

How It Works shortlisted for PPA award

Imagine Publishing announces that its latest magazine launch has been shortlisted for this year's PPA Specialist Consumer Magazine award

How It Works magazine has been shortlisted in the PPA Awards' Specialist Consumer Magazine category. It's the latest accolade for a title that's enjoyed resounding success at retail both in the UK and overseas since its launch in October 2009. With sections dedicated to the environment, history, science, space, technology and transport the accessible science and tech magazine has been quick to capitalise on the current trend for informative entertainment and has covered topics as diverse as living on Mars, dinosaurs, the Apple iPad, mega yachts, the solar system, Formula One cars and the human brain.



As well as receiving recognition from the publishing industry, *How It Works* has gained the support of some household names in the field of science and technology, including Johnny Ball, Sir James Dyson, Professor Iain Stewart and Professor Brian Cox. It has also forged partnerships with the London Science Museum and Natural History Museum, both of which are delighted to lend their expertise to this exciting and innovative product.

"I'm delighted that *How It Works* has been shortlisted for such a prestigious award so early in its life," said Dave Harfield, Editor in Chief. "Launched in the middle of a recession, *How It Works* has bucked the trend and surprised us all with its instant success. It's great that Imagine Publishing is being recognised for successfully creating a magazine that delivers exciting and fascinating information in such an entertaining way."

The PPA Awards are the most coveted in the magazine industry, showcasing excellence, rewarding innovation, and providing the benchmark against which the UK magazine industry measures itself. The PPA Awards 2010 will be presented at a glamorous ceremony at the Grosvenor House hotel, Park Lane, London on 16 June 2010.

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**
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Frequency: **13 issues pa**
Print run: **85,000**

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