

# Imagine to launch new videogames website portal – NowGamer.com

## Leading independent videogames publisher unveils the first major website using its new online technology platform

Imagine Publishing, one of the UK's fastest-growing publishing companies, today unveiled its plans today to launch the first of its new 'supersite' portals, **NowGamer.com**. Covering the vibrant videogames market, the new website focuses on current gaming formats, including Xbox 360, PS3, PC, Nintendo Wii and DS, as well as retro games machines linked in to Imagine's *Retro Gamer* brand.

Launching at the end of 2008, **NowGamer.com** is the result of over a year's development, involving the combined talents of many of Imagine's most experienced magazine journalists, including those from *games™*, *X360*, *360*, *PowerStation*, *Total PC Gaming* and *Play*. The primary aim of developing **NowGamer.com** is to create a true alternative to the plethora of copycat gaming sites in the market, and to build an innovative platform that makes the most of Imagine's massive back catalogue of content, which will enable the site to be competitive from day one.

**NowGamer.com's** key unique features are currently a closely guarded secret, and will be revealed closer to the day of launch, but many have been designed specifically to appeal to Imagine's core audience of 24-35 year old males, and also to the gaming industry as a whole. The new website is currently being presented to Imagine's key clients with a view to securing mutual support throughout 2009.

"**NowGamer.com** will be a fresh new approach to gaming websites and will deliver a significant step forward in terms of functionality, community and content," said Imagine Publishing Managing Director, Damian Butt. "Imagine is all about innovation and I am confident that **NowGamer.com** will surprise and delight the gaming industry and hopefully provide a cutting edge online alternative for our readers and clients."

**NowGamer.com** is being developed by website developers, Evolving Media, who will also be responsible for Imagine's other main portals launching in 2009.

"Evolving Media is very happy to be working with Imagine Publishing on the development of the **NowGamer.com** website," said Managing Director, Peter McCormack. "It has been great for the Evolving team to work with such a forward thinking and

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**NowGamer**

**Damian Butt**  
Managing Director

switched on business. Imagine's understanding of the digital space has made the process of developing their ideas into an online platform relatively easy. We look forward to continuing our partnership over the coming years."

Imagine Publishing is one of the UK's fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 20 magazines and 23 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.

Name: **NowGamer.com**

Formats: **Xbox 360, PS3, Wii, DS, PS2, PSP, PC, Mac, MMO, Retro**

No. of articles in site: **A lot!**

Launch: **Winter 2008**

Developer: **Evolving Media**

**Imagine Publishing**

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**[www.imagine-publishing.co.uk](http://www.imagine-publishing.co.uk)**

**[www.nowgamer.com](http://www.nowgamer.com)**