

# SciFiNow to sponsor Sci-Fi-London international festival 2009

**The UK's best sci-fi magazine, *SciFiNow*, is proud to announce its media partnership with Sci-Fi-London, the UK's only annual festival of science fiction and fantasy film.**

Since its launch by Imagine Publishing in 2007, *SciFiNow* magazine has rapidly established itself as the leading science fiction entertainment magazine. Under this new partnership, *SciFiNow* will provide extensive editorial coverage of the SCI-FI-LONDON 2009 event giving readers unprecedented insight into one of the biggest events of the domestic sci-fi calendar.

As part of the deal with SCI-FI-LONDON, Imagine Publishing will provide wide advertising coverage across several titles. There is also extensive online support and editorial coverage for the festival in magazines that include *X360*, *Web Designer* and *High Definition Review*.



Editor In Chief of *SciFiNow*, Aaron Asadi, declared “We are absolutely thrilled with the deal. SCI-FI-LONDON is one of the big highlights of the UK's sci-fi year so we're delighted to have entered into a partnership. *SciFiNow* has since its launch celebrated the very best in science fiction, so for us this is the perfect union.”

Festival director, Louis Savy, was equally enthusiastic, stating “I am delighted with the partnership. Imagine is a dynamic, forward-thinking publisher with a great spread of titles and a fantastic sci-fi magazine. Moving forward we have some exciting online plans and are pleased to be able to execute them with Imagine.”

SCI-FI-LONDON screens world and UK film premieres, documentaries and a selection of classic SF titles. SCI-FI-LONDON also has a strong international shorts programme and screens a short film with every feature screening. It also holds a film school and filmmaking competitions to encourage more science fiction films to be made in the UK.

*SciFiNow* is a sophisticated, accessible, fresh and authoritative look at science fiction, fantasy, horror and cult television. Offering in-depth coverage of every aspect of sci-fi, the magazine breaks new ground with its cutting-edge approach to features, reviews and news.

**[www.scifinow.co.uk](http://www.scifinow.co.uk)** was launched alongside *SciFiNow* in 2007 and has continued to grow from strength to strength. Readers can expect

**Aaron Asadi**  
Editor in Chief

this trend to continue well into 2009 and beyond.

For information on the SCI-FI-LONDON Festival contact:

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Imagine Publishing is one of the UK's fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 20 magazines and 25 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.

**Imagine Publishing**

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