

# Imagine and Intergi create new online advertising force in the UK

## Ambitious publisher forms new strategic partnership with largest online digital gaming network

Imagine Publishing is pleased to announce the representation of the Intergi gaming network in the UK. Intergi ([www.intergi.com](http://www.intergi.com)), recently ranked by comScore as the leading resource offering the largest potential reach within the video game and entertainment categories, represents over 300 sites including World Of Warcraft, Stations and Evilavatar. Intergi is currently achieving 90 million impressions a year in the UK. Reciprocally, Intergi will sell Imagine's **Nowgamer.com** and other Imagine sites in the US markets.



Imagine's Commercial Director, Ross Webster said of the deal: "Both companies' in-depth knowledge of the gaming and entertainment industry makes the partnership a perfect fit. This deal allows Imagine to provide targeted campaigns across huge numbers ensuring the greatest results for our clients."

Imagine will introduce the Intergi network to clients as a powerful 'off the shelf' package of sites that reach the hardcore and enthusiast gamer, and complement Imagine's own readership and products, in particular the recently launched **Nowgamer.com**.

"The deal gives Imagine Publishing, a company that prides itself in its creativity and high quality products, the opportunity to offer advertisers unsurpassed coverage and reach in the UK to build brand awareness quickly" said Webster.

"Our network of over 1,000 online gaming properties is growing daily, and our expansion plans within the UK will only continue to add to our growing reach and ability to be able to offer media planners and advertisers an unparalleled ability to connect with the core gaming market, one of today's only growing categories", said Jayson Dubin, President of Intergi.

"Our partnership with Imagine will help us reach a large portion of the UK's gaming marketplace. We are proud to become their advertising representation partner."

For more information contact Ross Webster on 01202 586418 or 0780 2314847

**Ross Webster**  
Commercial Director

About Intergi

Recently ranked as the largest digital network targeting the online gaming and entertainment sector, Intergi is both a leading online gaming and entertainment advertising network and representation company offering a hybrid of online opportunities that connect today's advertisers and media buyers with consumers comprising the \$25 billion gaming industry. Offering reach capabilities of over 9 billion page views and 160 million unique visitors on average, each month, Intergi offers targeted advertising placements - site specific, channel-wide and run-of-network - through more than 700 specialized gaming and entertainment categories including massively multiplayer online (MMO) and first person shooter (FPS) genres. Intergi's global market allows advertisers and publishers to connect from different parts of the world and access a more robust and viable gaming enthusiast. Based in Deerfield Beach, Florida, the company was launched in May 2007 by a team of seasoned gaming industry veterans. For more information, visit [www.intergi.com](http://www.intergi.com).

Imagine Publishing is one of the UK's fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 20 magazines and 27 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.

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