

NowGamer.com adds new features as traffic grows to record levels

Increasingly popular multiformat videogames website celebrates first year anniversary with strong traffic growth

Imagine Publishing today announced that its flagship gaming website, **NowGamer.com**, has introduced an array of exciting new features to celebrate its first year anniversary and record growth. The new features have been designed to improve user functionality, and offer a faster way to access the hundreds of thousands of articles on the site.

New features include a brace of home page ‘widgets’ – “Most Viewed”, “Columns” and “Tag” – that filter, organise and deliver all the latest content right to the site’s customisable layout. **NowGamer.com** regular columnists Iain Lee and Howard Scott Warshaw are promoted directly on the home page for the first time.



Other features include a news ticker, which displays all the latest gaming headlines at the top of every page, a statistics panel that crunches and displays facts about the site’s articles and user preferences, and the ability for readers to discuss the latest releases directly on each game’s review page. The retro section of the site – already one of the web’s most informative and in-depth retro websites – has also been rebranded “ThenGamer.”

Nick Jones, Editor in Chief of **NowGamer.com** commented, “We’re committed to developing **NowGamer.com** to create the best videogames website possible. These features will bring a lot of exciting new functionality, but I see this as just the beginning. We’ve got a lot of other great features coming soon, which are sure to grow its already burgeoning readership. **NowGamer.com** is going from strength to strength.”

Since its launch in early 2009, unique users for Imagine’s **NowGamer.com** have grown by 761.6%, with the site currently growing by at 22% each quarter. The team comprises of Nick Jones (Editor in Chief), Dan Howdle (Games Editor), Tom Hopkins (News Editor) and Dave Cook (MCV award-winning Writer).

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.