



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

Subject to Audit



For the six months ended December 31, 2010

Field Served: The video/computer game consumer market.

Published by Sunrise Publications, Inc.

Frequency: 12 times/year

ABC Member # 04-0358-9

Game Informer Magazine

Paid & Verified Magazine  
Publisher's Statement

For six months ended December 31, 2010

**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	5,010,679	98.8			
Digital (Replica)	56,969	1.1			
Total Paid Subscriptions	5,067,648	99.9			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>5,067,648</b>	<b>99.9</b>			
Single Copy Sales					
Print	5,355	0.1			
Total Single Copy Sales	5,355	0.1			
<b>Total Paid &amp; Verified Circulation</b>	<b>5,073,003</b>	<b>100.0</b>	<b>2,300,000</b>	<b>2,773,003</b>	<b>120.6</b>

**2. PRICES**

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$19.98		
Average Subscription Price Annualized (12 issue frequency)		\$12.12	
Average Subscription Price per Copy		\$1.01	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2010

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

Issue	Paid Subscriptions		Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation	Total Paid & Verified Circulation	
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Digital (Replica)	Total Paid & Verified Circulation
July	4,677,807	20,218	4,698,025	4,698,025	5,015	5,015	4,682,822	20,218	4,703,040
Aug.	4,849,247	26,103	4,875,350	4,875,350	6,287	6,287	4,855,534	26,103	4,881,637
Sept.	5,086,440	33,082	5,119,522	5,119,522	5,774	5,774	5,092,214	33,082	5,125,296
Oct.	5,096,210	47,810	5,144,020	5,144,020	5,061	5,061	5,101,271	47,810	5,149,081
Nov.	5,065,278	87,280	5,152,558	5,152,558	4,693	4,693	5,069,971	87,280	5,157,251
Dec.	5,289,094	127,320	5,416,414	5,416,414	5,298	5,298	5,294,392	127,320	5,421,712

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

None

### 5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	2,117,002	98.9	2,089,392	65.5	3,125,985	89.1	3,691,124	99.7	4,713,246	99.9
Verified	N/A		1,078,157	33.8	355,897	10.1	N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>2,117,002</b>	<b>98.9</b>	<b>3,167,549</b>	<b>99.3</b>	<b>3,481,882</b>	<b>99.2</b>	<b>3,691,124</b>	<b>99.7</b>	<b>4,713,246</b>	<b>99.9</b>
Single Copy Sales	23,377	1.1	22,230	0.7	26,385	0.8	11,996	0.3	5,341	0.1
<b>Total Paid &amp; Verified Circulation</b>	<b>2,140,379</b>	<b>100.0</b>	<b>3,189,779</b>	<b>100.0</b>	<b>3,508,267</b>	<b>100.0</b>	<b>3,703,120</b>	<b>100.0</b>	<b>4,718,587</b>	<b>100.0</b>
Year Over Year Percent of Change		10.6		49.0		10.0		5.6		27.4
Avg. Annualized Subscription Price	\$13.08		\$13.20		\$13.08		\$12.12		\$12.12	

### 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 (Replica) Average for Period	Total	% of Circulation
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	5,010,679	56,969	5,067,648	99.9
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>5,010,679</b>	<b>56,969</b>	<b>5,067,648</b>	<b>99.9</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>5,010,679</b>	<b>56,969</b>	<b>5,067,648</b>	<b>99.9</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	1,855		1,855	0.0
Sponsored Sales	3,500		3,500	0.1
<b>TOTAL SINGLE COPY SALES</b>	<b>5,355</b>		<b>5,355</b>	<b>0.1</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>5,016,034</b>	<b>56,969</b>	<b>5,073,003</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 September 2010 issue

Total paid & verified circulation of this issue was 1.0% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS		VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES					
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation	Total Paid & Verified Circulation Digital (Replica)
Alabama	68,773	307	69,080	69,080	30	30	68,803	307	69,110
Arizona	95,229	464	95,693	95,693	27	27	95,256	464	95,720
Arkansas	29,356	153	29,509	29,509	16	16	29,372	153	29,525
California	563,079	2,719	565,798	565,798	170	170	563,249	2,719	565,968
Colorado	66,594	258	66,852	66,852	27	27	66,621	258	66,879
Connecticut	74,062	274	74,336	74,336	41	41	74,103	274	74,377
Delaware	20,866	31	20,897	20,897	9	9	20,875	31	20,906
District of Columbia	7,670	25	7,695	7,695	1	1	7,671	25	7,696
Florida	320,572	13,052	333,624	333,624	105	105	320,677	13,052	333,729
Georgia	144,787	723	145,510	145,510	68	68	144,855	723	145,578
Idaho	13,385	55	13,440	13,440	7	7	13,392	55	13,447
Illinois	213,973	572	214,545	214,545	97	97	214,070	572	214,642
Indiana	104,888	270	105,158	105,158	31	31	104,919	270	105,189
Iowa	35,365	102	35,467	35,467	13	13	35,378	102	35,480
Kansas	39,764	259	40,023	40,023	22	22	39,786	259	40,045
Kentucky	74,596	153	74,749	74,749	41	41	74,637	153	74,790
Louisiana	71,715	261	71,976	71,976	33	33	71,748	261	72,009
Maine	17,329	130	17,459	17,459	10	10	17,339	130	17,469
Maryland	119,537	278	119,815	119,815	51	51	119,588	278	119,866
Massachusetts	105,974	427	106,401	106,401	128	128	106,102	427	106,529
Michigan	156,728	233	156,961	156,961	67	67	156,795	233	157,028
Minnesota	53,883	283	54,166	54,166	52	52	53,935	283	54,218
Mississippi	45,260	186	45,446	45,446	10	10	45,270	186	45,456
Missouri	75,694	186	75,880	75,880	41	41	75,735	186	75,921
Montana	10,573	69	10,642	10,642	4	4	10,577	69	10,646
Nebraska	20,404	105	20,509	20,509	19	19	20,423	105	20,528
Nevada	48,976	169	49,145	49,145	11	11	48,987	169	49,156
New Hampshire	23,742	81	23,823	23,823	15	15	23,757	81	23,838
New Jersey	179,444	799	180,243	180,243	74	74	179,518	799	180,317
New Mexico	28,135	87	28,222	28,222	29	29	28,164	87	28,251
New York	332,717	1,282	333,999	333,999	170	170	332,887	1,282	334,169
North Carolina	169,686	812	170,498	170,498	72	72	169,758	812	170,570
North Dakota	6,623	60	6,683	6,683	12	12	6,635	60	6,695
Ohio	221,551	711	222,262	222,262	79	79	221,630	711	222,341
Oklahoma	62,851	136	62,987	62,987	40	40	62,891	136	63,027
Oregon	39,600	288	39,888	39,888	18	18	39,618	288	39,906
Pennsylvania	249,667	643	250,310	250,310	91	91	249,758	643	250,401
Rhode Island	20,246	55	20,301	20,301	5	5	20,251	55	20,306
South Carolina	74,406	255	74,661	74,661	43	43	74,449	255	74,704
South Dakota	4,363	7	4,370	4,370	2	2	4,365	7	4,372
Tennessee	102,991	376	103,367	103,367	37	37	103,028	376	103,404
Texas	416,592	2,272	418,864	418,864	163	163	416,755	2,272	419,027
Utah	31,619	220	31,839	31,839	14	14	31,633	220	31,853
Vermont	9,545	32	9,577	9,577	8	8	9,553	32	9,585
Virginia	161,780	733	162,513	162,513	92	92	161,872	733	162,605
Washington	98,256	828	99,084	99,084	68	68	98,324	828	99,152
West Virginia	36,943	91	37,034	37,034	17	17	36,960	91	37,051
Wisconsin	70,076	94	70,170	70,170	37	37	70,113	94	70,207
Wyoming	6,805	24	6,829	6,829	6	6	6,811	24	6,835
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>4,946,670</b>	<b>31,630</b>	<b>4,978,300</b>	<b>4,978,300</b>	<b>2,223</b>	<b>2,223</b>	<b>4,948,893</b>	<b>31,630</b>	<b>4,980,523</b>
Alaska	10,840	116	10,956	10,956	12	12	10,852	116	10,968
Hawaii	35,299	484	35,783	35,783	32	32	35,331	484	35,815
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>46,139</b>	<b>600</b>	<b>46,739</b>	<b>46,739</b>	<b>44</b>	<b>44</b>	<b>46,183</b>	<b>600</b>	<b>46,783</b>
U.S. Unclassified									
<b>TOTAL UNITED STATES</b>	<b>4,992,809</b>	<b>32,230</b>	<b>5,025,039</b>	<b>5,025,039</b>	<b>2,267</b>	<b>2,267</b>	<b>4,995,076</b>	<b>32,230</b>	<b>5,027,306</b>
Poss. & Other Areas	90,628	522	91,150	91,150	7	7	90,635	522	91,157
<b>U.S. &amp; POSS., etc.</b>	<b>5,083,437</b>	<b>32,752</b>	<b>5,116,189</b>	<b>5,116,189</b>	<b>2,274</b>	<b>2,274</b>	<b>5,085,711</b>	<b>32,752</b>	<b>5,118,463</b>
Canada	299		299	299	3,500	3,500	3,799		3,799
International	68		68	68			68		68
Other Unclassified									
Military or Civilian Personnel Overseas	2,636	330	2,966	2,966			2,636	330	2,966
<b>GRAND TOTAL</b>	<b>5,086,440</b>	<b>33,082</b>	<b>5,119,522</b>	<b>5,119,522</b>	<b>5,774</b>	<b>5,774</b>	<b>5,092,214</b>	<b>33,082</b>	<b>5,125,296</b>

## ANALYSIS BY ABCD COUNTY SIZE for the September 2010 issue

June 30, 2006 issue used in establishing percentages.

County Size	% of Households	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	2,355,673	15,056	2,370,729	47.6	119
B	30	1,539,106	9,837	1,548,943	31.1	104
C	15	588,918	3,764	592,682	11.9	79
D	15	465,196	2,973	468,169	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 December 31, 2010

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.....	3,190,557	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).....	3,179,369	99.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	11,188	0.4	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	None		Total Subscriptions Sold in Period.....	3,190,557	100.0
Total Subscriptions Sold in Period.....	3,190,557	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	33,326	1.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	3,157,231	99.0			
Total Subscriptions Sold in Period.....	3,190,557	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. \$14.99.

(b) Average non-analyzed non-paid circulation for the 6 month period: 442,425 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at [www.editiondigital.net](http://www.editiondigital.net).

(e) Sponsored Single Copy Sales: The average of 3,500 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.

(f) 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, 2010; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-10	2,300,000	4,084,604	4,084,604		
06-30-09	2,300,000	3,551,071	3,559,399	-8,328	-0.2
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		

<sup>^</sup>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

Effective 07/01/05 changed from 1,400,000 to 1,600,000

(c) Effective 01/01/05 changed from 1,200,000 to 1,400,000

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.

GAME INFORMER MAGAZINE, published by Sunrise Publications, Inc. • 724 N. 1st Street, 4th Floor • Minneapolis, MN 55401

PAUL HEDGPETH

CATHY PRESTON

Date Signed: January 18, 2011

Audience Development Manager

Publisher

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Established: 1991

ABC Member since: 1996

04-0358-9	Analyzed Issue Date	09/01/10
	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