

Imagine acquires Linux User & Developer magazine and website

Ambitious consumer specialist publisher buys respected long-running computing title to add to its portfolio of titles

Imagine Publishing today announced the acquisition of the specialist computer magazine *Linux User & Developer* and its companion website – www.linuxuser.co.uk for an undisclosed sum.

Linux User & Developer was launched in 1999 and is the only magazine written specifically for Linux professionals and IT decision makers. Now on issue 78, the magazine features in-depth articles, interviews, tutorials, tips and advice for discerning GNU/Linux devotees.

This new acquisition fits perfectly into Imagine's existing computing portfolio overseen by Editor in Chief, Dave Harfield, and which includes print magazines *iCreate*, *Smartphone Essentials* and *Web Designer*, as well as a number of specialist technology websites and awards. *Linux User & Developer* will be comprehensively redesigned for its first Imagine issue published in July 2009 as part of a strategy which will also see a widening of its worldwide distribution, redeveloped website, and a new subscriptions offer.

Linux User & Developer's Maggie Meer said of the acquisition: "I firmly believe Imagine Publishing is the perfect home for *LinuxUser & Developer*. They will be able to take the brand to where I've always envisaged it, and I'm thrilled to still be part of this new chapter of its history as it grows. Going forward there is huge potential as the magazine evolves with this exciting, fast-paced industry."

Imagine Publishing's Creative Director, Mark Kendrick added: "We are incredibly pleased to take ownership of this long-established leading Linux professional magazine. Imagine is keen to build on the work *Linux User & Developer* has accomplished over the last ten years by giving the title a fresh new approach for the stalwart legions of the 'Linux faithful' as well as hopefully encouraging a whole new generation of IT professionals and high end programming enthusiasts."

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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Mark Kendrick
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