

# Imagine Publishing announces new entertainment magazine launch

**The UK's fastest-growing consumer specialist publisher enters an exciting new market with a premium quality magazine dedicated to high-definition film and TV**

Launching in November, *HD Review* is a brand new 132-page magazine dedicated to everything high-definition, including Blu-ray and HD DVD movies, HD broadcasts and high-definition hardware. The brainchild of Editor Aaron Asadi, and from the creative team who launched *SciFiNow*, *HD Review* is another major magazine launch into the entertainment sector from Imagine Publishing.

With Blu-ray and HD DVD currently enjoying the status as the need-to-own formats, Sky HD winning over more and more subscribers every day, and sales of high-definition hardware rocketing, the timing of *HD Review's* launch could not be better.

The high-definition experience is the most exciting thing to happen home entertainment since DVD, with both Hollywood studios and major electronic companies competing to bring the consumer a home cinema experience like never before.

Created by industry experts with a passion for cutting-edge technology, *HD Review* is a sophisticated, authoritative, accessible guide to the ever-growing world of high-definition. Offering an unprecedented look into the fastest-growing entertainment industry in the world, featuring interviews, news and in-depth features, *HD Review* is a must-have magazine for those looking to discover HD films and TV, as well as those already won over by the unsurpassed picture and sound quality the technology offers. As the only magazine to exclusively review Blu-ray, HD DVD, PS3, Xbox 360, HD broadcasts and high-definition hardware, *HD Review* offers its readers unmatched and invaluable critical insight.

*HD Review* also offers readers a directory chronicling all the important upcoming high-definition releases and a comprehensive HD broadcast TV guide. Combined with Imagine Publishing's high-quality production values, the consumer-focused content will ensure that *HD Review* quickly becomes the UK's bestselling HD-dedicated magazine.



**Damian Butt**  
Managing Director

Managing Director Damian Butt said “*HD Review* is coming out at exactly the right time for the consumer. This winter sales of high-definition products are set to explode, so people are going to need a magazine that not only tells them what to spend their cash on, but what not to as well. It’s a really exciting launch and will complement *SciFiNow* in our expanding entertainment portfolio.”

Scott Caisley, Advertising Director said of the launch: “This is the first time that advertisers can directly target readers who buy the latest films on either format, be that Blu-ray or HD DVD. They can be assured that our readers are those who have embraced the latest technology and who are all hungry for information on all related products. This laser targeting is what makes the magazine a dream for all companies involved in the high definition revolution.”

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.

Name: **HD Review**  
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Frequency: **13 issues pa**  
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