



gameinformer.com

2012 Online Media Kit

2.5 Million Monthly Unique Visitors

16 Million Monthly Pageviews



Time on Site

On average, visitors spend **3:22 Minutes** on our site.



Video views

Over 700,000
Video Plays per
Month.

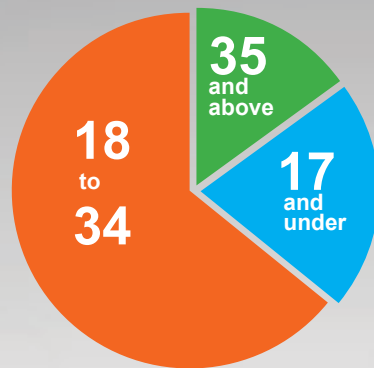
Visitors at a Glance

Demographics



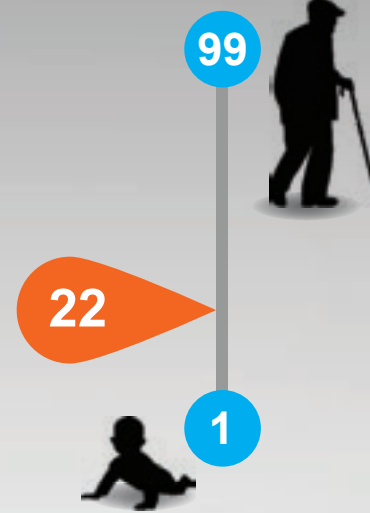
Gender

88% male
12% female



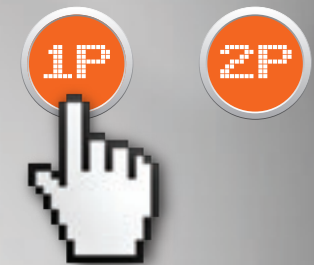
Age

21% - 17 and under
64% - 18-34 years
15% - 35 and above



Median Age

22 years



Marital Status

73% single
27% married



Top Interest

99.5% list video games as their highest topic of interest, followed by internet activity and movie going.



Time spent

On average, visitors spend **18 hours per week** playing video games.



Internet

96% of visitors have broadband access.

Visitors at a Glance

Consoles & Games

Console Ownership

97.2% own at least one video game console

Xbox 360	61.9%
PlayStation 2	61.1%
Nintendo DS	47.1%
Nintendo Wii	46.8%
PSP	40.5%
PlayStation 3	38.5%
GameCube	36.1%
Xbox	29.2%



Plans to Purchase Consoles

60% plan to purchase/receive a game system in the next 12 months

PlayStation 3	39.2%
Xbox 360	29.3%
Nintendo Wii	26.5%
Nintendo DS	15.1%
PSP	10.2%

Game Purchasing Frequency

In the last 60 days, visitors:

- purchased 4 games
- downloaded 5 game demos off the internet




Advertiser Benefits

Overview

Our Audience Takes Action

Proven .18 CTR

PROVEN

>>  **85%** have made a purchase after seeing and/or reading about a product on GamelInformer.com

Higher Exposure to Women & Youth

We Exceed Promised Impressions

Lower CPMs realized than CPMs sold

Get Higher Visitor Attention

Greater share of voice

Your ads featured in a clean, non-cluttered site

Targeting Capabilities

Demographic

Geographical

Key Word

Search

Channel/Page



Achieve Reach AND Frequency on One Site

Place Your Ad Strategically

- 91%** Have more than one favorite section of GamelInformer.com
- 83%** Consider GamelInformer.com's Review section to be their favorite.
- 69%** Consider GamelInformer.com's News section to be their favorite.
- 65%** Consider GamelInformer.com's Forum section to be their favorite.



Advertiser Benefits

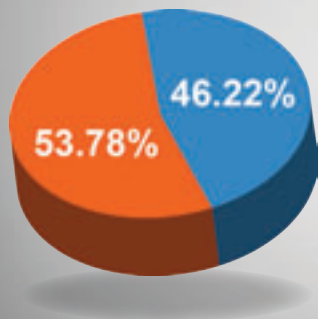
Influence

Top Gaming Sources

www.gameinformer.com	74.5%
www.ign.com	45.2%
www.gamespot.com	38.3%
Other	27.6%
www.1up.com	15.0%
www.gamepro.com	10.1%
www.kotaku.com	6.7%

Reach AND Frequency

- New Visitors per Month = Reach
- Returning Visitors = Frequency



82.4% of GameInformer.com visitors also read Game Informer Magazine

Sources: WebTrends 2009, Comscore MyMetrix 2009, DoubleClick DART, Atlas Tracking, GameInformer.com User Study 12/09

Influence Based on Trust

97% Agree: GameInformer.com has the most complete information when it comes to buying video games

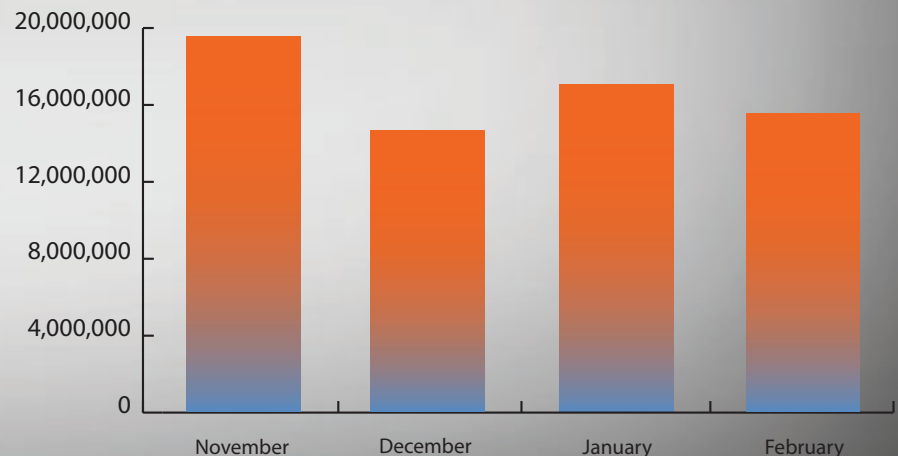
96% Agree: GameInformer.com is the most reliable source when it comes to buying video games.

93% Agree: GameInformer.com influences their purchase decisions.

85% have made a purchase after reading about it on GameInformer.com

2011 Page Views

Average 16,778,131



File Formats

Type	Accepted Extensions	Other Requirements	Recommendations	Detailed Specifications
Image	.jpg/.jpeg, .gif, .png	If created internally, all .psd (Photoshop) files.	If applicable, also send fonts used in image creation	Max weight 200K (skins/backgrounds), 75K (skyscrapers, large rectangles [at least one dimension over 300]), 50K all remaining.
Flash	.fla (Flash version 7 or higher).	Also send .swf, HTML, and any images/fonts used. A back-up static image ad must also be provided to use when users do not have Flash installed.	Provide demo link for previewing desired animation functionality.	Initial load: see Image of same size; Maximum after Polite Load: 2MB.
Rich Media	.html, .htm, .css, .js, and Flash/Image	Flash and Image requirements apply. Must have "close" functionality, and overlays must be user-initiated by easy to understand button/mechanism.	Consider using skins (CSS and Images) for all-static content.	Typically consists of 3 Flash ads: an overlay element (max 900x800), a leaderboard, and a super skyscraper. Overlay should not go beyond the bounds of the other pieces (i.e. either above leaderboard, below skyscraper or both).
Videos	.mov, .wmv, .avi, will all be converted to .flv, please send .flv if possible.	Currently only pre-roll for now.	Provide your highest quality video. We will compress as necessary if we feel the video is too large for pre-roll run.	29 FPS, max size 900x506.

Units

	Size (WxH)	File Formats	Timing	Available for Rich Media
High Impact				
Super Leaderboard	960 x 164 (max)	Image, Flash	No looping	Yes
Super Skyscraper	300 x 600	Image, Flash	No looping	Yes
Skin/Background	1640 x 1000	Image	Static	No
Prestital	Up to 700 x 500	Image, Flash	:10	No
Interstitial	Up to 700 x 500	Image, Flash	:10	No
Home Page Feature Insert Ad	610 x 90	Image, Flash	Continuous	Yes
Linear Video	16:9 Ratio	Flash	:15 - :30	Yes
Non-Linear Video	16:9 Ratio	Flash	:15 - :30	Yes
Gallery Slide Show Insert	TBA	Image, Flash	:10	TBA
Standard				
Leaderboard	728 x 90	Image, Flash	No looping	Yes
Super Skyscraper	300 x 600	Image, Flash	No looping	Yes
300	300 x 300	Image, Flash	No looping	Yes
250	300 x 250	Image, Flash	No looping	Yes
200	300 x 200	Image, Flash	No looping	Yes
100	300 x 100	Image, Flash	No looping	Yes
Sponsorships				
Top 10 Lists	300 x 250	Image	Static	No
Podcast	300 x 250	Image	Static	No
Weekly Poll	300 x 250	Image	Static	No
Contest Blog Post/Advertorial	Varies	Image	Static	No

Advertising Sales

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