



# BATTLEFIELD HEROES

Exclusively from IGN, EA's first free-to-play game. With players looking to power up with various abilities and objects, Battlefield Heroes offers brands unique in-game integration opportunities.

Branding opportunities for advertisers:

- > Custom branded clothing and accessories—allows users to personalize their hero with your branded item. Branding options include shirts, helmets, hats, trousers, uniforms among many others
- > Hero character's abilities can be customized with your brand as well. Broad range of opportunities include abilities such as 6th sense, stealth and hero shield, to name a few.

For more information on how to engage your brand with EA's Battlefield Heroes, contact your IGN Sales Executive.

## DEMOGRAPHICS

- > Male composition  
75%
- > Average age in years  
27.3
- > Average household income  
\$75,150



<http://corp.ign.com>  
Part of IGN Entertainment  
A Division of Newscorp