

# Imagine launches iPhone and iPad editions of its magazines

**Entire specialist magazine portfolio now available in digital form to over 75 million iPhone, iPod Touch and Apple iPad users**



Imagine Publishing today announced the full scale launch of its latest digital magazine initiative, in partnership with technology company, PixelMags.

This exciting new development sees the entire Imagine magazine portfolio available for immediate download worldwide via the App Store to be used on the Apple iPhone, iPod Touch and new Apple iPad. With over 75 million of these devices already sold, it means more people can enjoy Imagine's magazines than ever before.

From today iPhone Apps for *iCreate*, *Advanced Photoshop*, *X360*, *3D Artist* and *Total 911* are live on the iTunes App Store, with respected international magazine brands *games™*, *SciFiNow*, *Retro Gamer*, *Play*, *Smartphone Essentials*, *Photoshop Creative*, *Digital Photographer*, *360*, *Web Designer*, *PowerStation*, *Digital Camera Essentials*, *Digital Artist*, *Linux User* and *How it Works* live soon after.

Once the App for each magazine is purchased and downloaded, users can read the latest issue free in its entirety, purchase back issues or subscribe within the App using their iTunes accounts. The digital editions are then stored on the device, meaning they can then be browsed without an Internet or WiFi connection, and issues can even be shared for a limited time with friends.

The innovative new PixelMags magazine App technology offers a level of quality and usability unmatched by digital editions previously, with users able to flick the digital pages, scan through the contents quickly to find the best articles, bookmark, share and view the zoomed or full-screen pages in landscape or portrait modes.

Imagine's digital editions also benefit from embedded video clips, live links, and the convenience of in-App purchasing, which makes it as easy for customers to enjoy their favourite magazines. PixelMag digital magazines subscriptions are also certified by the Audit Bureau of Circulations.

**Damian Butt**  
Managing Director

Damian Butt, Managing Director of Imagine Publishing said of the collaboration: “PixelMags’ publisher-friendly collaborative approach made launching our digital magazines onto a global platform simple, and they share our fast-paced approach and ambitions. Imagine’s high value specialist magazine content can now be accessed anywhere in the world on iPhone and iPad with this exciting new digital technology, and it is another example of Imagine’s innovation in the publishing sector.”

Commenting on the launch of the Imagine Apps, Mark Stubbs, CEO of PixelMags said: “We are particularly excited to be working with Imagine Publishing, one of the fastest-growing consumer specialist magazine publishers in the UK. It has been gratifying to bring their many publications to the millions of iPhone and iPod Touch users, especially since Imagine was one of the first publishers to take advantage of our incredible new technology.”



Mark Kendrick, Creative Director at Imagine Publishing said of the digital magazine launch: “Our new iPhone and iPad magazine range developed in conjunction with our partners at Pixelmags once again demonstrates that Imagine Publishing is at the forefront of publishing innovation. It’s a new dawn for publishing and I’m proud that we at Imagine are spearheading this digital magazine revolution with these superb new products that take our premium brands to another level.”

Ryan Marquis, PixelMags’ COO, added: “Working with Imagine has been a pleasure, and they recognised early on that the PixelMags platform, with its unbelievably realistic digital magazine reproductions, user-friendly features such as bookmarking and search options, virtual libraries, headline alerts, in app purchasing, social network sharing, and endless interactive contents, was the product that millions of mobile device users had been waiting for. We look forward to working with them for many years to come.”

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.

**Imagine Publishing**  
**01202 586200**  
**[www.imagine-publishing.co.uk](http://www.imagine-publishing.co.uk)**  
**[www.pixel-mags.com](http://www.pixel-mags.com)**