

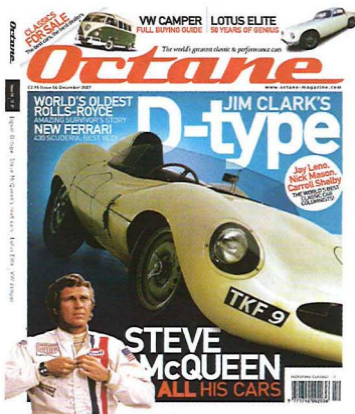
# Dennis signs deal to promote Pioneer

Dennis Publishing has signed a deal with Pioneer to promote its new plasma screen television, Pioneer Kuro, in its *The Week* and *Octane* magazines.

The one-off campaign, negotiated by MPG, coincides with a TV advertising campaign and will target affluent males.

The deal is the first time a campaign has been run across the two titles. Dennis commissioned a specialist still-life photographer to produce five bespoke images relevant to each magazine, with the aim of teasing the reader before revealing the Kuro in double-page spreads.

Rob Osbourn, creative solutions director at Dennis Publishing, said: "The *Week* and *Octane* perfectly matched the audience criteria and we created a solution that would engage each of their disparate but equally discerning readerships."



**Octane: promoting new Kuro TV**