

# Imagine targets new market with Smartphone & PDA Essentials

**Imagine Publishing announces its long-running mobile technology magazine *PDA Essentials* is now *Smartphone & PDA Essentials*.**

The exciting move comes as smartphones achieve a greater level of mainstream appeal than ever before. As the UK's only magazine dedicated to handheld computing, *Smartphone & PDA Essentials* is perfectly placed to communicate the changes in the fast-moving world of mobile devices to its readers in an intelligent, jargon-free way.

*Smartphone & PDA Essentials* is an authoritative and accessible guide to the cutting edge world of mobile computing, and is created by a team of industry experts with an unrivalled knowledge and passion for the subject. The magazine will continue with its focus on the Windows Mobile, Symbian and BlackBerry platforms, as well as covering the newer innovations in the industry such as the Apple iPhone and Google's Android OS.



*Smartphone & PDA Essentials* is aimed at early adopters and technology enthusiasts who use smartphones in both their professional and personal lives. A recent survey showed 67 per cent of readers upgrade to a new smartphone at least once a year, with 70 per cent willing to change their network provider to secure the best deal. They are also seen as being the technology experts among friends and colleagues, with 65 per cent advising friends on gadget purchases and over half influencing IT-buying decisions in their workplace. Each issue also comes with the unique 18-page GPS Buyer mini-mag. Originally introduced back in 2005, it remains the only guide to buying and using satellite navigation equipment in the UK.

Editor Andy Betts commented: "After seven successful years as *PDA Essentials* we felt it was time to change the name of the mag in order to reflect the ways in which the technology has also advanced. The entrance of Google and Apple into the market, along with the emergence of BlackBerry and return of Palm, make this the most exciting year ever for mobile devices. As the only magazine of its kind on the market, *Smartphone & PDA Essentials* will lead the way in reporting these exciting developments."

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.