

New How It Works magazine to be launched by Imagine Publishing

Ambitious tech publisher enters exciting new market with a high quality science and technology magazine for hungry minds

Launched on 29 October, *How It Works* is a new magazine that feeds minds, providing nutritious entertainment to the ever-growing 'Q1 generation' of readers. It's a new, accessible, entertaining science and technology magazine that delivers absorbing articles packed with fact and opinion to fuel the imagination.

Loaded with fully illustrated guides and expert knowledge and with sections dedicated to science, technology, transportation, space, history and the environment, no subject is too big or small for *How It Works* to explain. How do sharks hunt? What's a black hole? What's inside a nuclear submarine? How was the London Underground built? How do iPhones work? Every month *How It Works* answers hundreds of fascinating questions like these; educating and enlightening knowledge-hungry readers around the world.



Science is cool again. TV shows like *Brainiac: Science Abuse*, *James May's Big Ideas* and *Richard Hammond's Engineering Connections* have brought science and technology to a new mainstream audience. The Discovery Channel reports a gain of 13 per cent in the key 25-to-54-year-old male audience, and the science magazine market sector is currently booming, with titles showing a 14 per cent increase since 2008. Science and technology is now a firmly established part of mainstream entertainment.

Editor in Chief Dave Harfield commented: "*How It Works* is the only magazine of its kind, offering an accessible alternative to the academic and stuffy approach of existing science and tech magazines. I'm confident it will prove to be the most fascinating magazine on the newsstand and appeal to the wide audience that are enjoying the current trend of science and technology-related entertainment."

Head of Sales James Hanslip added: "*How It Works* successfully encapsulates the current nutritious entertainment phenomena, and promises to engross, engage and surprise the reader. The core readership represents 'Generation Q1', a valuable and hard-to-reach demographic. So for advertisers, *How It Works* represents a great opportunity to reach discerning early adopters and parents in a positive editorial environment."

Issue one of *How It Works* goes on sale 29 October and features

Dave Harfield
Editor in Chief

such awe-inspiring subjects as; a look inside the Eurofighter Typhoon, the causes of extreme weather like tornados, tsunamis and hurricanes, the Bugatti Veyron, vision and sight, nuclear subs and the Large Hadron Collider. The magazine is complemented by a constantly updated website located at **www.howitworksdaily.com**.

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

Name: **How It Works**

Price: **£3.99**

Pagination: **100 pages**

Launch: **29 October 2009**

Frequency: **13 issues pa**

Print run: **65,000-75,000**

Imagine Publishing

01202 586200

www.howitworksdaily.com

HOW IT WORKS