



Audit Bureau
of Circulations



For the six months ended June 30, 2009

Field Served: The video/computer game consumer market.

Published by Sunrise Publications, Inc.

Frequency: 12 times/year

ABC Member # 04-0358-9

**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

Game Informer Magazine

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2009

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	3,583,044	99.5			
Verified					
Total Paid & Verified Subscriptions	3,583,044	99.5			
Single Copy Sales	18,157	0.5			
Total Paid & Verified Circulation	3,601,201	100.0	2,300,000	1,301,201	56.6

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)		\$12.60	
Average Subscription Price per Copy		\$1.05	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	3,492,452		3,492,452	27,747	3,520,199
Feb.	3,560,182		3,560,182	28,669	3,588,851
Mar.	3,545,105		3,545,105	30,108	3,575,213
Apr.	3,608,250		3,608,250	6,911	3,615,161
May	3,644,777		3,644,777	8,337	3,653,114
June	3,647,496		3,647,496	7,168	3,654,664

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	1,832,856	99.3	1,918,940	99.2	2,117,002	98.9	2,089,392	65.5	3,125,985	89.1
Verified	N/A		N/A		N/A		1,078,157	33.8	355,897	10.1
Total Paid & Verified Subscriptions	1,832,856	99.3	1,918,940	99.2	2,117,002	98.9	3,167,549	99.3	3,481,882	99.2
Single Copy Sales	13,775	0.7	15,919	0.8	23,377	1.1	22,230	0.7	26,385	0.8
Total Paid & Verified Circulation	1,846,631	100.0	1,934,859	100.0	2,140,379	100.0	3,189,779	100.0	3,508,267	100.0
Year Over Year Percent of Change		40.1		4.8		10.6		49.0		10.0
Avg. Annualized Subscription Price	\$9.72		\$10.80		\$13.08		\$13.20		\$13.08	

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.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	3,583,044	99.5
TOTAL PAID SUBSCRIPTIONS	3,583,044	99.5
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	3,583,044	99.5
SINGLE COPY SALES		
Single Issue Sales	18,157	0.5
TOTAL SINGLE COPY SALES	18,157	0.5
TOTAL PAID & VERIFIED CIRCULATION	3,601,201	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 April, 2009 issue

Total paid & verified circulation of this issue was 0.4% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	47,403	47,403	47,403	37	47,440
Arizona	60,193	60,193	60,193	62	60,255
Arkansas	19,682	19,682	19,682	14	19,696
California	368,806	368,806	368,806	290	369,096
Colorado	46,231	46,231	46,231	54	46,285
Connecticut	55,968	55,968	55,968	48	56,016
Delaware	13,415	13,415	13,415	13	13,428
District of Columbia	4,290	4,290	4,290	1	4,291
Florida	258,245	258,245	258,245	176	258,421
Georgia	104,116	104,116	104,116	96	104,212
Idaho	9,554	9,554	9,554	1	9,555
Illinois	160,034	160,034	160,034	153	160,187
Indiana	77,597	77,597	77,597	51	77,648
Iowa	27,073	27,073	27,073	21	27,094
Kansas	25,268	25,268	25,268	34	25,302
Kentucky	50,325	50,325	50,325	65	50,390
Louisiana	53,552	53,552	53,552	42	53,594
Maine	15,288	15,288	15,288	13	15,301
Maryland	71,268	71,268	71,268	73	71,341
Massachusetts	76,308	76,308	76,308	91	76,399
Michigan	115,602	115,602	115,602	105	115,707
Minnesota	42,754	42,754	42,754	53	42,807
Mississippi	31,702	31,702	31,702	18	31,720
Missouri	48,104	48,104	48,104	100	48,204
Montana	6,384	6,384	6,384	10	6,394
Nebraska	15,123	15,123	15,123	19	15,142
Nevada	28,983	28,983	28,983	30	29,013
New Hampshire	17,534	17,534	17,534	34	17,568
New Jersey	115,989	115,989	115,989	86	116,075
New Mexico	21,578	21,578	21,578	11	21,589
New York	232,756	232,756	232,756	278	233,034
North Carolina	128,282	128,282	128,282	103	128,385
North Dakota	4,870	4,870	4,870	7	4,877

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	158,614	158,614	158,614	108	158,722
Oklahoma	41,730	41,730	41,730	76	41,806
Oregon	29,180	29,180	29,180	22	29,202
Pennsylvania	160,932	160,932	160,932	155	161,087
Rhode Island	15,615	15,615	15,615	11	15,626
South Carolina	63,386	63,386	63,386	78	63,464
South Dakota	3,813	3,813	3,813	6	3,819
Tennessee	72,107	72,107	72,107	56	72,163
Texas	312,685	312,685	312,685	265	312,950
Utah	21,084	21,084	21,084	19	21,103
Vermont	8,229	8,229	8,229	6	8,235
Virginia	109,783	109,783	109,783	131	109,914
Washington	73,281	73,281	73,281	297	73,578
West Virginia	24,922	24,922	24,922	39	24,961
Wisconsin	50,579	50,579	50,579	51	50,630
Wyoming	5,043	5,043	5,043	6	5,049
TOTAL 48 CONTERMINOUS STATES	3,505,260	3,505,260	3,505,260	3,515	3,508,775
Alaska	6,998	6,998	6,998	20	7,018
Hawaii	25,712	25,712	25,712	55	25,767
TOTAL ALASKA & HAWAII	32,710	32,710	32,710	75	32,785
U.S. Unclassified					
TOTAL UNITED STATES	3,537,970	3,537,970	3,537,970	3,590	3,541,560
Poss. & Other Areas	67,700	67,700	67,700	21	67,721
U.S. & POSS., etc.	3,605,670	3,605,670	3,605,670	3,611	3,609,281
Canada	343	343	343	3,300	3,643
International	60	60	60		60
Other Unclassified					
Military or Civilian					
Personnel Overseas	2,177	2,177	2,177		2,177
GRAND TOTAL	3,608,250	3,608,250	3,608,250	6,911	3,615,161

ANALYSIS BY ABCD COUNTY SIZE for the April, 2009 issue

June 30, 2006 issue used in establishing percentages.

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	1,670,177	47.6	119
B	30	1,091,229	31.1	104
C	15	417,544	11.9	79
D	15	329,825	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 June 30, 2009

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	2,008,356	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)	1,996,355	99.4	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	12,001	0.6	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	None		Total Subscriptions Sold in Period	2,008,356	100.0
Total Subscriptions Sold in Period	2,008,356	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	27,508	1.4			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums. See Par. 9	1,980,848	98.6			
Total Subscriptions Sold in Period	2,008,356	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.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 146,329 copies per issue.
- (c) Post expiration copies: None.
- (d) Use of Premiums: A Game Stop Value Card, with a value of \$3.00, was offered with 12 issue subscriptions sold at \$14.99.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; 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)
06-30-08	2,300,000	3,468,500	3,468,500		
06-30-07	(a)	2,613,880	2,613,880		
06-30-06	(b)	1,913,727	1,913,727		
06-30-05	(c)	2,042,690	2,041,332	1,358	0.1
06-30-04	(d)	1,538,231	1,536,516	1,715	0.1

[^]Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

- (a) Effective 01/01/07 changed from 1,800,000 to 2,300,000
- (b) Effective 01/01/06 changed from 1,600,000 to 1,800,000
- (c) Effective 07/01/05 changed from 1,400,000 to 1,600,000
- (d) Effective 01/01/04 changed from 1,000,000 to 1,200,000
- (b) Effective 01/01/05 changed from 1,200,000 to 1,400,000
- Effective 07/01/03 changed from 850,000 to 1,000,000

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 Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Sunrise Publications, Inc.

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CATHY PRESTON

Publisher

Date Signed: July 21, 2009

Established: 1991

ABC Member since: 1996

04-0358-9	Analyzed Issue Date	04/01/09
	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