

SciFiNow Wins Best Magazine at 2010 Fantasy Horror Awards

Imagine Publishing's *SciFiNow* wins prestigious honour at the Fantasy Horror Awards

Leading entertainment magazine *SciFiNow* has been voted Best Magazine at the Fantasy Horror Awards in Orvieto, Italy. The publication was honoured during a glittering ceremony due to be broadcast to 26 countries across the world this April.

Nominated alongside the likes of successful US magazine *Fangoria* and Italian title *Nocturno*, *SciFiNow* became the first ever magazine to win the award, garnering acclaim from all corners of the industry. It is the first time the magazine, only launched in 2007, has won such a sought-after prize.

The Fantasy Horror Award ceremony, held in the city of Orvieto, Italy at the grand Teatro Mancinelli also honoured the likes of Dario Argento and Robert Englund in a star-studded event.

Editor In Chief of *SciFiNow*, Aaron Asadi, speaking at the event, declared "Naturally, we are enormously proud to have won such an important award. At Imagine Publishing we have the privilege to be able to create magazines based on subjects we're passionate about, so to be recognised for that, and by such a wonderful organisation, is a fantastic honour. With such a great team behind it, we have tremendous confidence in *SciFiNow* as both a magazine and a brand and hope we can use this terrific success as a launch-pad for even bigger and brighter things."

SciFiNow is a sophisticated, accessible, fresh and authoritative look at science fiction, fantasy, horror and cult television. Offering in-depth coverage of every aspect of genre entertainment, the magazine breaks new ground with its cutting-edge approach to features, reviews and news. **Scifinow.co.uk** was launched alongside *SciFiNow* in 2007 and has continued to grow from strength to strength.

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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