

Dennis launches first techno digital mag

Dennis Publishing is launching technology title *Gizmo*, a free fortnightly digital title that will follow in the footsteps of its weekly e-magazine *Monkey*.

Gizmo, which Dennis claims will be the world's first consumer technology digital magazine, launches on 11 March and will target ABC1

males aged between 25 and 45. It will enable readers to view products in 360-degree perspectives and watch video reviews of them.

The publisher expects consumer technology and lifestyle brands will be targeted as key advertisers.

The title will be edited by Ross Burrige, who has worked at Dennis

for five years, most recently as reviews editor at *PC Pro*.

Bruce Sandell, head of new product development at Dennis Publishing, said interactivity would be a key theme for *Gizmo*, adding that the company's achievements in publishing *Monkey* would help its launch.