

360 celebrates reaching issue 50

UK's first Xbox 360 magazine reaches major milestone

Imagine Publishing's 360 magazine, the UK's first magazine dedicated to Xbox 360, has this month published its 50th issue. The magazine, which launched in August 2005, was also Imagine Publishing's first magazine launch.

With a combination of high quality journalism, a commitment to bringing its readers the latest information on the all new Xbox 360 games and with a focus on intelligent features, 360 has established itself as the magazine choice for the discerning 360 gamer. The magazine has also cultivated a blossoming online community with its buzzing forum, website and monthly podcasts at www.360magazine.co.uk



Nick Jones, Editor in Chief commented: "For a magazine in any sector to reach this milestone is a major achievement. I can put its success down to the magazine being of consistently high quality, and one which has garnered a hardcore following of mature readers who appreciate intelligent discussion about videogames. Of course, the popularity of Microsoft's Xbox 360 has also played a significant role too."

At just £2.79 and with 132 pages every issue, 360 magazine offers the best value for money in the Xbox 360 magazine market. It recently moved to a three-weekly schedule, enabling it to keep pace with the ever-changing world of Xbox 360 and bring its readers the latest news and reviews first.

James Haley, 360's Advertising Manager said of the title: "The transition to a 3-weekly frequency is great news for all parties involved. Not only does this provide the reader with up-to-date news, but it gives our advertisers a greater degree of flexibility when launching new products and game releases."

"360 was Imagine's first magazine and thanks in part to its early success we were able to continue to expand rapidly," said Imagine Publishing Managing Director, Damian Butt. "I am extremely proud of the consistent quality of the magazine and what the team have been able to achieve in the last four years. Happy birthday 360!"

Imagine Publishing is one of the UK's fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 21 magazines and 27 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.

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Editor in Chief