

# NowGamer Network goes live

**Imagine Publishing's flagship gaming portal links up with well-respected magazine sites to form new online powerhouse**

Imagine Publishing today announced the launch of the NowGamer Network, a community of videogames websites that expands the **NowGamer.com** brand and shares its content to an even wider audience of avid gamers.

The new network includes upgraded websites for long-established games magazines, including *Play*, *X360*, *360 Magazine* and *Total PC Gaming*, ensuring in-depth and increased content across the key industry sectors. NowGamer Network sites link in to **NowGamer.com's** reviews and previews database, and all benefit from the sharing of traffic and advertising revenue. More sites will be added to the network as they are developed. Full details of the NowGamer Network can be found at [www.nowgamernetwork.com](http://www.nowgamernetwork.com).

Commenting on the announcement, **NowGamer.com's** Editor Keith Hennessey said: "NowGamer has been gaining the respect of discerning gamers since its launch in February 2009, and now with a growing number of popular magazine sites and talented journalists behind it the NowGamer Network will be an online force to be reckoned with."

Managing Director, Damian Butt, said of the launch: "The Interactive team at Imagine has done a great job upgrading our magazine websites, adding exciting new tech, and allowing us to create the NowGamer Network so soon after the launch of **NowGamer.com**."

It's early days, but I am going to enjoy watching the NGN grow in traffic and revenues, and I hope to see many third party sites signing up to become part of the network in the future."

Imagine Publishing is one of the UK's fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 20 magazines and 30 websites in the videogames, computing, entertainment, automotive and photography markets. An Imagine magazine is purchased every ten seconds.

**Imagine Publishing**  
**01202 586200**  
**[www.nowgamernetwork.com](http://www.nowgamernetwork.com)**

**Keith Hennessey**  
**Editor**

