share in the independent Xbox 360 magazine market

Imagine Publishing, the UK's fastest-growing specialist magazine publisher, is pleased to confirm its position as the market-leading publisher of independent Xbox magazines with the announcement of its latest ABC audited figures (Jan-June 2007).

X360 recorded its highest ever ABC figure and a year-on-year increase of an unbeatable 38%, taking it to 30,179, with the title now regularly selling over 32,000 copies per month. The recently repositioned 360 also saw a year-on-year increase of 8.3%, taking its average monthly sales figure to 12,017.

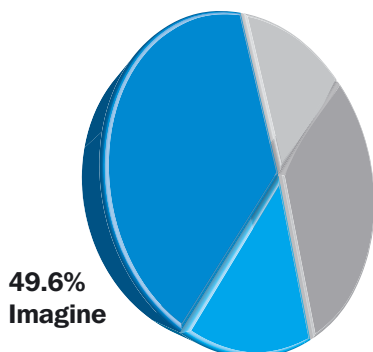
Imagine Publishing now controls **49.6%** of the independent Xbox magazine market (excluding the Official title), and sells **42,196** Xbox 360 magazines every month.

Commenting on the latest ABC results, Imagine Publishing's Advertising Director, Scott Caisley, said: "Today's figures demonstrate our firm commitment to UK sales where our advertisers value us most. It's been another stunning performance by X360, which continues to outsell its nearest rival in the UK. Moreover, X360's 38% year-on-year growth coupled with our sustained market share in the independent Xbox 360 market ensures that we will continue to deliver the best platform for our advertising partners as we go into this key period for magazine sales."

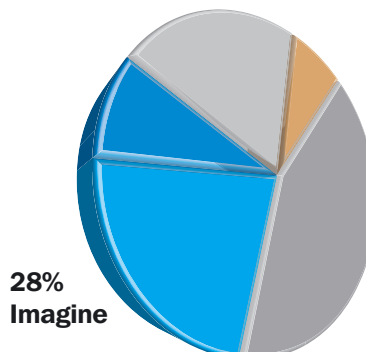
"X360's astounding growth is testament to the talent and commitment of the great team we have here at Imagine," said Russell Barnes, Editor of X360. "We're still the UK copy sales number one best-selling independent* and we're keen to exploit this solid foundation to take full advantage of the Christmas season."

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.

**Independent Xbox 360 magazine
ABCs (Jan-June 07)**



**All Xbox 360 magazine ABCs
(Jan-June 07)**



Scott Caisley
Advertising Director