

AN ENGAGED AUDIENCE DELIVERED

2011

WORLD

WIT

ENGAGING, CONNECTING,  
ENTERTAINING, AND  
INFORMING GAMERS

**GAMEPRO // MEDIA**  
WWW.GAMEPRO.COM

## GamePro Media

A pioneering brand in gaming media for 20 years, **GamePro Media** produces online, print, social media, and in-store products that engage, connect, entertain, and inform gamers. As a progressive and integrated media brand, GamePro continues to evolve to meet the needs of discerning video game enthusiasts. By pairing its online and offline properties, GamePro Media is able to deliver content to readers in ways that are optimized to each medium; online content is updated throughout each day, and the community is engaged constantly through social media updates on Facebook and Twitter. The print product is positioned as a premium environment where products can be showcased for discerning readers that wish to dig deeper into topics before turning to the online community for further discussion.



Our print and digital properties provide purchasing information to 25 MM U.S. gamers each month and serves as a key marketing vehicle for over 100 trusted brands. Information on all of GamePro Media's properties is available at [GameProMedia.com](http://GameProMedia.com).

## Online - GamePro Escapist

The GamePro Escapist Media Group attracts millions of active, social, and vocal young men who relish sharing their opinions with their ever-expanding network of friends.

### GamePro.com

GamePro.com gives guys instant access to an avid community and to frank, insightful commentary on games and gaming culture. The site's crisp, modern design mirrors its mature voice, and its provocative articles spark stimulating forum discussions. Updated daily, the site also features breaking news, previews, reviews, screenshots, and videos. Nonstop site, Facebook, and Twitter posts keep users tuned in by quenching their thirst for quick-hitting news and views.

### The Escapist (EscapistMagazine.com)

The Escapist is a popular mouthpiece for the gaming generation attracting millions of fans with its award-winning content. The site captures and celebrates the video-game world's contemporary lifestyle and diverse culture with its in-depth features and intriguing articles authored by leading video-game authorities, renowned original video programming, engaging forums, and innovative social-media elements.

### Premium Partners

The GamePro Escapist Media Group serves millions of gaming enthusiasts a unique array of specialized gaming sites featuring premium content. Beyond GamePro.com and The Escapist, partners include such popular sites as Bitmob, the Global Gaming League, WarCry, and Neoseeker.

## THE NUMBERS:

**GamePro.com, Escapistmagazine.com Premium Partners**

### Total Monthly Unique Visitors:

**22**  
MILLION (U.S.)

**58**  
MILLION (W.W.)

comScore Oct. 2010 GamePro Escapist - Potential Reach

### Gender:

**90% male**

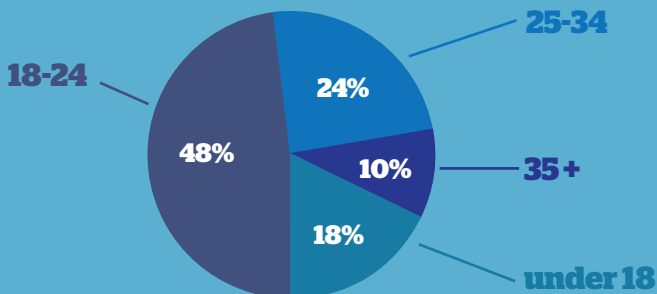
### Age:

**72% 18-34**

### Income:

HHI: \$60K+ **54%**

### AGE BREAKDOWN:



GamePro/Escapist online user survey September 2010

### Purchase Power: Purchase 12 games per year

{54%}

buy mainly or only **new games**

{28%}

plan to purchase a laptop or computer in the next 6 months

{49%}

go to see a movie at least once per month

{74%}

bought a DVD or Blu-ray in the last 6 months

GamePro/Escapist online user survey  
September 2010

## GamePro Media Online Rate Card

Standard Ad Units	Ad Size	Supplied or We Create	ROS CPM	Targeted CPM	Platform Doors	Home Page
Leaderboard	728x90	Supplied	\$9	\$11		
MPU	300x250	Supplied	\$13	\$17		
Half Page	300x600	Supplied	\$20	\$22		
Interstitial	700x500	Supplied	\$39			
Welcome Mat	700x500	Supplied	\$45			
Skyscraper	160x600	Supplied	\$11	\$13		

Premium Roadblock	Ad Size	Supplied or We Create	ROS CPM	Targeted CPM	Platform Doors	Home Page
Leaderboard/Half Page	728x90 300x600 or 300x250	Supplied		\$35	\$1,000 per day	\$2,000 per day
Skinning	Custom	We Create			\$1,500 per day	\$3,500 per day
Corner Peel	Custom	We Create			\$2,500 per day	\$4,500 per day
Video Wall / Overlay	Custom	We Create		\$50	\$3,000 per day	\$5,000 per day

Video Units	Ad Size	Supplied or We Create	ROS CPM
Pre-Roll	400x300	Supplied	\$35
Interactive Overlay	350x70	Supplied	\$30
Click to Site Overlay	350x70	Supplied	\$25

Non-Standard Ad Units	Ad Size	Supplied or We Create	ROS CPM
Graphic with Text Link	100x72	Supplied	(\$2 CPM )
Pick of the Week	Custom	We Create	\$1,000 per Day
Badge	Custom	We Create	\$2,000 per Day
Countdown Clock	Custom	We Create	\$1,500 per Day
Standard Sweepstakes	Custom	We Create	\$10,000 plus prizing

Newsletter Sponsorship	Ad Size	Supplied or We Create	ROS CPM
MPU	300x250	Supplied	\$1,650 per week

Targeting Available: Genre, Platform, Title, Section

### GPRO Contacts:

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## GamePro Magazine:

One of the most respected brands in the video-game industry, **GamePro** feeds young men's hunger for sharp, thought-provoking content about the people and culture of gaming. The magazine presents compelling articles on diverse topics such as introducing comedy into video games, the rise of Facebook gaming, the environmental impact of video-game development, and the only wine made by a gamer for gamers. GamePro's strong voice, clean design, wall-worthy visuals, and people-focused features provide a gratifying deep-dive for discerning readers.

## Magazines Are Still Relevant

GamePro is the fastest growing magazine in its category. Its growth, combined with its reader satisfaction and loyalty, prove that consumers still have a strong affinity for the printed word.

- Satisfied with GamePro: 96%
- Likely to renew: 94%
- Read four out of four issues: 93%
- Read 80% or more of an issue: 83%
- Spend two or more hours a month reading an issue: 72%
- Keep their issue for future reference: 70%
- Like to relax with a magazine: 83%

### QUICK STATS:

2,454,000

readers per month (intelliQuest 2010)

**Play video games more than 15 hours per week**

(GamePro reader survey, Dec 2009)



## THE NUMBERS: *Magazine Reader Profile:*

### Age:

Average Age: 29  
Median Age: 27

### Gender:

90% male

### Income:

HHI: \$50K+ 56%

### System Ownership:

PC 77%  
Microsoft Xbox 360 65%  
Nintendo Wii 60%  
Sony Playstation 3 58%  
Nintendo DS/Lite 52%  
Playstation Portable/PSP 45%

### Hours per week spent playing video games: (average number)

19 HOURS

94%

plan to renew their GamePro subscription

### Purchasing:

{72%}

either pre-order or purchase their game within the first week of launch

**ON AVERAGE BOUGHT 8 GAMES IN THE LAST 6 MONTHS**

### Influence:

92% give advice on gaming in a given month  
On average they give advice to 6 people

### Where they shop for games:

GameStop/EB 90%  
Best Buy 48%  
Wal-Mart 36%  
Amazon 30%  
XBox Live 21%  
PlayStation Network 20%  
Ebay 15%  
Target 12%

*GamePro reader survey December 2009*

## RATE CARD 24:

4-color	1x	3x	6x	12x
1 page	30,000	29,100	28,500	27,000
1/2 page	19,200	18,625	18,240	17,280
1/3 page	12,750	12,370	12,115	11,475

### Premium Positions

Inside Front Cover: 4-color rate + 45%

Inside Back Cover: 4-color rate + 40%

Back Cover: 4-color rate + 50%

First Third of Book: 4-color rate + 15%

Guaranteed Position: 4-color rate + 10%

**Commissions and Terms:** All invoices are due upon receipt. 15% discount to recognized agencies. No commissions will be paid on invoices not paid within 90 days. Cancellation Policy: Cancellations will not be accepted after close of business of Space Close date.

Issue	I/O Due	Mat'ls Due	On Sale
Jan '11	10/15	10/20	11/30
Feb '11	11/17	11/22	1/4
Mar '11	12/10	12/15	2/1
Apr '11	1/21	1/26	3/8
May '11	2/18	2/23	4/5
Jun '11	3/18	3/23	5/3

Issue	I/O Due	Mat'ls Due	On Sale
Jul '11	4/15	4/20	5/31
Aug '11	5/13	5/18	6/28
Sep '11	6/17	6/22	8/2
Oct '11	7/15	7/20	8/30
Nov '11	8/19	8/24	10/4
Dec '11	9/16	9/21	11/1



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## Mechanical

Ad Sizes	Live	Trim	Bleed
Spread-Page	15½" x 10"	16" x 10½"	16¼" x 10¾"
Single-Page	7½" x 10"	8" x 10½"	8¼" x 10¾"
1/2 Page Vertical	3½" x 10"	4" x 10½"	4½" x 10¾"
1/2 Page Horizontal At Bottom	7½" x 4¾"	8" x 5¼"	8¼" x 5¾"
1/3 Page Vertical	2⅞" x 10"	2⅝" x 10½"	3⅞" x 10¾"
1/3 Page Horizontal At Bottom	7½" x 3"	8" x 3½"	8¼" x 3⅞"

**Notes:** All type and images not intended to bleed should be kept within 1/4" from trim. Placing type through the gutter should be avoided. Allow 5/8" gutter width. No additional charge for bleed.

### For Assistance contact:

**Jerry Wandel**  
Tel: 415.978.3284  
Fax: 415.974.7402  
ad\_traffic@gamepro.com

### Ship materials to:

**GamePro Media**  
Attention: Production  
501 2nd Street, 6th Floor  
San Francisco, CA 94107

## Print Specifications

**Trim Size:** 8" x 10 1/2"

**Printing process:** Web Offset, SWOP

**Binding Method:** Perfect

**Linescreen:** 150

**Total ink coverage:** Not to exceed 300%

### Reminders when preparing files:

- Build your document layout to the exact size above. All files submitted for print ads must meet our mechanical specifications. Full page and spread display ads must include appropriate bleed area.
- Please make sure that all crop, trim, and registration marks are outside the bleed area.
- We print CMYK and colors must be set to 4-color process.
- File must be print-ready for output and PDF/X-1a.
- Total ink density not to exceed 300%.
- Please include bleed on all sides of fractional ads.
- No PMS colors.

### File formats: PDFx1a-verified.

- Files should be compliant with the PDF 1.3 Specification (PDF/X-1a:2001).
- File must be flagged as trapped "yes" or "no".
- MediaBox and TrimBox or ArtBox must be defined; BleedBox is optional.
- Recommended output intent: CGATS TR001.
- Please make sure all fonts are embedded and subset in the file.

**Colors:** All colors must be designated as CMYK process colors. Use of Pantone or RGB colors in ad files will result in color shifts to final output.

*GamePro Media cannot be responsible for color alteration of ads submitted in non-CMYK formats.*

**Proofs:** One SWOP color proof with color bars is required. We adhere to SWOP specifications.

*GamePro Media is not responsible for the quality of any advertising that is not supplied with a SWOP proof, or to SWOP specifications.*

**Expiration Date:** All advertising materials will be discarded six months after issue date of relative issue.

### FTP Instructions:

**Server:** marco.idg-games or 206.80.3.55

**Login:** advertisers

**Password:** ad-up



## Publisher's Statement

1. Advertisements are subject to acceptance by GamePro Media. The publisher reserves the right to refuse, alter, or cancel any advertising for any reason at any time.
2. Advertisements that run in GamePro Media publications are subject to all the terms and conditions printed on this rate card. It is the responsibility of every client and agency that places advertising in a GamePro Media publication to acquire and read this rate card, and abide by all regulations listed herein. For this purpose, copies of this rate card are made available by the publisher and may be obtained free of charge from your nearest GamePro Media sales office.
3. Advertisers are encouraged to indicate positioning preferences on insertion orders and contracts. GamePro Media will attempt to accommodate all reasonable positioning requests. When accompanied by the appropriate premium positioning charge and accepted, positioning instructions will be considered instructions to the publisher and will be treated as such. However, the publisher still reserves the right to alter a premium position for any reason at any time. Should this occur, the publisher will make every effort to offer a mutually satisfactory alternative premium position. When unaccompanied by a premium charge, all positioning instructions will be treated as requests to be complied with at the discretion of the publisher. The client and its agency agree to pay for the advertisement in full whether or not GamePro Media complies with the positioning request.
4. Advertisements will be accepted only on the terms listed in this rate card. Terms (whether in insertion orders or other acceptances) that are in addition to or not identical with the terms set out here will not become part of any agreement.
5. All insertion orders, contracts, insertion instructions, and reproduction materials must be submitted to GamePro Media by closing date. Extensions for reproduction materials may be granted when necessary.
6. Any deliberate attempt to simulate the format of an GamePro Media product is not permitted, and the publisher reserves the right to place the word "Advertisement" with copy that, in the publisher's opinion, resembles editorial matter.
7. All advertising copy and art is subject to publisher's approval. All advertisements are accepted and published upon the representation that advertisers and agencies are authorized to publish the entire contents and subject matter. In consideration for the publisher's acceptance of such advertisements for publication, both advertisers and their agencies will indemnify and save the publisher harmless from and against any liability (including costs and attorney's fees) arising out of publication of such advertisements, including, but without limitation to, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, and copyright infringement, including those based on active or passive negligence.
8. The publisher is not liable for delays in delivery or for nondelivery in the event of an act of God, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.
9. The publisher is not responsible for errors in key numbers, advertisers indexes, or any other typesetting or service done by the publisher.
10. In the event of nonpayment, publisher reserves the right to hold the advertiser and/or the advertising agency jointly and severally liable for such moneys as are due and payable to the publisher.
11. If the parties sign GamePro Media's Advertising Agreement, the terms of that agreement will override any conflicting terms in this rate card. However, no other conditions, printed or otherwise, appearing on insertion orders, contracts, insertion instructions, or any other form of correspondence that conflict with these policies will be binding on the publisher.
12. The client will be billed at GamePro Media's prevailing rates for corrections made to ads that do not meet GamePro Media's specifications and for alterations made at client's request. GamePro Media is not responsible for the quality of any advertising supplied without proofs.
13. Advertising rates are subject to change at GamePro Media's sole discretion.
14. This rate card will be interpreted according to California law, and any litigation relating to it will be conducted in San Francisco, California.
15. Invoices outstanding after 30 days will be subject to a 1.5% monthly service charge on the unpaid balance. In the event of nonpayment, the client will be liable for all costs of collection, including reasonable attorney's fees.
16. If the client fails to meet the closing date for submitting materials, the client still may be charged, at the publisher's option, for any advertising space reserved.
17. In the event that copy for the advertisement is submitted on time, and the publisher either runs the advertisement incorrectly or fails to run the advertisement in the designated issue, the client's sole remedy will be to have the publisher run the advertisement in the next issue at no charge to the client.
18. In no event will the publisher be liable for lost sales, lost profits, or any other direct, indirect, incidental, or consequential damages.
19. This rate card contains the entire agreement of the parties and supersedes all prior agreements and representations. This rate card may not be modified except by a writing signed by the President of GamePro Media.
20. Terms: All invoices are due upon receipt. A 15% commission is paid to recognized agencies on the total gross cost of a display ad, which includes all applicable space charges and premiums for position and color. A 15% commission will not be paid to either agency or client if an insertion order has not been received by the time of invoicing. All display advertising units are commissionable. No commissions will be paid on invoices not paid within 90 days.

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