

PC

GAMER

PC GAMER

MEDIA  
KIT





PC Gamer is the world's biggest-selling computer-gaming magazine. We earned this position because our editors are hardcore gamers themselves, who have repeatedly proven their insight and authority as opinion leaders. PC Gamer is written for gamers by gamers. With a keen eye and rapier wit, we deliver definitive game reviews, evaluations of new technology, and heads-up news, so our readers know what to expect next in the rapidly changing PC games arena. By being a smart, irreverent, well-connected "friend in the industry," PC Gamer keeps its readers in on the latest developments and lures more computer users into the rich and entertaining world of PC games.

Anthony Danzi  
Publisher, PC Gamer





**EXCLUSIVE!**

**MATRIX ONE**  
WORLD EXCLUSIVES:  
**IN-GAME** **2** **AND**

**SHOOTER**  
**PREVIEW**

**FEATURE**  
**WORLD**  
**IN**

**FIRST LOOK!**

**RELIC'S AMAZING**  
**NEW RTS**

**EXCLUSIVES:**  
**DARK MESSIAH**  
**CALL OF DUTY 2**  
**AND QUAKE IV**

**CITY OF HEROES**  
**21 DAY FREE**  
**FULL GAME**

**7**  
**HALF-LIFE**  
**LOST CO**  
**EXCLUS**

**PREY**  
**SUPER**  
**DUKE NUKEM**  
**FOREVER**

the legendary  
**DUKE NUKEM**  
from 3-

**GAMES MAGAZINE**  
**[WORLD EXCLUSIVE!]**

**PREY**

>>> The legendary creators of **DUKE NUKEM** unveil their Doom 3-powered shooter!

**35 TOP GAMES**

**PC G**

**DUKE NUKEM FOREVER**  
WORLD EXCLUSIVE!  
READ OUR REPORT!



# SUCCESS

## ➤ What makes PC Gamer the first choice among gamers?

**Market leader since day one:** Since its launch in 1994, PC Gamer has reigned as the world's favorite PC games magazine. In its first year of publication, PC Gamer eclipsed the 12-year market leader to achieve this status, and has held its market-leading position ever since. Licensed around the world and reaching more gamers than any other magazine of its kind, PC Gamer is the standard by which its competitors measure themselves.

**Unrivaled editorial quality:** No team of editors loves and understands the PC as much as the PC Gamer team. And no other magazine makes its readers so much a part of the action.

**Exclusive stories that count:** Readers and industry insiders acknowledge PC Gamer as the place where revelations are made. That's why our editors consistently get the biggest stories first—yet another reason PC Gamer is number one on the newsstand.

**Ambition, innovation, consistency:** PC Gamer pioneered the cover-disc revolution, raised the bar for must-read reviewing, and has set the pace for the rest of the games press every year since its launch. And most importantly, it is the most-respected source for the game-buying public.

- #1-selling PC games magazine in the U.S.
- Market leader for more than 10 years
- 1st U.S. magazine to cover-mount media
- Playable CD-ROM and DVD included with magazine
- PC Gamer is measured in Teenmark and MRI 18+

[www.pcgamer.com](http://www.pcgamer.com)

# REGULAR DEPARTMENTS

## ➤ In virtually every issue of PC Gamer you will find:

**Scoops:** Your first look at games soon to be released.

**Eyewitness:** Trends, news and behind-the-scene reports.

**Opinion:** Views from the most notable voices in each genre.

**Reviews:** Definitive, hard-hitting evaluations of the latest titles.

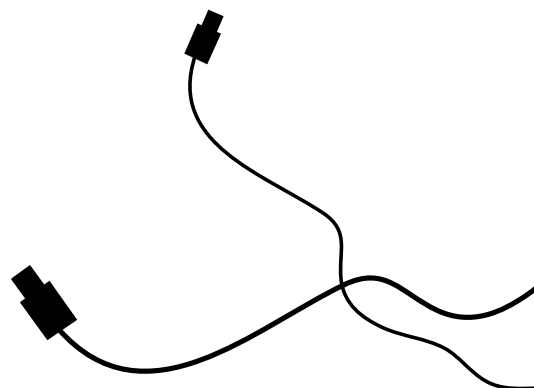
**Hard Stuff:** The industry's most closely watched hardware guide.

**Extended Play:** Intensive coverage of the mod/download scene.

**Strategy:** Detailed play guides for the biggest releases.

**Backspace:** The wit and wisdom of industry legend Gary Whitta.

**PC Gamer Disc:** Delivering a sample of the latest in PC games with game demos, movies, downloadable cheats, and essential secrets.







## EDITORIAL TEAM

➤ **The most respected editorial team in PC Games.**

**GREG VEDERMAN** EDITOR-IN-CHIEF

**411:** Greg Vederman has been a PC Gamer editor for seven years, serving stints as Hardware Editor and Executive Editor. He is a highly regarded industry figure and has cultivated an enduring relationship with many thousands of PC Gamer readers who rightly celebrate his unique wit, bottomless knowledge, and relentless enthusiasm for PC gaming.

Tel: 650-238-2519  
Email: greg@pcgamer.com



**CHUCK OSBORN** EXECUTIVE EDITOR

**411:** In December 1998, Chuck Osborn rocketed into the exciting world of video-game journalism as Assistant Editor for PC Accelerator. Shortly thereafter he helped launch Daily Radar's humor sub-site, Direct Hit. He returned to print journalism as the Features Editor for PC Gamer, where his brilliant writing, encyclopedic knowledge of PC games, and distinct voice have served the magazine so very well ever since.

Tel: 650-238-2521  
Email: chuck@pcgamer.com



**LOGAN DECKER** SENIOR EDITOR

**411:** Logan Decker got his start as associate editor of Maximum PC nearly five years ago. In time he was promoted to the role of Features Editor, where he crafted many of the lead stories featured in Maximum PC's best-selling issues at the time. Logan started working at PC Gamer as Senior Editor in November 2005.

Tel: 650-238-2545  
Email: logan@pcgamer.com



**DAN STAPLETON** ASSISTANT EDITOR

**411:** Dan comes to us from the newspaper world, where he was a reporter and cartoonist. A committed PC enthusiast – he claims not to have owned a console system since the Atari 2600 – Dan brings a trademark irreverence to reviews, previews, and news stories.

Tel: 650-238-2520  
Email: dans@pcgamer.com



# FUTURE US GAMES MAGAZINES & ONLINE



**PC Gamer**  
**Official Xbox Magazine**  
**PSM: Independent PlayStation Magazine**  
**Online: GamesRadar, Cheat Planet, Next Generation**

As category leaders in both circulation and advertising, Future's special-interest titles enjoy a success founded on readers' unyielding passion for interactive entertainment. The depth of editorial content and the intimate relationship that readers have with these magazines provide valuable, targeted marketing channels for advertisers and partners.

## HIGHLIGHTS:

- 950,000 games magazines sold each month
- Single-platform games magazines deliver more value to readers and advertisers alike; they create targeted advertising environments that reach a pure audience
- Future goes "beyond the page" each issue, every month. Game discs are a major influencer on purchase decisions
- Inventive advertising-supported programs: Audio and Video Podcasts, special events and more
- 3 million-plus U.S. unique visitors each month to Future online games sites: Cheat Planet, Next Generation and GamesRadar

## Future US

Future U.S. is the leading U.S. publisher of smart, irreverent, reader-driven enthusiast publications and websites that reach a young, active, affluent audience. Future currently ranks 11th among all audited newsstand publishers in gross newsstand revenue. Its market-leading titles include Official Xbox Magazine, PSM: Independent PlayStation Magazine, PC Gamer, Maximum PC, Mac|Life Future Snowboarding Magazine, Snowboarding Trade News, Guitar World, Guitar One, Guitar World Acoustic, Guitar World Bass, and Guitar World Legends.

Online, Future publishes Cheat Planet ([www.cheatplanet.com](http://www.cheatplanet.com)), the fourth-largest games information destination online, and Next Generation ([www.next-gen.biz](http://www.next-gen.biz)), the leading US games-industry news website. In 2006, Future launched GamesRadar ([www.gamesradar.com](http://www.gamesradar.com)), a global video and PC games site in the United States and the United Kingdom. The GamesRadar brand will be expanded to France, Italy, and Australia before the year's end.

Future US is based in the San Francisco Bay Area, with offices in New York, Los Angeles, and San Diego.

[www.futureus-inc.com](http://www.futureus-inc.com)

## Future plc

Future U.S. is a subsidiary of Future plc. Future plc is an international special-interest media group with offices in the UK, US, France and Italy. Founded in 1985 with one UK magazine, today it creates over 150 special-interest publications, websites and events, with strong portfolios in the computing, games, music, automotive, sports, crafts and leisure sectors. Over 100 international editions of Future's magazines are also published under licence in 30 other countries across the world. Future employs over 1,500 people worldwide. The company is listed on the London Stock Exchange (symbol FUTR).

[www.futureplc.com](http://www.futureplc.com)





# RESEARCH

## ▶ PC Gamer Reader Demographic Information

### PC GAMER READER DEMOGRAPHICS

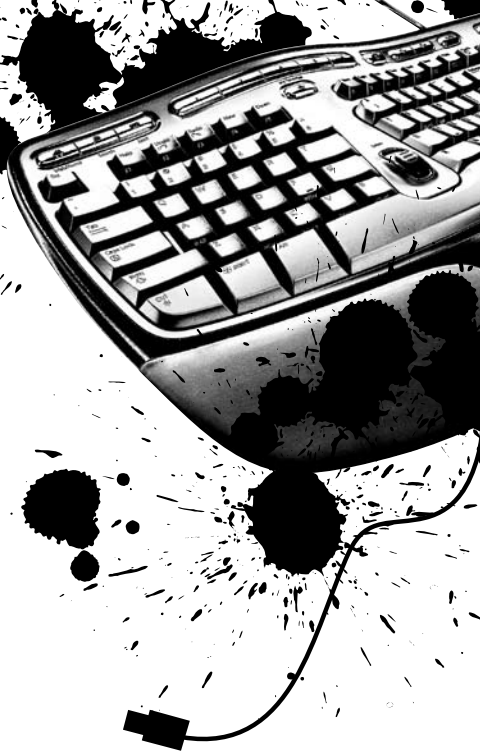
Average Age	30.8
Median Age	30.8
17 and under	13.7%
18-24	21.9%
25-34	29.2%
35+	35.3%
Gender	97.3% Male
Household Income	\$64,000
Readership	72% Subscription / 28% Newstand
Ad / Edit Ratio	50 / 50

Source: 2005 PC Gamer Magazine MRI Subscriber Study

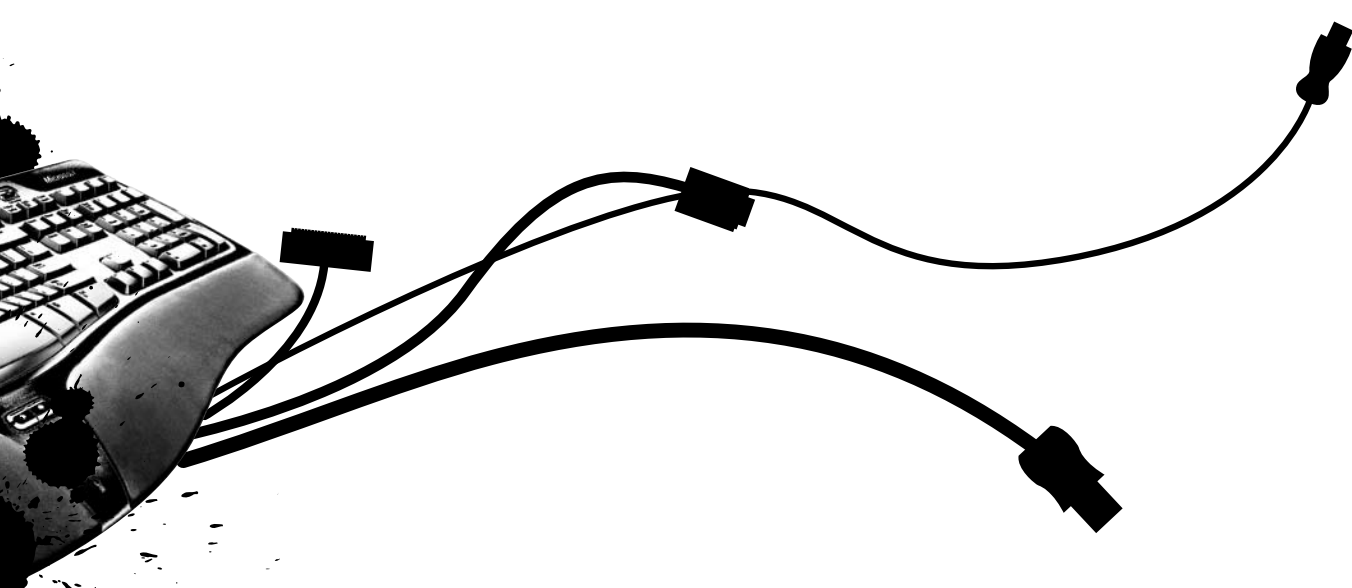
## Innovative Research

▶ Future US is dedicated to giving you access to the latest and most in-depth research into the computer and videogames market. Besides conducting an annual study of our readership, we also look at what's hot and why. Our investment in research:

- PC Gamer is measured in the MRI 18+/National Study and the MRI Teenmark study
- PC Gamer conducts a comprehensive annual reader study administrated by MRI/NOP World
- PC Gamer conducts six reader-panel surveys per year and has more than 8,000 readers over the age of 13 who have opted-in to participate.







# AUDIENCE

## ▶ About PC Gamer Readers:

### They Play

- Spend an average of 16.1 hours a week playing games
- 71.1% play PC games online
- 98% spend between 5 and 50 hours (or more) online in an average week
- 84.6% have a broadband connection

### What They Play

- Favor shooters (39.3%) and role-playing (23.1%) genres.
- Prefer to play shooters (87.4%), role-playing (71.3%), action/adventure (70.2%), real-time strategy (69.4%), turn-based strategy (40.6%), massively multiplayer online (37.3%), racing (34.3%) and sports (28.0%) games.

### They Love The Magazine

- 93.5% read 4 out of 4 issues
- 76.8% save their PC Gamer Disc for future reference
- Readers spend an average of 2.1 hours reading or looking through a typical issue

### They Buy

- 87.6% made a purchase as a result of articles or advertisements seen in PC Gamer
- 87.9% purchase 1 or more games per month
- They upgrade their computer system every 11 months on average; 77.1% have upgraded because of system requirements for games

### They Influence

- 71.5% give purchase advice to 2 or more people
- A majority of subscribers find information about games from Games magazines (63.6%)

\* Source: 2005 PC Gamer MRI Subscriber Study



## PC GAMER GAME DISC

➤ CD-ROM and DVD editions of PC Gamer are accompanied by a playable game disc that features software demos, video trailers, screenshots, PDF guides and more. These discs provide additional ways in which consumers can interact with your products, and they offer:

- A direct marketing channel for software and digital assets
- DVD versions of our discs allows for full-game distribution, mods and mini-game/loyalty programs
- Expanded interaction between our magazines, discs, and websites
- Enhanced, exclusive content accessed exclusively via the disc
- Instant research and polling abilities

Additionally, Future can create custom sampler discs and disc collateral for advertisers

### Game Discs Work:

- Readers typically spend 1.5 to 2 hours with the disc
- 3 out of 4 readers purchased a game as a result of playing a demo on a disc
- 1 out of 2 readers purchased a game as a result of seeing an ad on a disc
- 5 out of 6 readers watched game and movie trailers on the disc
- 65% discussed the game or trailer with friends after seeing an ad on a disc

\* PC Gamer 2005 Subscriber Study. Administrated by MRI/NOP World.

## ADVERTISING OPPORTUNITIES

### ➤ Video Billboard:

- Your video or static message captures attention in the powerful Video Billboard window
- Video message in premium positioning cycles with editorial clips to pique user interest
- The most visible playback area on the disc
- Video message reaches users as they navigate through the entire disc



- Presence here will exist on every interface menu screen (though not while watching video in full-screen mode, or while playing demos)
- Listing and link in the menu system

#### Sponsorship:

- With a full sponsorship, you can own the interface
- Disc is designed using artwork and logos from your game
- Dedicated channel for your content included on the main menu
- First spot on video-billboard rotation means your video is the first item the user sees and hears
- Disc-sleeve logo stamp

#### Game Demos:

- Your playable game demo introduces your game prior to or in conjunction with game launch – inciting sales
- Game demos appear in alphabetical order

## THE FOLLOWING OPPORTUNITIES CAN SUPPLEMENT ANY SALES AND MARKETING PLAN YOU HAVE FOR THE DISC AND ARE WELCOMED BY THE PC GAMER EDITORIAL TEAM.

#### First Looks:

- Your raw, early gameplay footage introduces your game before a game demo is available
- We display large screenshots of games that are early in development
- Requires that you send us at least two minutes of raw game-play footage and if possible an audio track.
- We produce/edit the first-look video internally with editorial commentary

#### Artwork/Wallpapers/Screenshots:

- A collection of artwork for your game can be included
- We display and allow saving of large screenshots/artwork
- Wallpapers can be installed directly to a desktop via the interface

#### Mods/Patches:

- Exclusive mods and game patches
- Distribute your essential patches

#### Video Strategies/Tips/Cheats

- Quick video tips every month
- Can be as simple as “how to unlock the rifle in multiplayer,” all the way to a quick walkthrough of a particularly tough section of a game

#### “Making of” Documentaries

- A documentary of the development of your game
- Produced by a publisher/developer or Future, it will showcase the development of your game from different angles
- Only one game is featured monthly

FOR MORE INFORMATION ABOUT THE PC GAMER DISC, CONTACT YOUR SALES REPRESENTATIVE



## ➤ ADDED OPPORTUNITIES

### COVER WRAPS

Wrap PC Gamer magazine with an illustration from your game.

### EVENTS

Future attends leading-edge action sport and gaming events such as the U.S. Open of Surfing. Contact your sales representative to find out how you can join us and display your product at these events.

### EMAIL BLASTS

If you are promoting a game or event, special arrangements can be made to send your message in email format directly to our readers.

### PREMIUM RIDE-ALONGS

With the launch of Ubisoft's King Kong, a ring-tone card was included with all newsstand copies. For Rockstars', Grand Theft Auto: San Andreas, we included a black and white do-rag with newsstand copies.

### IN-BOOK SWEEPSTAKES

In-book sweepstakes give your product exposure and momentum as readers enter to win. We have held in-book sweepstakes for Monster Cable's home theatre system.

### PODCASTS

PC Gamer was the first Future U.S. magazine to do Podcasting. It all started in summer 2005, when the first audio Podcast was available for downloading on iPods and on the web. Within a month of launch, the PC Gamer weekly Podcast scaled the iTunes chart to the #17 position, ahead of ABC News, Major League Baseball, CNN, and the President's Weekly Radio Address. Today, PC Gamer has achieved 500K downloads for a single podcast. Now both audio and video Podcasts are offered. Hosted by the merry band of hugely popular PC Gamer staffers – Dan Morris, Greg Vederman, and Dan Stapleton—the 45-minute Podcasts feature live interviews with some of the top names in the computer-gaming world. The PC Gamer Podcast can be downloaded from [www.pcgamer.com](http://www.pcgamer.com), iTunes, Feedburner, Podnova, and Odeo.

### READER PANELS

Each month, Future US Games conducts research with its passionate subscribers. The results are turned around in a three-week period, offering up the very latest data on what our readers are thinking. If you have a topic you need current information on, consider being part of one of Future's Reader Panels.



# ▶ ADVERTISING CONTACTS

**Anthony Danzi**

**Publisher**

Phone: 646-723-5453

Fax: 650-238-2312

Email: [aswanson@futureus-inc.com](mailto:aswanson@futureus-inc.com)

## WEST COAST

**David Lynn**

**Western Advertising Director**

Phone: 949-360-4443

Fax: 949-360-4474

Email: [dlynn@maximumpc.com](mailto:dlynn@maximumpc.com)

**Derek Johnson**

**Western Advertising Manager**

Phone: 650-238-2327

Fax: 650-238-2311

Email: [djohnson@futureus.com](mailto:djohnson@futureus.com)

## EAST COAST

**Larry Presser**

**Eastern Advertising Manager**

Phone: 646-723-5459

Fax: 212-944-9279

Email: [lpresser@futureus.com](mailto:lpresser@futureus.com)

**Kristen Kelleher**

**Eastern Advertising Manager, Games**

Phone: 646-723-5491

Fax: 212-944-9279

Email: [kkelleher@futureus.com](mailto:kkelleher@futureus.com)

## ADVERTISING COORDINATION

**Jose Urrutia**

**Advertising Manager**

Phone: 650-238-2498

Fax: 650-238-2311

Email: [jurrutia@futureus.com](mailto:jurrutia@futureus.com)

## CONSUMER SALES

**Jim Schiekofer**

**Director of Corporate Sales & Marketing**

Phone: 646-723-5410

Fax: 212-944-9279

Email: [jschiekofer@futureus-inc.com](mailto:jschiekofer@futureus-inc.com)

## ADVERTISING / SALES SUPPORT

**Jose Urrutia**

**Sales / Ad Manager**

Phone: 650-238-2498

Fax: 650-238-2311

Email: [jurrutia@futureus.com](mailto:jurrutia@futureus.com)

## MARKETING

**Shawn Roberts**

**Director of Marketing**

Phone: 650-238-2556

Fax: 650-238-2309

Email: [sroberts@futureus.com](mailto:sroberts@futureus.com)

**Michael Basilio**

**Marketing Coordinator**

Phone: 650-238-2547

Fax: 650-238-2309

Email: [mbasilio@futureus.com](mailto:mbasilio@futureus.com)

## ➤ TERMS & CONDITIONS

**A** – Advertisements are accepted upon the representation that Advertiser and its agency have the right to publish the contents thereof. Advertiser is solely responsible for any legal liability arising out of or relating to its advertisements. Advertiser represents and warrants that the use, publication, reproduction, and distribution of its advertisements will not violate any law or any rights of third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, trademark, trade secret, image or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity. Advertiser agrees to indemnify and hold Publisher harmless from and against any and all liability, loss, damage, claims, or causes of action, including reasonable attorneys' fees and expenses, which may be incurred by Publisher arising out of or related to Advertiser's breach of any of the foregoing representations and warranties.

**B** – The content of advertisements is subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Positioning of advertisements is at the discretion of the publisher except when a request for a specific preferred position is accepted by the publisher in writing.

**C** – Cancellations or changes in orders may not be made by the Advertiser or its agency after the space closing date. Covers and preferred-position placements are non-cancelable. When change of copy is not received by the closing date, copy run in the previous issue will be inserted.

**D** – All insertion orders are accepted subject to provision of Publisher's current rate card. Rates are subject to change without

notice. While contract frequencies cover the contract-year term, rate protection is not implied. Should a change in rate be made, space reserved may be canceled by the Advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or in part by the Advertiser will result in an adjustment of the rate (short rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

**E** – Publisher shall not be liable for any costs or damages for failure to publish an advertisement for any reason, nor shall Publisher have any liability for errors in key numbers, advertiser index, or in any preparation or correction done by Publisher.

**F** – In the event advertisements are placed through an agency, Advertiser and agency shall be jointly and severally liable for the payment of fees hereunder.

**G** – Publisher is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes, interruptions of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any matter.

**H** – The word "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter.

**I** – Any advertisement requiring typesetting or preparation by Publisher must be received by space reservation deadline. Ad



proofs are shown only on request and are charged. Press proofs cannot be furnished. On written request, Publisher will release negatives to other publications five working days after receipt of instructions and authorization to make a set of duplicate negatives. Duplications and handling/forwarding will be billed at cost.

**J** – Publisher reserves the right to trim, to reset, or to change cuts to standard size.

**K** – No condition other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by Publisher. Publisher will not be bound by conditions printed or appearing in order blanks or copy instruction that conflict with the provision on this rate card.

**L** – IN NO EVENT SHALL PUBLISHER BE LIABLE TO ADVERTISER FOR ANY SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, WHETHER BASED ON BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE), OR OTHERWISE, AND WHETHER OR NOT PUBLISHER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.

**M** – These Terms and Conditions shall be governed and construed in accordance with the laws of the State of California. Along with the Insertion Order and the Rate Card, they represent the entire agreement between the parties with respect to the subject matter hereof and supersede all prior understandings between them. These Terms and Conditions may only be modified, or any rights under it waived, by a written document executed by both parties.

**N** – As used in this section, the term “Publisher” shall refer to Future US, THIS AGREEMENT is made effective as of the last date set forth below, by and between the party signing as the “Advertiser” or “agency” below, and Future US, Inc., a California corporation (“Future”).

**IT IS FURTHER AGREED AS FOLLOWS:**

Advertiser agrees to be bound by this Agreement and the terms and conditions contained on the back of the Rate Card or in Future’s media kit (which terms and conditions are incorporated herein by reference). Advertiser acknowledges and agrees that it must comply with the deadlines for submission of copy established by Future from time to time and understands that the failure to meet such deadlines may result in Future’s determining not to include Advertiser’s advertisement in the issue in question. All advertisements by Advertiser shall be placed by means of Future’s standard Insertion Order form. Advertisements are accepted subject to the provisions of the then current rate card, which may change from time to time without notice.

For and in consideration of running Advertiser’s advertisements, Advertiser shall pay to Future the fee as set forth on the Insertion Order form. Billing terms are net 30 days from the date of invoice. Overdue accounts will incur a finance charge of 1.5% per month (not to exceed the rate permitted by applicable law). Advertiser agrees to pay attorneys’ fees and costs in any action to collect past due amounts. In the event advertisements are placed through an agency, Advertiser and Agency shall be jointly and severally liable for the payment of fees hereunder.

Advertiser acknowledges that the terms and conditions of this Agreement, including but not limited to the compensation payable, are confidential. Advertiser agrees not to disclose the terms and conditions of this Agreement to third parties (other than its accountants or investors), unless required to do so under applicable law. The provisions of this Paragraph 3 shall survive the termination of this Agreement.

Any notice provided pursuant to this Agreement shall be in writing and shall be deemed given (a) if by hand delivery, upon receipt thereof; (b) if mailed, 5 days after deposit in the U.S. mail, postage paid, certified mail, return receipt requested; (c) if mailed by Express Mail or Federal Express, two (2) days after deposit therewith prepaid; (d) if by e-mail or fax, upon receipt thereof, so long as a hard copy is delivered by one of the other means specified herein. All notices shall be addressed to the parties at the respective addresses indicated on the last Insertion Order executed by the parties.

For advertisements relating to interactive entertainment software products, and video or computer games Advertiser agrees to abide by the Advertising Review Council Principles and Guidelines for Responsible Advertising Practices as promulgated by the Entertainment Software Rating Board (ESRB) from time to time.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the year and day last set forth below.



**MEDIA KIT**