



2016 Online Media Kit ▲



THE SITE

Monthly Unique Visitors

4 Million

Monthly Page Views

17 Million

Monthly Video Plays

Over 700,000

Average Time on Site

3:22 Minutes



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

A LOVE FOR GAMES

Top Interest

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

Time Spent with Games

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

Internet

96% of visitors have broadband access.

CONSOLE & GAMES PURCHASING

Console Ownership

99.5% own at least one video game console.

XBox 360	47.9%
PlayStation 3	42.7%
PlayStation 4	35.4%
Nintendo 3DS	32.8%
Nintendo Wii	32.3%
XBOX One	27.1%
Nintendo Wii U	16.7%
PSP	15.1%

Plans to Purchase

89.6% plan to purchase or receive a game system in the next 12 months

XBox One	33.4%
PlayStation 4	38.0%

Game Purchasing Frequency

In the last 60 days, visitors:

- **purchased 4 games**
- **downloaded 5 game demos**



INFLUENCE

Influence based on trust

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

93% agree, Gameinformer.com **influences** their **purchase decisions**.

97% agree, Gameinformer.com has **the most complete information** when it comes to buying games.

96% agree, Gameinformer.com is **the most reliable source** when it comes to buying video games.

88% of Gameinformer.com visitors are also avid readers of Game Informer magazine.

Top game news sources

gameinformer.com	74.5%
ign.com	45.2%
gamespot.com	38.3%
Other	27.6%
1up.com	15.0%
kotaku.com	7.6%

Sources: WebTrends 2009, Comscore MyMetrix 2009, DoubleClick DART, Atlas Tracking, GameInformer.com User Study 10/14



OVERVIEW

Our audience takes action

- **Proven .18 CTR**
- **85%** have made a purchase after seeing and/or reading about a product on

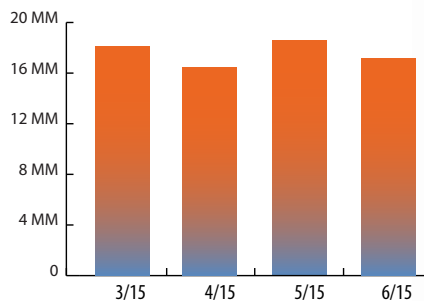
More impressions

Actual CPMs < CPMs sold

Higher exposure to women and youth

2015 page views

Average 17,482,430



Achieve reach and frequency

- **54% returning visitors**
- **46% new visitors per month**

Higher visitor attention

- **Greater share of voice**
- Your ads are featured on a **clean, clutter-free** site

TARGETING

Strategic ad placement

- **91%** have more than one favorite section on GameInformer.com.
- **83%** consider the **Review** section to be their favorite.
- **69%** consider the **News** section to be their favorite.
- **65%** consider the **Forums** section to be their favorite.



Sources: WebTrends 2009, Comscore MyMetrix 2009, DoubleClick DART, Atlas Tracking, GameInformer.com User Study 10/14

Advertising Partners

2016 ONLINE MEDIA KIT



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, .flv accepted. Please supply VAST tags if available.	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.

ADVERTISING UNITS

Type	Size (WxH)	File Formats	Timing	Available for Rich Media
High Impact				
Super Leaderboard	970 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
Sponsorships				
Top 10 Lists	300 x 250	Image	Static	No
Podcast	300 x 250	Image	Static	No

ADVERTISING SALES

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