

Imagine appoints two new Editor in Chiefs to run magazine divisions

Bournemouth-based media company bolsters its senior editorial team with two new positions in videogames and photography

Imagine Publishing today announced the appointment of Rick Porter and Debbi Allen as its new Editor in Chiefs overseeing two of its magazine divisions.

Porter, current Editor of *games™*, will oversee the UK's best-selling independent Xbox 360 magazine, *X360*, in addition to *games™* and websites gamestm.co.uk and X360magazine.com. Since joining Imagine Publishing in 2006, Porter rose to the rank of Deputy Editor and then Editor of the multi-award-winning games magazine; picking up two Games Media Awards in the process.



“To be at the helm of two of Imagine’s finest publications is a great feeling and an even greater challenge – one I’m pleased to have the opportunity to take on,” said Porter.

Debbi Allen assumes full command of Imagine’s successful photography division, including *Digital Photographer*, *Digital Camera Buyer*, and websites DPhotographer.co.uk, Digicambuyer.co.uk and PhotoFaceOff.co.uk.

Allen’s promise was identified early on after she joined Imagine in February 2006. She was recruited as Editor, first on *Advanced Photoshop* and then *Digital Photographer*, where she was responsible for a complete redesign, not to mention the launch of its website, bookazine range and the annual Digital Photographer of the Year Awards.

“I’m delighted to be appointed Editor in Chief of Imagine Publishing’s photographic portfolio, and I look forward to developing both the magazines and websites in order to meet the needs of our readers. With plenty of one-off specials, awards and developments planned, it’s sure to be an exciting year for us in 2009,” said Allen.

“Rick and Debbi are two outstanding individuals who best exemplify the passion, enthusiasm and drive we look for at Imagine. I am proud of their achievements and look forward to watching them develop their magazines in the future,” said MD Damian Butt.

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.