

# Imagine appoints Roberts as Business Development Manager

## Fast-growing publisher and media owner creates new role for future development across its portfolio of titles

The development of Imagine Publishing's videogames portfolio continues apace with the appointment this month of Nick Roberts to the newly created position of Business Development Manager. Roberts takes control of all advertising, cover promotions and advertorial content on Wii and DS magazine *NRevolution* and multi-format kids' gaming magazine *Pokémon World*, as well as handling special promotional projects for the whole Imagine videogames portfolio.

Nick Roberts has 21 years experience in the gaming industry, beginning as a Staff Writer on the best-selling ZX Spectrum magazine, *Crash* in the Eighties, and then progressing to Editor of Paragon Publishing titles *Play* and *PowerStation* in the Nineties, and on to Managing Editor of Paragon's videogames portfolio in the 2000s. Roberts joined Imagine in September 2006 as Head of DVD Projects, developing and authoring the company's *Play* and X360 DVD covermounts.

"It feels good to be returning to the cut-and-thrust of the gaming industry," said Roberts. "*Pokémon World* has been a phenomenal success on the newsstands, catering for the often overlooked 12-and-under age group of eager videogamers and trading card fans. There are some exciting promotions and advertising deals to be done across all formats with this title, and coupled with *NRevolution* Imagine has an unofficial Wii and DS readership that is second to none."

Managing Director Damian Butt said of the appointment:

"Nick's experience in the games industry and his proven ability to drive the commercial aspects of certain magazines in the portfolio makes him the perfect choice for our new Business Development Manager. Since joining Imagine he has built up extremely useful contacts for use in the sourcing of our covergifts, and his commitment to quality will benefit both *Pokémon World* and *NRevolution* as we drive the sales and profit of these magazines this year."

Nick Roberts can be contacted by phone on **01202 586219** or via email at: **[nick.roberts@imagine-publishing.co.uk](mailto:nick.roberts@imagine-publishing.co.uk)**

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.

**Nick Roberts**  
**Business Development**  
**Manager**