



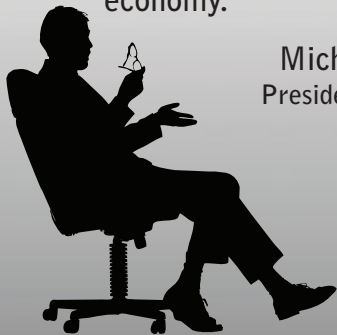
# gameinformer

Reaching  
More Men 18-34  
Than Any Other Magazine  
On the Planet

7 Million Subscribers - 29.4 Million Total Reach

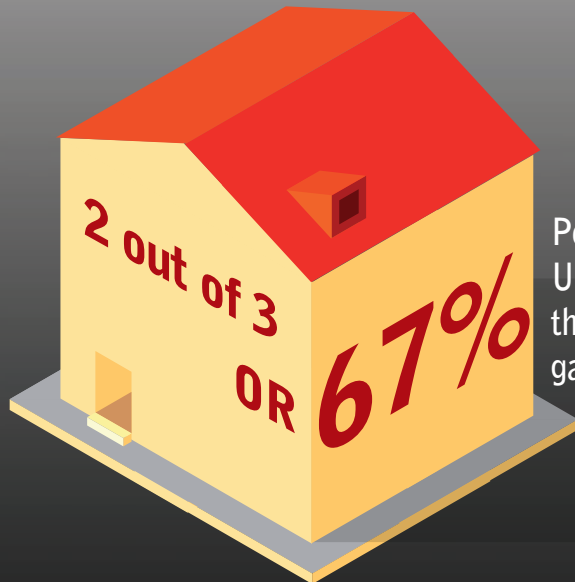
"December [2009] sales broke all industry records and underscores the incredible value consumers find in computer and video games even in a down economy."

Michael D. Gallagher  
President and CEO of ESA

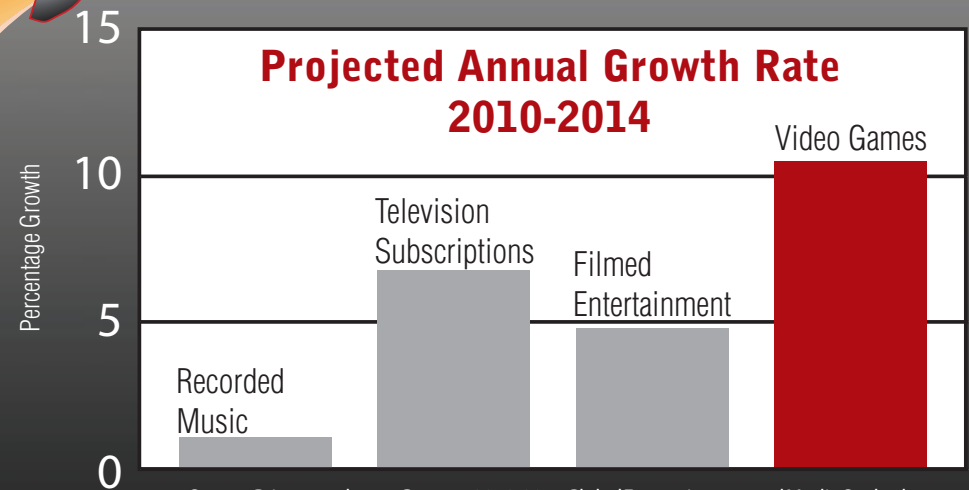
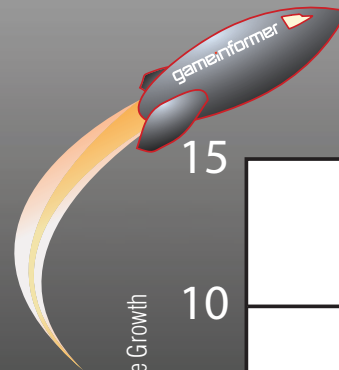


(Nov. 11, 2010) – *Call of Duty: Black Ops* broke entertainment retail records in its first 24 hours with 5.6 million units sold while banking \$360 million in North America and the U.K. alone. This breaks the previous first-day sales record of \$330 set by *Call of Duty: Modern Warfare 2* in November 2009.

- U.S. Video Game Sales  
2009: 19.66 Billion dollars
- U.S. Video Game UNIT Sales  
2009: 275 Million units



Percentage of US households that play video games



Source: PricewaterhouseCoopers 2010-2014 Global Entertainment and Media Outlook

# 84% MALE

<b>MEDIAN AGE</b>	27
<b>T12-17</b>	16%
<b>A18-24</b>	27%
<b>A18-34</b>	62%
<b>A35+</b>	22%



\$65,800 Median HH Income



69% Attended/Graduated College  
70% High School Grad+



69% Single/Never Married  
22% Married



60% Employed  
48% Employed Full Time



## Active Lifestyles Beyond The Games

The Game Informer audience is an active and involved, heavy consumer.

- Game Informer readers are active, career professionals who are homeowners, car owners, and enjoy above-average incomes to support thier lifestyle.
- Our readers are frequent consumers purchasing electronics, sporting goods, clothes, furnishings, insurance and more.
- Our readers want to be entertained. They dine out, go to movies, and travel regularly..
- Our readers have a passion for video games.
- Game Informer is their #1 source to fuel that passion.

Over the course of 20 years,  
the brand power of *Game Informer* evolved beyond  
"The Final Word on Computer & Video Games" and into  
"The World's #1 Computer & Video Game Magazine."

That's an official  
**7,500,000**  
subscribers

...which is more  
people than the  
entire population  
of New Zealand!



## 2012 ABC Top 20

Rank	Publication Name	Total Paid & Verified Circulation (Second Half 2010)
1	AARP The Magazine	22,407,421
2	AARP Bulletin	22,171,632
3	Better Homes And Gardens	7,617,844
<b>4</b>	<b>Game Informer</b>	<b>7,514,460</b>
5	Reader's Digest	5,560,046
6	National Geographic	4,480,788
7	Good Housekeeping	4,341,426
8	Woman's Day	3,886,853
9	Family Circle	3,872,671
10	People	3,569,811
11	Time	3,298,390
12	Ladies' Home Journal	3,232,354
13	Taste of Home	3,230,514
14	Sports Illustrated	3,178,760
15	Cosmopolitan	3,040,013
16	Prevention	2,874,117
17	Southern Living	2,865,845
18	Maxim	2,507,318
19	AAA Living	2,471,160
20	O, The Oprah Magazine	2,380,782



# 365,558,082

Annual Impressions Through Syndication

In addition to the already impressive circulation, newspapers throughout the U.S. publish Game Informer's Reviews, Previews and Top 10 Lists in print and online on a weekly basis and expand GI's impact and reputation.

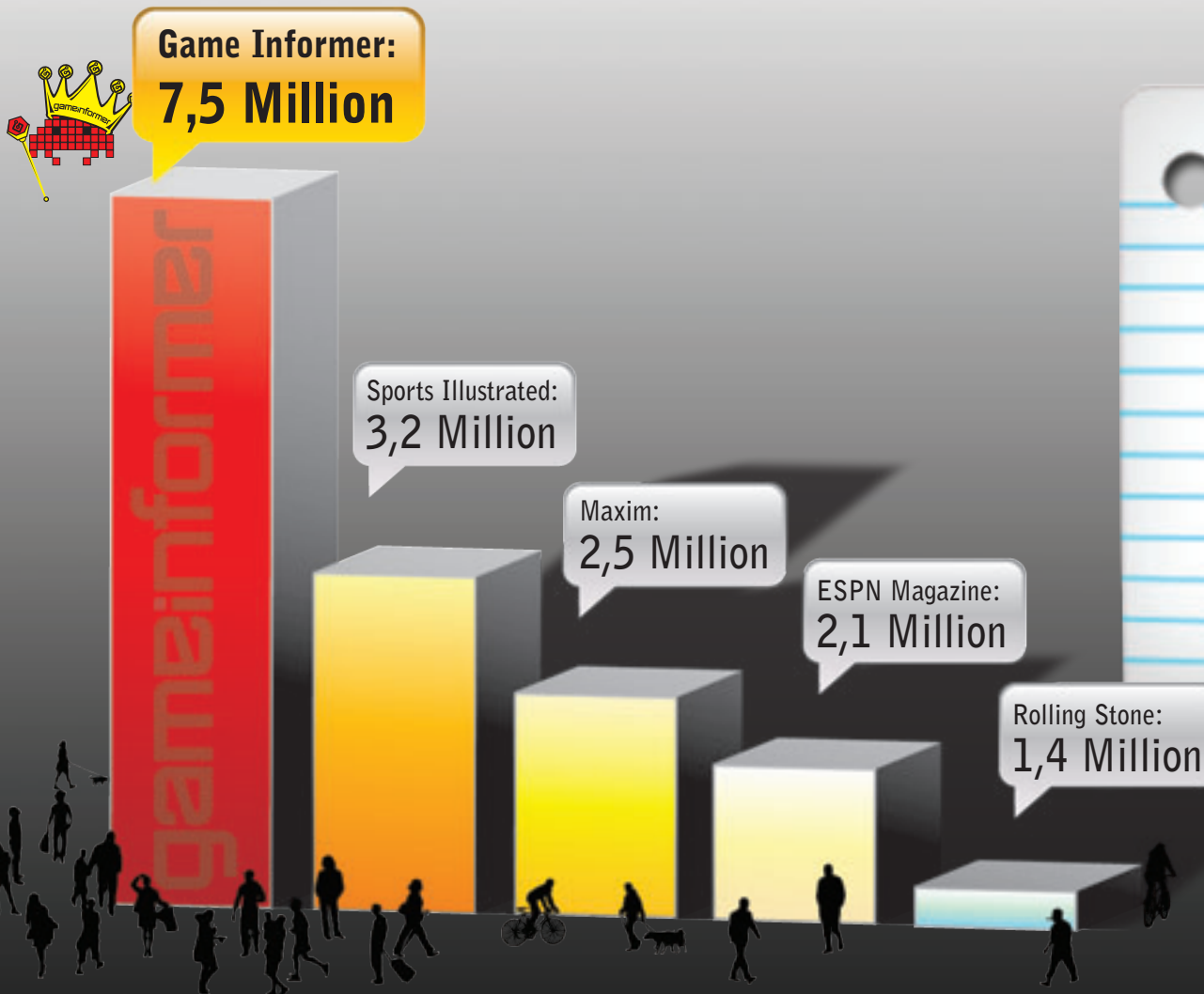
- Chicago Tribune
- Star Tribune
- Richmond Times-Dispatch
- The Spokesman Review (WA)
- The Hartford Courant
- Philadelphia Daily News
- Wichita Eagle (KS)
- Ft. Worth Star-Telegram (TX)
- The Record (NJ)
- The Sun Herald (MS)
- South Florida Sun-Sentinel
- Belleville News-Democrat (MO)
- The Florida Times-Union
- Detroit Free Press
- Kansas City Star (MO)
- The Waterloo Courier (IA)
- The State (SC)
- Merced Sun-Star (CA)
- and more...

## Circulation Men's Category

**Game Informer's approach** is direct and has been for over 20 years:  
Sell subscriptions face-to-face in an environment where active video  
game players are most likely to be found...video game stores.

### GameStop

The World's Largest Specialty Game Retailer  
Over 4,400 U.S. Stores and Growing



*At GameStop, selling a subscription to Game Informer is like selling candy in a candy store. Knowing that my customers are into games, I lead them to the best magazine on the shelf, in the same way that I lead them to the best games on the shelf. I just let my customers know what I believe...Game Informer Magazine is the most entertaining games magazine, and hands-down, the best resource you'll ever find.*

*Sean Allen  
GameStop Store Manager*

## Consumer Advertising Partners



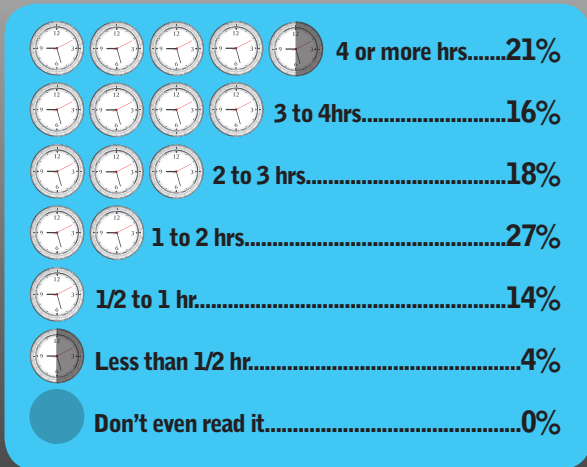
## Reading Game Informer



### Time Spent Reading Each Issue



**MEAN: 2.7 hrs**



**86%**  
Read at least  
Half or More  
of Every Issue

**91%**  
of subscribers have  
made a purchase  
after seeing/reading  
about a product  
in GI.



**gameinformer**

- 45% read all or almost all
- 23% read about three quarters
- 18% read about half
- 8% read about a quarter
- 6% skim only
- 0% don't read



## Influence

84%, which is over 6.3 Million Game Informer readers subscribe to no other video games magazine.

91%, which is 6,825,000 of subscribers have made a purchase after seeing/reading about a product in GI.

74%, which is 5,500,000 agree that GI influences their purchases.

68%, which is 5,100,000 of subscribers agree that the ads in GI provide them with important information about products.



Do you plan to renew your subscription to *Game Informer*?

Yes.....67%  
 Not sure.....31%  
 No.....2%

Why did you initially subscribe to *Game Informer*?

For magazine & discount.....65%  
 For the discount only.....29%  
 Gift.....6%

What other video game publications do you read regularly? (at least three out of four issues)

Official Xbox Magazine.....15%  
 PlayStation Official Magazine.12%

## Affinity



91% are **very satisfied** with GI and enjoy reading the magazine each month.



92% **trust** Game Informer's reviews.



97% agree GI provides them with better, more reliable buying information than any other games magazine.



80% agree GI is the most entertaining games magazine they currently read.



77% save their copies for reference.



## Purchasing Habits



### Game Informer Readers CURRENTLY OWN:

PC	66%	3,300,000
PlayStation 3	46%	2,300,000
PSP	28%	1,400,000
PSP Go	2%	100,000
Nintendo DSi	14%	700,000
Nintendo DS Lite	23%	1,150,000
Nintendo Wii	55%	2,750,000
Xbox 360	64%	3,200,000

### PURCHASING SOURCES

(computer/video games including handhelds and video game systems)

GameStop.....	96%
Best Buy.....	47%
Wal-Mart.....	46%
Amazon.com.....	29%
Target.....	30%
GameStop.com.....	19%
eBay/Half.com.....	12%

### Game Informer Readers PLAN TO BUY\*

PC	11%	550,000
PlayStation 3	22%	1,100,000
PSP	4%	200,000
PSP Go	3%	150,000
Nintendo DSi	5%	250,000
Nintendo DS Lite	3%	150,000
Nintendo Wii	12%	600,000
Xbox 360	14%	700,000

\*in the next 6 months

### FREQUENCY OF SHOPPING FOR GAMES:

9%	Every Day
14%	2-3 days per week
8%	4-6 days per week
24%	Once a week
21%	Once every 2 weeks
13%	Once a month
6%	Once every 2 or 3 months
3%	Less than once every 2 or 3 months

### MOST IMPORTANT SOURCE

when deciding which computer/video games/systems to purchase:

92%	Personal experience/preference
72%	Friends/word of mouth
61%	Magazines
56%	Websites
24%	TV ads

### NEW GAME PURCHASE HABITS:

49%	Pre-order
16%	Purchase with the first week
17%	Purchase within the first month
16%	Wait more than a month to purchase
2%	Does not apply/does not purchase new games



## Rate Card #22

## 3.5 Million Rate Base Guarantee

4-Color	1X	3X	6X	12X	24X	36X	48X	60X
Full Page	\$186,148	\$180,584	\$175,104	\$169,918	\$163,114	\$158,229	\$153,478	\$148,853
1/2 Page	\$111,683	\$108,341	\$105,090	\$101,964	\$97,867	\$94,935	\$92,068	\$89,287
1/3 Page	\$85,625	\$83,053	\$80,547	\$78,151	\$75,042	\$72,781	\$70,593	\$68,465

B & W	1X	3X	6X	12X	24X	36X	48X	60X
Full Page	\$167,521	\$162,519	\$140,138	\$135,915	\$130,478	\$126,574	\$122,753	\$119,090
1/2 Page	\$100,514	\$97,506	\$84,084	\$81,552	\$78,285	\$75,947	\$73,652	\$71,456
1/3 Page	\$77,053	\$74,758	\$64,469	\$62,515	\$60,011	\$58,217	\$56,459	\$54,783

### PREMIUM POSITIONS

2nd Cover Spread	Earned Rate + 25%
3rd Cover Spread	Earned Rate + 20%
TOC-RHP Page	Earned Rate + 15%
1-1/2 Masthd Spread	Earned Rate + 15%
First Form	Earned Rate + 15%
Guaranteed Position	Earned Rate + 10%



No additional charge for bleeds. Circulation verified by ABC. Positioning of advertisements is at the discretion of the publisher unless otherwise specified and acknowledged by the publisher in writing. Advertisements are subject to acceptance by publisher. The publisher reserves the right to refuse, alter or cancel any advertising for any reason at any time. Publishers shall not be liable for any failure to print, publish or circulate all or any portion of any issue if such failure is due to acts of God, strikes, accidents, legal action or other circumstances beyond the publisher's control. Commissions: 15% commission to recognized agencies.

## 2012 ISSUE CLOSING DATES

Insertion Cover Date	Insertion Due Date	Material Due Date	On Sale
January '12	10/10/11	11/14/11	12/9/11
February	11/11/11	12/12/11	1/13/12
March	12/09/11	1/13/12	2/10/12
April	1/13/12	2/13/12	3/9/12
May	2/10/12	3/19/12	4/13/12
June	3/16/12	4/16/12	5/11/12
July	4/13/12	5/14/12	6/8/12
August	5/11/12	6/18/12	7/13/12
September	6/15/12	7/16/12	8/10/12
October	7/13/12	8/20/12	9/14/12
November	8/17/12	9/17/12	10/12/12
December	9/14/12	10/22/12	11/16/12

## MECHANICAL REQUIREMENTS

Ad Size	Bleed	Trim	Non-Bleed
2-Page Spread	18 1/4" x 11"	18" x 10 3/4"	17 1/2" x 10 1/4"
Full Page	9 1/4" x 11"	9" x 10 3/4"	8 1/2" x 10 1/4"
1/2 Page Vertical*	4 5/8" x 11"	4 1/2" x 10 3/4"	4 1/4" x 10 1/4"
1/2 Page Horizontal (bottom)	9 1/4" x 5 1/2"	9" x 5 3/8"	8 1/2" x 5 1/8"
1/3 Page Vertical*	3 1/8" x 11"	3" x 10 3/4"	2 1/2" x 10 1/4"
1/3 Page Horizontal (bottom)	9 1/4" x 3 7/8"	9" x 3 3/4"	8 1/2" x 3 1/4"

*Live Matter: Keep live matter 1/4" from trimmed sides. Text across the gutter should be avoided. Gutter Allowance: 3/8" on each side of gutter, 3/4" for two page spread.*

*\*Allow 1/8" bleed on only one side of the ad for 1/3 page vertical and 1/2 page vertical ads.*

## DIGITAL FILES MATERIAL REQUIREMENTS

### PDF/X1-a (preferred format)

\*\* Please contact production first if you plan to submit other file formats

CONVERT: All Spot colors need to be converted to CMYK colors before output to PDF-X1a.

REGISTRATION: Standard registration marks and crop marks must be included and they should appear at least 1/8" outside of the trim area to avoid overlapping creative. Pages should be centered and cropped to page trim size plus bleed.

MEDIA: CD-R (ISO9660 and MAC), DVD-R.

FTP:  
12.25.107.16  
username: advert  
password: myl@k3h0M3

PROOF REQUIREMENTS: Please submit two hard-copy proofs at 100% scale made from supplied PDF/X1-a file.

For a guarantee in color reproduction, advertisers must submit TWO SWOP certified contract proofs at 100% scale (must include color bar & indicate proofing system used on the proofs)

Proofs must be made from supplied PDF/X1-a file.

Acceptable contract proofs are Fuji Pictro, Fuji Final Proof, Epson Contract Proof, Kodak Approval, IRIS, Digital Match Print.

For an up-to-date list of SWOP approved color proofing systems, please visit: [www.swop.org](http://www.swop.org)

PRINTING SPECIFICATIONS:  
SWOP Printed Web Offset. Perfect bindery.

Maximum Ink Density: 300% • Linescreen: 133lpi  
If proofs are not provided with materials, Game Informer assumes no liability for ad reproduction quality and content accuracy. Laser Inkjet proofs or any other proofs supplied that are not SWOP certified contract proofs are accepted for file content only.

All advertising copy and art is subject to publisher approval.

### MEDIA LABELING REQUIREMENTS:

Issue Date, Advertiser, Agency Name, Contact Person, Phone Number, Vendor Contact, File Name/Number, Return Address, List of Contents (print of disk contents)

### MAILING & SHIPPING INSTRUCTIONS:

For all mechanical materials/specification questions contact:

Curtis Fung • Production Director  
724 North First Street, 3rd Floor  
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tel: (612) 486-6058  
fax: (612) 486-6101  
[curtis@gameinformer.com](mailto:curtis@gameinformer.com)

## ADVERTISER FURNISHED PIECES

Standard trims for inserts are as follows:

Standard full size insert: 1/8" trim on all faces – finished size of 9" x 10 3/4"

Less than full-size insert: 1/8" on gutter and foot, 1/2" on gutter for binding

Questions Contact:  
Ted Katzung • Circulation Services  
tel: (612) 486-6107  
fax: (612) 486-6101  
[ted@gameinformer.com](mailto:ted@gameinformer.com)

Please direct general advertising inquiries to:

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*Please direct all general advertising inquiries to:*

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