

# Imagine's Xbox 360 titles buck ABC trend

## Imagine's Xbox 360 portfolio triumphs with significant rises in a struggling market

Readers of Imagine Publishing's two Xbox 360 magazines have increased period-on-period for the six months ending December 31 2009.

Imagine's flagship Xbox 360 magazine, *X360*, enjoyed a boost of 1.7% from its previous ABC to **26,532**, while *360* magazine saw an encouraging rise of 22.2% – the largest rise of any videogame publication in the UK, to reach **14,116**. This is all the more remarkable if you consider that sales on both key competitors, *Official Xbox Magazine* and *Xbox World 360*, saw drops of 4.8% and 16.6% respectively. Imagine now sells an audited average of 40,648 Xbox magazines a month.

Meanwhile, sales of Imagine's award-winning multiformat title, *games*<sup>™</sup>, remained strong, resulting in an ABC of **20,013**, with the main difference between that and its rival, *Edge*, being subscription copies.

Rick Porter, Editor In Chief of the titles was pleased with the news. "It's great to see these rises on our 360 titles when all of our key competitors have seen a substantial dip," he commented. "It's been a tough year but it's reassuring to see the quality of these magazines shine through. With our Xbox magazines on the rise and *games*<sup>™</sup> holding steady in a tough environment, we couldn't be happier with these results."

"We're delighted with the recent results," said James Haley, Advertising Manager. "It's a competitive market, and to be posting increases of these levels is a fantastic result. These increases not only build on our market-leading position in the independent Xbox market, but it gives our advertisers a great platform around which to build a targeted Xbox 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.

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