

MAGAZINE

Publisher's Statement

Six months ended December 31, 2012

Subject to Audit

Field Served: The video/computer game consumer market.

Published by Sunrise Publications, Inc.

Frequency: 12 times/year

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	5,554,456	70.6			
Digital (Replica)	2,305,816	29.3			
Total Paid Subscriptions	7,860,272	99.9			
Verified					
Total Paid & Verified Subscriptions	7,860,272	99.9			
Single Copy Sales					
Print	4,054	0.1			
Total Single Copy Sales	4,054	0.1			
Total Paid & Verified Circulation	7,864,326	100.0	3,500,000	4,364,326	124.7

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$19.98		
Average Subscription Price Annualized (12 issue frequency)		\$10.08	
Average Subscription Price per Copy		\$0.84	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2012.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions		Total Paid Subscriptions	Verified Subscriptions		Single Copy Sales		Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)		Print	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales			
July	6,036,657	1,936,621	7,973,278		7,973,278	4,016	4,016	6,040,673	1,936,621	7,977,294
Aug.	5,817,135	2,113,903	7,931,038		7,931,038	3,994	3,994	5,821,129	2,113,903	7,935,032
Sept.	5,687,838	2,336,679	8,024,517		8,024,517	3,913	3,913	5,691,751	2,336,679	8,028,430
Oct.	5,383,866	2,410,319	7,794,185		7,794,185	3,863	3,863	5,387,729	2,410,319	7,798,048
Nov.	5,297,764	2,477,463	7,775,227		7,775,227	4,049	4,049	5,301,813	2,477,463	7,779,276
Dec.	5,103,477	2,559,909	7,663,386		7,663,386	4,491	4,491	5,107,968	2,559,909	7,667,877

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2008	%	2009	%	2010	%	2011	%	2012	%
Subscriptions:										
Paid	3,125,985	89.1	3,691,124	99.7	4,713,246	99.9	6,729,797	99.9	8,012,797	99.9
Verified	355,897	10.1	N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	3,481,882	99.2	3,691,124	99.7	4,713,246	99.9	6,729,797	99.9	8,012,797	99.9
Single Copy Sales	26,385	0.8	11,996	0.3	5,341	0.1	4,875	0.1	4,128	0.1
Total Paid & Verified Circulation	3,508,267	100.0	3,703,120	100.0	4,718,587	100.0	6,734,672	100.0	8,016,925	100.0
Year Over Year Percent of Change		10.0		5.6		27.4		42.7		19.0
Avg. Annualized Subscription Price	\$13.08		\$12.12		\$12.12		\$10.08		\$10.08	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	5,554,456	2,305,816	7,860,272	99.9
TOTAL PAID SUBSCRIPTIONS	5,554,456	2,305,816	7,860,272	99.9
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	5,554,456	2,305,816	7,860,272	99.9
SINGLE COPY SALES				
Single Issue Sales	554		554	0.0
Sponsored Sales	3,500		3,500	0.1
TOTAL SINGLE COPY SALES	4,054		4,054	0.1
TOTAL PAID & VERIFIED CIRCULATION	5,558,510	2,305,816	7,864,326	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the September 2012 issue

Total paid & verified circulation of this issue was 2.1% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS		SINGLE COPY SALES			Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print		
Alabama	77,879	34,680	112,559		112,559	2	2	77,881	34,680	112,561
Arizona	109,443	43,614	153,057		153,057	10	10	109,453	43,614	153,067
Arkansas	38,186	13,129	51,315		51,315	4	4	38,190	13,129	51,319
California	677,403	240,380	917,783		917,783	32	32	677,435	240,380	917,815
Colorado	64,673	49,303	113,976		113,976	5	5	64,678	49,303	113,981
Connecticut	82,237	18,756	100,993		100,993	7	7	82,244	18,756	101,000
Delaware	24,108	5,065	29,173		29,173			24,108	5,065	29,173
District of Columbia	4,260	7,473	11,733		11,733			4,260	7,473	11,733
Florida	358,079	157,051	515,130		515,130	25	25	358,104	157,051	515,155
Georgia	165,528	79,822	245,350		245,350	9	9	165,537	79,822	245,359
Idaho	20,608	7,181	27,789		27,789	2	2	20,610	7,181	27,791
Illinois	247,295	87,109	334,404		334,404	19	19	247,314	87,109	334,423
Indiana	129,686	39,197	168,883		168,883	6	6	129,692	39,197	168,889
Iowa	46,433	14,961	61,394		61,394	6	6	46,439	14,961	61,400
Kansas	48,406	18,440	66,846		66,846	7	7	48,413	18,440	66,853
Kentucky	91,630	35,875	127,505		127,505	4	4	91,634	35,875	127,509
Louisiana	77,254	38,013	115,267		115,267	9	9	77,263	38,013	115,276
Maine	22,815	3,764	26,579		26,579	8	8	22,823	3,764	26,587
Maryland	103,675	75,075	178,750		178,750	9	9	103,684	75,075	178,759
Massachusetts	136,304	40,043	176,347		176,347	9	9	136,313	40,043	176,356
Michigan	177,941	53,164	231,105		231,105	15	15	177,956	53,164	231,120
Minnesota	56,924	34,530	91,454		91,454	7	7	56,931	34,530	91,461
Mississippi	52,906	22,035	74,941		74,941	3	3	52,909	22,035	74,944
Missouri	90,389	33,178	123,567		123,567	8	8	90,397	33,178	123,575
Montana	14,956	2,066	17,022		17,022	7	7	14,963	2,066	17,029
Nebraska	25,911	7,496	33,407		33,407	1	1	25,912	7,496	33,408
Nevada	60,098	20,593	80,691		80,691	3	3	60,101	20,593	80,694
New Hampshire	32,049	7,647	39,696		39,696	1	1	32,050	7,647	39,697
New Jersey	193,296	63,454	256,750		256,750	12	12	193,308	63,454	256,762
New Mexico	35,592	10,814	46,406		46,406	3	3	35,595	10,814	46,409
New York	395,262	122,248	517,510		517,510	23	23	395,285	122,248	517,533
North Carolina	162,558	93,151	255,709		255,709	11	11	162,569	93,151	255,720
North Dakota	7,998	3,113	11,111		11,111	5	5	8,003	3,113	11,116
Ohio	210,694	113,943	324,637		324,637	4	4	210,698	113,943	324,641
Oklahoma	67,955	26,497	94,452		94,452	1	1	67,956	26,497	94,453
Oregon	49,754	20,090	69,844		69,844	2	2	49,756	20,090	69,846
Pennsylvania	272,566	93,258	365,824		365,824	23	23	272,589	93,258	365,847
Rhode Island	27,399	6,441	33,840		33,840	1	1	27,400	6,441	33,841
South Carolina	96,997	28,904	125,901		125,901	8	8	97,005	28,904	125,909
South Dakota	7,369	5,582	12,951		12,951	1	1	7,370	5,582	12,952
Tennessee	115,603	51,955	167,558		167,558	7	7	115,610	51,955	167,565
Texas	458,947	225,558	684,505		684,505	35	35	458,982	225,558	684,540
Utah	40,979	12,934	53,913		53,913	3	3	40,982	12,934	53,916
Vermont	11,024	2,731	13,755		13,755	2	2	11,026	2,731	13,757
Virginia	142,568	95,006	237,574		237,574	14	14	142,582	95,006	237,588
Washington	104,563	53,587	158,150		158,150	13	13	104,576	53,587	158,163
West Virginia	38,026	18,409	56,435		56,435	4	4	38,030	18,409	56,439
Wisconsin	93,051	29,808	122,859		122,859	6	6	93,057	29,808	122,865
Wyoming	8,732	3,196	11,928		11,928	1	1	8,733	3,196	11,929
TOTAL 48 CONTERMINOUS STATES	5,578,009	2,270,319	7,848,328		7,848,328	397	397	5,578,406	2,270,319	7,848,725
Alaska	11,063	6,458	17,521		17,521	4	4	11,067	6,458	17,525
Hawaii	28,878	19,626	48,504		48,504	5	5	28,883	19,626	48,509
TOTAL ALASKA & HAWAII	39,941	26,084	66,025		66,025	9	9	39,950	26,084	66,034
U.S. Unclassified										
TOTAL UNITED STATES	5,617,950	2,296,403	7,914,353		7,914,353	406	406	5,618,356	2,296,403	7,914,759
Poss. & Other Areas	68,128	39,354	107,482		107,482	7	7	68,135	39,354	107,489
U.S. & POSS., etc.	5,686,078	2,335,757	8,021,835		8,021,835	413	413	5,686,491	2,335,757	8,022,248
Canada	150		150		150	3,500	3,500	150		150
International	42		42		42			42		42
Other Unclassified										
Military or Civilian Personnel Overseas	1,568	922	2,490		2,490			1,568	922	2,490
GRAND TOTAL	5,687,838	2,336,679	8,024,517		8,024,517	3,913	3,913	5,691,751	2,336,679	8,028,430

ANALYSIS BY ABCD COUNTY SIZE for the September 2012 issue

County Size	% of Households	Total	Total	Total	% of Total Circulation	Index (% of Circulation/ % of Households)
		Paid & Verified Circulation Print	Paid & Verified Circulation Digital (Replica)	Paid & Verified Circulation		
A	40	2,655,321	1,080,671	3,735,992	47.6	119
B	30	1,734,885	706,070	2,440,955	31.1	104
C	15	663,830	270,168	933,998	11.9	79
D	15	524,370	213,410	737,780	9.4	63

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2012

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 6 issues)	None		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	3,803,732	100.0
(b) Seven to eleven months (7 to 11 issues)	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Twelve months (12 issues)	3,803,409	100.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	323	0.0	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	None		Total Subscriptions Sold in Period	3,803,732	100.0
Total Subscriptions Sold in Period	3,803,732	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	323	0.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	3,803,409	100.0			
Total Subscriptions Sold in Period	3,803,732	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$5.99. Subscriptions: U.S., 2 yrs. \$24.98. Canada & Mexico, 1 yr. \$44.98; 2 yrs. \$74.98. International, 1 yr. \$54.98; 2 yrs. \$94.98. Digital, 1 yr. \$19.98.

(b) Average non-analyzed non-paid circulation for the 6 month period: 311,632 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at www.editiondigital.net.

(e) Sponsored Single Copy Sales: The average of 3,500 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(f) Use of Premiums: A Game Stop Value Card, with a value of \$5.00, was offered with 12 issue subscriptions sold at \$14.99.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2012; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-12	3,500,000	7,841,993	7,841,993		
06-30-11	(a)	5,513,943	5,513,943		
06-30-10	2,300,000	4,084,604	4,084,604		
06-30-09	2,300,000	3,551,071	3,559,399	-8,328	-0.2
06-30-08	2,300,000	3,468,500	3,468,500		

(a) Effective 01/01/11 changed from 2,300,000 to 3,500,000

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: Sunrise Publications, Inc.

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PAUL HEDGPETH
Circulation Manager

CATHY PRESTON
Publisher

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AAM Member since: 1996

04-0358-9	Analyzed Issue Date	09/01/12
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	19.98
	Canadian Subscription Price	44.98
	International Subscription Price	54.98