

# National World

## People World

**Friday, 4 November 2022**

National World Publishing has launched a second new and exciting website this week.

[PeopleWorld.co.uk](https://PeopleWorld.co.uk) – offering a totally new approach to personality-led content – took its bow yesterday just two days after fan-focused football brand [3AddedMinutes.com](https://3AddedMinutes.com) kicked off on Tuesday.

Magazine editor and blogger Marina Licht, Editor of the new site, said: “We are delighted to launch People World where our visitors will learn more about the people making the day’s Headlines.

“They may be celebrities, royals, sports stars, politicians, or reality TV stars. They might even be totally anonymous... until now.

“We will tell you who they are, why they are trending and whether we think they’re ‘hot, or not’.”

Mark Thompson, Director of Digital Content for National World Publishing, said: “With the launch of People World and 3 Added Minutes we are entering an exciting era of introducing new brands that provide a content-specific offering to many diverse audiences.

“We have been able to build an exciting team for People World with journalists who are full of energy and ideas along with a deep understanding of what people really want to read and watch.”

The website has started with a team of four and there are plans to recruit more journalists in 2023.

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