

Annual Frequency: 12 times/year

Field Served: The video/computer game consumer market.

Published by Sunrise Publications, Inc.

Publisher's Statement

6 months ended June 30, 2017, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
7,079,946	2,000	7,081,946	3,500,000	3,581,946

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & 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	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan	4,233,253	2,340,932	6,574,185				6,574,185	2,000		2,000	4,235,253	2,340,932	6,576,185
Feb	4,396,914	2,420,593	6,817,507				6,817,507	2,000		2,000	4,398,914	2,420,593	6,819,507
Mar	4,732,963	2,393,502	7,126,465				7,126,465	2,000		2,000	4,734,963	2,393,502	7,128,465
Apr	4,838,052	2,372,420	7,210,472				7,210,472	2,000		2,000	4,840,052	2,372,420	7,212,472
May	4,962,269	2,373,323	7,335,592				7,335,592	2,000		2,000	4,964,269	2,373,323	7,337,592
Jun	5,048,506	2,366,948	7,415,454				7,415,454	2,000		2,000	5,050,506	2,366,948	7,417,454
Average	4,701,993	2,377,953	7,079,946				7,079,946	2,000		2,000	4,703,993	2,377,953	7,081,946

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	4,701,993	2,377,953	7,079,946	100.0
Total Paid Subscriptions	4,701,993	2,377,953	7,079,946	100.0
Verified Subscriptions				
Total Paid & Verified Subscriptions	4,701,993	2,377,953	7,079,946	100.0
Single Copy Sales				
Sponsored Single Issue	2,000		2,000	0.0
Total Single Copy Sales	2,000		2,000	0.0
Total Paid & Verified Circulation	4,703,993	2,377,953	7,081,946	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2016	3,500,000	6,627,520	6,627,520		
6/30/2015	3,500,000	6,801,055	6,801,055		
6/30/2014	3,500,000	7,364,723	7,364,723		

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$5.99		
Average Subscription Price Annualized (3)	\$19.98	\$10.08	
Average Subscription Price per Copy		\$0.84	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2016

(3) Based on the following issue per year frequency: 12

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
Geographic Data
Analysis of New & Renewal Paid Individual Subscriptions
Trend Analysis

RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Sponsored Single Copy: Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 1,605,703

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 189,562

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.

GAME INFORMER MAGAZINE, published by Sunrise Publications, Inc. • 724 N. First Street 3rd Floor •
Minneapolis, MN 55401

PAUL HEDGPETH

Circulation Manager

P: 612.486.6100 • URL: www.gameinformer.com

Established: 1991

CATHY PRESTON

Publisher

AAM Member since: 1996