

**MAGAZINE**

**Publisher's Statement**

6 months ended June 30, 2015

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)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions</b>					
Paid					
Print	4,080,132	59.3			
Digital Issue	2,796,398	40.7			
Total Paid Subscriptions	6,876,530	100.0			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>6,876,530</b>	<b>100.0</b>			
Single Copy Sales					
Print	2,000	0.0			
Total Single Copy Sales	2,000	0.0			
<b>Total Paid &amp; Verified Circulation</b>	<b>6,878,530</b>	<b>100.0</b>	<b>3,500,000</b>	<b>3,378,530</b>	<b>96.5</b>

**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)		\$9.96	
Average Subscription Price per Copy		\$0.83	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2014.

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

Issue	Paid Subscriptions			Verified Subscriptions		Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales				
Jan.	3,961,015	2,813,208	6,774,223		6,774,223	2,000	2,000	3,963,015	2,813,208	6,776,223	
Feb.	4,013,459	2,805,766	6,819,225		6,819,225	2,000	2,000	4,015,459	2,805,766	6,821,225	
Mar.	4,135,270	2,797,388	6,932,658		6,932,658	2,000	2,000	4,137,270	2,797,388	6,934,658	
Apr.	4,063,694	2,803,030	6,866,724		6,866,724	2,000	2,000	4,065,694	2,803,030	6,868,724	
May	4,147,470	2,801,519	6,948,989		6,948,989	2,000	2,000	4,149,470	2,801,519	6,950,989	
June	4,159,882	2,757,480	6,917,362		6,917,362	2,000	2,000	4,161,882	2,757,480	6,919,362	

#### 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

#### 5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	4,713,246	99.9	6,729,797	99.9	8,012,797	99.9	7,727,024	100.0	6,901,183	99.9
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>4,713,246</b>	<b>99.9</b>	<b>6,729,797</b>	<b>99.9</b>	<b>8,012,797</b>	<b>99.9</b>	<b>7,727,024</b>	<b>100.0</b>	<b>6,901,183</b>	<b>99.9</b>
Single Copy Sales	5,341	0.1	4,875	0.1	4,128	0.1	2,563	0.0	10,334	0.1
<b>Total Paid &amp; Verified Circulation</b>	<b>4,718,587</b>	<b>100.0</b>	<b>6,734,672</b>	<b>100.0</b>	<b>8,016,925</b>	<b>100.0</b>	<b>7,729,587</b>	<b>100.0</b>	<b>6,911,517</b>	<b>100.0</b>
Year Over Year Percent of Change		27.4		42.7		19.0		-3.6		-10.6
Avg. Annualized Subscription Price	\$12.12		\$10.08		\$10.08		\$9.96		\$9.96	

#### 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 Issue Average for Period	Total	% of Circulation
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	3,693,853	2,583,900	6,277,753	91.3
Award Point*	386,279	212,498	598,777	8.7
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>4,080,132</b>	<b>2,796,398</b>	<b>6,876,530</b>	<b>100.0</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>4,080,132</b>	<b>2,796,398</b>	<b>6,876,530</b>	<b>100.0</b>
<b>SINGLE COPY SALES</b>				
Sponsored Sales	2,000		2,000	0.0
<b>TOTAL SINGLE COPY SALES</b>	<b>2,000</b>		<b>2,000</b>	<b>0.0</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>4,082,132</b>	<b>2,796,398</b>	<b>6,878,530</b>	<b>100.0</b>

\*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 April 2015 issue

Total paid & verified circulation of this issue was 0.1% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS		SINGLE COPY SALES			Total Paid & Verified Circulation	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print		
Alabama	59,440	31,529	90,969		90,969			59,440	31,529	90,969
Arizona	91,618	29,380	120,998		120,998			91,618	29,380	120,998
Arkansas	28,040	8,583	36,623		36,623			28,040	8,583	36,623
California	454,949	202,097	657,046		657,046			454,949	202,097	657,046
Colorado	55,278	30,298	85,576		85,576			55,278	30,298	85,576
Connecticut	45,065	31,174	76,239		76,239			45,065	31,174	76,239
Delaware	13,936	6,503	20,439		20,439			13,936	6,503	20,439
District of Columbia	3,947	4,961	8,908		8,908			3,947	4,961	8,908
Florida	214,579	203,800	418,379		418,379			214,579	203,800	418,379
Georgia	90,417	116,536	206,953		206,953			90,417	116,536	206,953
Idaho	17,249	4,033	21,282		21,282			17,249	4,033	21,282
Illinois	161,738	64,014	225,752		225,752			161,738	64,014	225,752
Indiana	96,968	28,619	125,587		125,587			96,968	28,619	125,587
Iowa	37,426	7,431	44,857		44,857			37,426	7,431	44,857
Kansas	31,248	10,811	42,059		42,059			31,248	10,811	42,059
Kentucky	71,845	19,276	91,121		91,121			71,845	19,276	91,121
Louisiana	57,353	35,059	92,412		92,412			57,353	35,059	92,412
Maine	10,966	4,472	15,438		15,438			10,966	4,472	15,438
Maryland	94,265	57,142	151,407		151,407			94,265	57,142	151,407
Massachusetts	89,671	36,426	126,097		126,097			89,671	36,426	126,097
Michigan	77,370	84,985	162,355		162,355			77,370	84,985	162,355
Minnesota	46,825	19,243	66,068		66,068			46,825	19,243	66,068
Mississippi	36,055	18,091	54,146		54,146			36,055	18,091	54,146
Missouri	69,981	35,255	105,236		105,236			69,981	35,255	105,236
Montana	12,187	2,749	14,936		14,936			12,187	2,749	14,936
Nebraska	18,219	8,717	26,936		26,936			18,219	8,717	26,936
Nevada	44,864	16,831	61,695		61,695			44,864	16,831	61,695
New Hampshire	20,959	7,263	28,222		28,222			20,959	7,263	28,222
New Jersey	125,173	59,005	184,178		184,178			125,173	59,005	184,178
New Mexico	27,774	9,799	37,573		37,573			27,774	9,799	37,573
New York	261,572	123,737	385,309		385,309			261,572	123,737	385,309
North Carolina	138,167	79,192	217,359		217,359			138,167	79,192	217,359
North Dakota	7,376	3,932	11,308		11,308			7,376	3,932	11,308
Ohio	173,353	76,944	250,297		250,297			173,353	76,944	250,297
Oklahoma	53,802	18,120	71,922		71,922			53,802	18,120	71,922
Oregon	37,346	19,601	56,947		56,947			37,346	19,601	56,947
Pennsylvania	177,039	92,289	269,328		269,328			177,039	92,289	269,328
Rhode Island	22,379	8,490	30,869		30,869			22,379	8,490	30,869
South Carolina	69,730	23,517	93,247		93,247			69,730	23,517	93,247
South Dakota	4,273	7,922	12,195		12,195			4,273	7,922	12,195
Tennessee	94,702	48,386	143,088		143,088			94,702	48,386	143,088
Texas	399,837	144,020	543,857		543,857			399,837	144,020	543,857
Utah	27,401	11,217	38,618		38,618			27,401	11,217	38,618
Vermont	6,585	3,160	9,745		9,745			6,585	3,160	9,745
Virginia	123,738	72,066	195,804		195,804			123,738	72,066	195,804
Washington	87,521	35,059	122,580		122,580			87,521	35,059	122,580
West Virginia	33,613	12,076	45,689		45,689			33,613	12,076	45,689
Wisconsin	65,437	19,429	84,866		84,866			65,437	19,429	84,866
Wyoming	6,864	2,304	9,168		9,168			6,864	2,304	9,168
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>3,996,140</b>	<b>1,995,543</b>	<b>5,991,683</b>		<b>5,991,683</b>			<b>3,996,140</b>	<b>1,995,543</b>	<b>5,991,683</b>
Alaska	9,481	8,470	17,951		17,951			9,481	8,470	17,951
Hawaii	20,619	12,254	32,873		32,873			20,619	12,254	32,873
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>30,100</b>	<b>20,724</b>	<b>50,824</b>		<b>50,824</b>			<b>30,100</b>	<b>20,724</b>	<b>50,824</b>
U.S. Unclassified										
<b>TOTAL UNITED STATES</b>	<b>4,026,240</b>	<b>2,016,267</b>	<b>6,042,507</b>		<b>6,042,507</b>			<b>4,026,240</b>	<b>2,016,267</b>	<b>6,042,507</b>
Poss. & Other Areas	36,563	34,242	70,805		70,805			36,563	34,242	70,805
<b>U.S. &amp; POSS., etc.</b>	<b>4,062,803</b>	<b>2,050,509</b>	<b>6,113,312</b>		<b>6,113,312</b>			<b>4,062,803</b>	<b>2,050,509</b>	<b>6,113,312</b>
Canada	124	243,229	243,353		243,353	2,000	2,000	2,124	243,229	245,353
International	21	508,282	508,303		508,303			21	508,282	508,303
Other Unclassified										
Military or Civilian Personnel Overseas	746	1,010	1,756		1,756			746	1,010	1,756
<b>GRAND TOTAL</b>	<b>4,063,694</b>	<b>2,803,030</b>	<b>6,866,724</b>		<b>6,866,724</b>	<b>2,000</b>	<b>2,000</b>	<b>4,065,694</b>	<b>2,803,030</b>	<b>6,868,724</b>

## 8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2015

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.....	3,185,530 100.0
(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).....	3,183,235 99.9	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None
(d) Thirteen to twenty-four months.....	2,295 0.1	(d) Subscriptions as part of membership in an organization .....	None
(e) Twenty-five months and more .....	None	Total Subscriptions Sold in Period .....	3,185,530 100.0
Total Subscriptions Sold in Period .....	3,185,530 100.0		
<b>B. USE OF PREMIUMS</b>			
(a) Ordered without premium .....	3,134 0.1		
(b) Ordered with material reprinted from branded editorial material.....	None		
(c) Ordered with other premiums, See Par. 9 .....	3,182,396 99.9		
Total Subscriptions Sold in Period .....	3,185,530 100.0		

## 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 nonanalyzed nonpaid circulation for the 6 month period: 216,468 copies per issue.
- (c) Post expiration copies: None.
- (d) DESCRIPTION OF DIGITAL - The Digital Issue is identical to the print product in format and advertising content. The Digital Issue is available at [www.editiondigital.net](http://www.editiondigital.net).
- (e) Award Point Subscription Sales: The average of 598,777 copies per issue (386,279 Print copies; 212,498 Digital Issue copies), shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of award points. These subscriptions were sold at 12 issues for \$14.99, in exchange for the redemption of 15,000 points.
- (f) Sponsored Single Copy Sales: The average of 2,000 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.
- (g) 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, 2014; 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)
06-30-14	3,500,000	7,364,723	7,364,723		
06-30-13	3,500,000	7,846,753	7,846,753		
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		

(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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CATHY PRESTON

Publisher

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AAM Member since: 1996

04-0358-9	Analyzed Issue Date	04/01/15
	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