



# Getting Away With It (Updated Edition): The Inside Story of Loaded

*Tim Southwell*

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## **Getting Away With It (Updated Edition): The Inside Story of Loaded** Tim Southwell

The story of *loaded* is one of the most remarkable in British publishing history. When it launched in 1994 the men's magazine market was full of snooty and condescending fashion journals. Irreverent, adventurous and above all funny, *loaded* hit the newsstands like a publishing hurricane. Things would never be the same again. Tim Southwell and his motley colleagues soon found themselves having the time of their lives. They wrote about whatever they wanted - a heady cocktail of football, going on holiday, girls, getting drunk - a shameless 24 hour celebration of life. By the fifth issue *loaded* circulation hit the 100,000 mark, making them market leaders. The team were as surprised as everyone else - you could have the best fun ever and be successful!

In an intelligent and incisive book, now updated with new material, Tim Southwell traces an incredible story. From the early days of playing golf in the office and fantasising about how great it would be if they really had their own magazine, to the night they won magazine of the year, and finally to the question of whether the dream could last forever...

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