

How It Works magazine launched

New science and technology magazine for inquisitive minds of all ages hits the shelves today across the UK

Imagine Publishing is proud to announce the launch of *How It Works* magazine, a new accessible and entertaining science and technology title that delivers absorbing articles packed with fact and opinion to fuel the imagination. *How It Works* aims to feed minds and provide the answers to all the questions about the amazing world in which we live.

With sections dedicated to the environment, history, science, space, technology and transport, *How It Works* and its companion website www.howitworksdaily.com is packed with information. The first issue boasts over 831 amazing facts and explanations, including how sharks hunt, why we get drunk, how fireworks explode and a look at how the world's leading jet fighters measure up. Other topics covered in issue one include: bionic eyes, extreme weather, 3D movies, ejector seats, snake bites, iPhone 3GS, thermite, spacesuits, brain freeze, medieval castles and digital cameras.



“The first issue of *How It Works* is crammed with fascinating features on a huge range of subjects,” said Editor in Chief Dave Harfield. “I’m incredibly pleased with the final result and I’m confident readers will find the magazine entertaining and educational. It’s the perfect magazine for the *QI* generation who want to learn how everything in the world works.”

Head of Sales James Hanslip commented, “*How It Works* represents a bold and confident move into a new area for Imagine Publishing. This launch offers an excellent opportunity for advertisers to engage an often elusive demographic and reach a band of affluent, intelligent, early adopters and aspirational parents.”

How It Works is available from all good newsagents, supermarkets, Barnes & Noble, Borders and online at www.imaginestore.co.uk. The launch is supported by radio promotion and advertising, and an extensive print and online marketing campaign.

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**
Frequency: **13 issues pa**

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