

THE WORLD'S

#1

COMPUTER & VIDEO GAME  
MAGAZINE

gameinformer

2.3 MILLION  
GUARANTEED  
RATE BASE

2011 MEDIA KIT

# THE POWER OF THE BRAND

Over the course of 18 years, the brand power of *Game Informer* evolved beyond “The Final Word on Computer & Video Games” and into “The World’s #1 Computer & Video Game Magazine”.

**1 in every 100 persons in the U.S. subscribe to Game Informer Magazine**



## **Syndication of *Game Informer* - 363,558,082 Annual Impressions**

In addition to *Game Informer*'s base of 3 million+ monthly subscribers, newspapers throughout the U.S. are publishing *Game Informer*'s Reviews, Previews and Top 10 Lists on a weekly basis for their own readership.

- *Chicago Tribune*
- *Star Tribune*
- *Richmond Times-Dispatch*
- *The Spokesman Review (Washington)*
- *The Hartford Courant*
- *Philadelphia Daily News*
- *Wichita Eagle (Kansas)*
- *Ft. Worth Star-Telegram (Texas)*
- *The Record (New Jersey)*
- *The Sun Herald (Mississippi)*
- *South Florida Sun-Sentinel*
- *Belleville News-Democrat (Missouri)*
- *The Florida Times-Union*
- *Detroit Free Press*
- *Kansas City Star (Missouri)*
- *The Hartford Courant*
- *The Waterloo Courier (Iowa)*
- *The State (South Carolina)*
- *Merced Sun-Star (California)*

**Chicago Tribune**

**Star Tribune**

**Detroit Free Press**

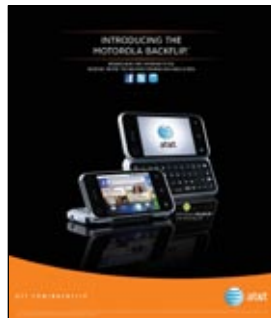
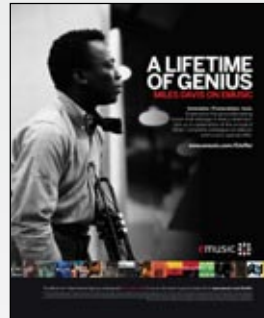
## 2010 ABC TOP 25

## CIRCULATION

Rank	Publication Name	Total Paid & Verified Circulation (First Half 2010)
1	AARP The Magazine	23,721,626
2	AARP Bulletin	23,574,328
3	Better Homes And Gardens	7,644,011
4	Reader's Digest	6,112,811
5	National Geographic	4,493,110
6	Good Housekeeping	4,427,964
7	Game Informer	4,364,170
8	Woman's Day	3,919,488
9	Family Circle	3,849,673
10	Ladies' Home Journal	3,381,072
11	People	3,553,420
12	Time	3,312,484
13	Taste of Home	3,257,200
14	Sports Illustrated	3,212,278
15	Cosmopolitan	3,046,229
16	Prevention	2,927,638
17	Southern Living	2,841,894
18	AAA Via	2,740,176
19	Maxim	2,549,893
20	Remedy/Remedy MD	2,515,433
21	AAA Living	2,460,455
22	O, The Oprah Magazine	2,415,336
23	American Legion Magazine	2,346,264
24	Glamour	2,320,325
25	Parenting	2,229,253

# CONSUMER ADVERTISING PARTNERS

20th Century Fox  
 80's Tees  
 Alienware  
 AOL  
 AT&T  
 Autodesk  
 AVG - Grisoft  
 Axe Deodorant  
 Blu-Ray  
 BMG Music & DVD  
 Bod Spray  
 Bookspan  
 Boost Mobile  
 Bose  
 Bowflex  
 Burger King  
 Cedar Point Amusement  
 Park  
 Champs  
 Classic Media  
 Columbia House  
 Music & DVD  
 Comcast  
 Dell Computers/DJ  
 Digital Innovations  
 Disney/Pixar  
 D-Skin  
 e Music  
 Earthlink  
 Energizer  
 Flycell  
 Foot Locker  
 Ford  
 Fox Home Video  
 Full Sail Education  
 Funimation  
 G4 Cable Network  
 Hasbro Toys  
 HeadPlay  
 Heilo  
 Honda Automobile  
 (Element/Civic/Fit)  
 Intel  
 Jamster  
 Jeep



Journey's  
 Milk  
 Mountain Dew  
 MTV  
 NBC Universal  
 Nissan Auto (Frontier)  
 Office of National  
 Drug Control Policy  
 Old Spice  
 Panasonic Car Audio  
 & DVD  
 Paramount Pictures  
 PC Tools  
 Perplex City  
 Puma  
 SanDisk  
 Sara Lee  
 SBC Communications  
 Schick  
 Spike TV  
 Sprint  
 Starz  
 State Farm Insurance  
 Subaru  
 Taco Bell  
 Tag  
 Toyota  
 U.S. AIR FORCE  
 U.S. ARMY  
 U.S. Marine Corps  
 U.S. NAVY  
 Universal Music Group  
 University of  
 Advancing Technology  
 Upper Deck  
 Verizon Wireless  
 Verizon Wireline  
 Vonage  
 Warner Bros. Pictures  
 Warner Home Video  
 Wow Wee  
 Wrigley  
 (Juicy Fruit/Big Red)  
 Yes Solutions  
 Zappos Shoes

# SUBSCRIBER DEMOGRAPHICS

<b>MALE</b>	84%
<b>MEDIAN AGE</b>	27
<b>T12-17</b>	16%
<b>A18-24</b>	27%
<b>A18-34</b>	62%
<b>A35+</b>	22%



<b>MEDIAN HH INCOME</b>	\$65,800
<b>ATTENDED/GRADUATED COLLEGE</b>	69%
<b>HIGH SCHOOL GRAD+</b>	70%
<b>MARRIED</b>	22%
<b>SINGLE/NEVER MARRIED</b>	69%
<b>EMPLOYED</b>	60%
<b>EMPLOYED FULL TIME</b>	48%

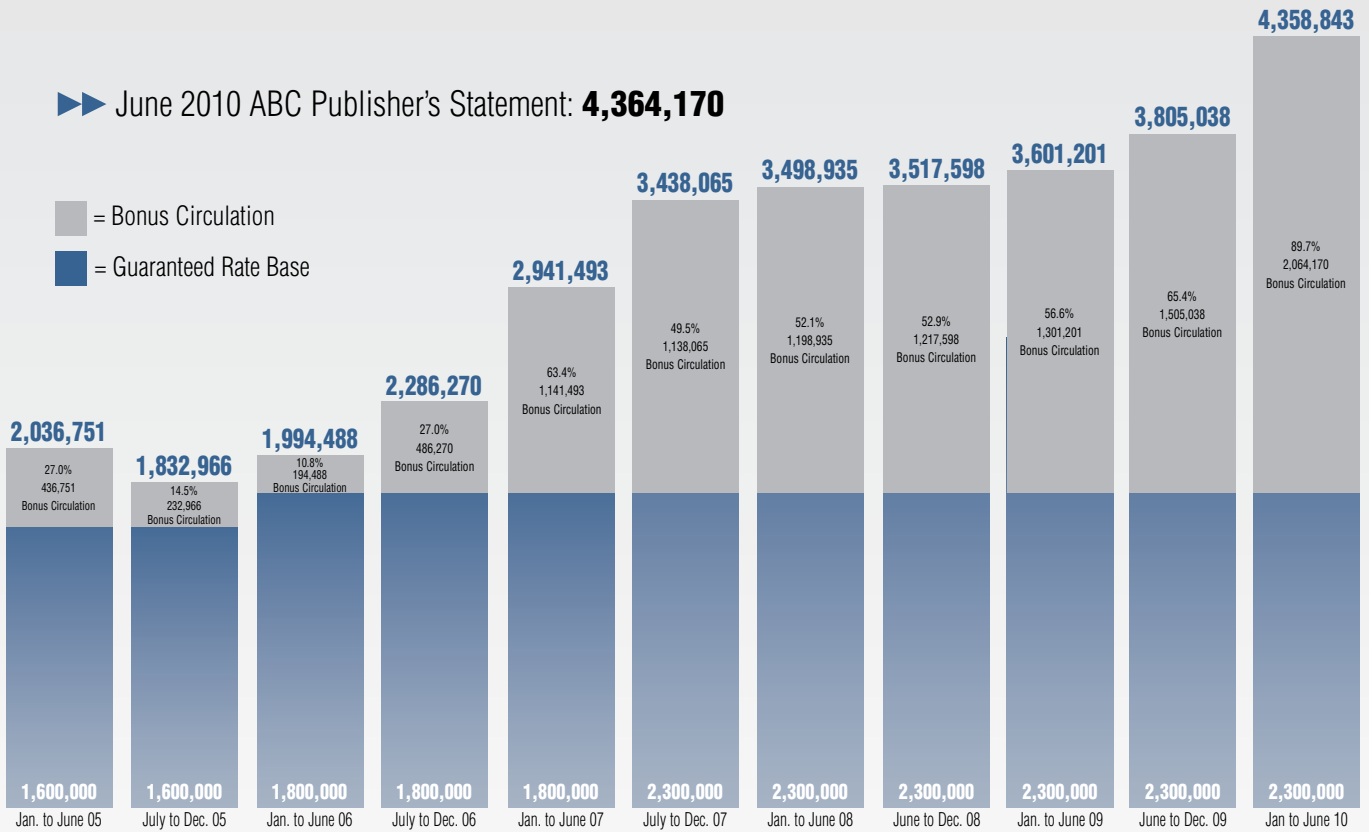
Source: Readex, Inc. • 2010



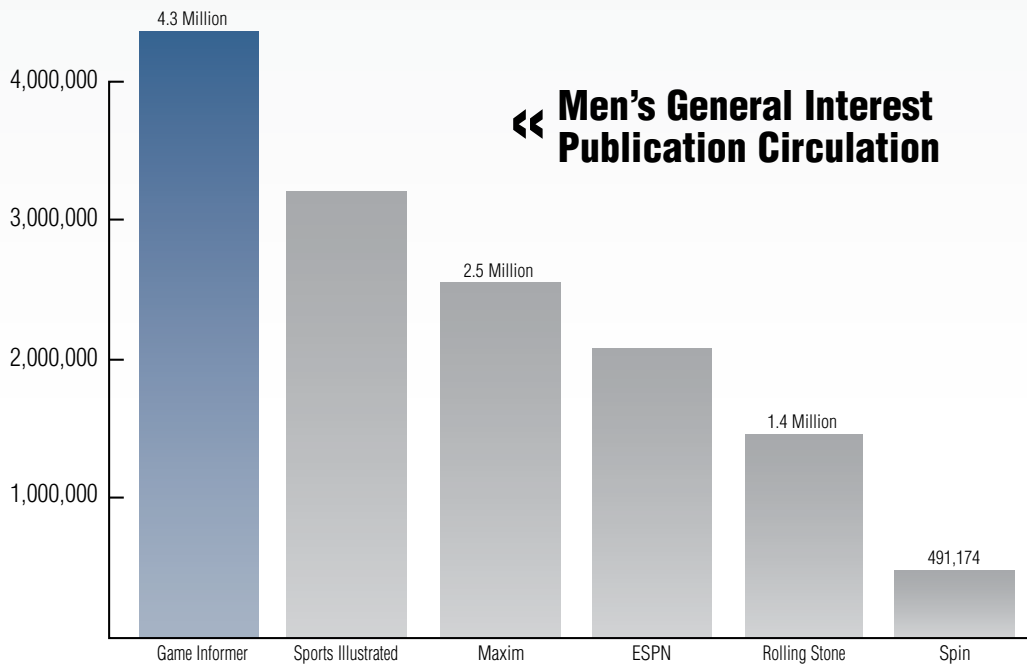
# OUTPERFORMING THE REST

▶▶ June 2010 ABC Publisher's Statement: **4,364,170**

■ = Bonus Circulation  
■ = Guaranteed Rate Base



Source: ABC Publisher Statements



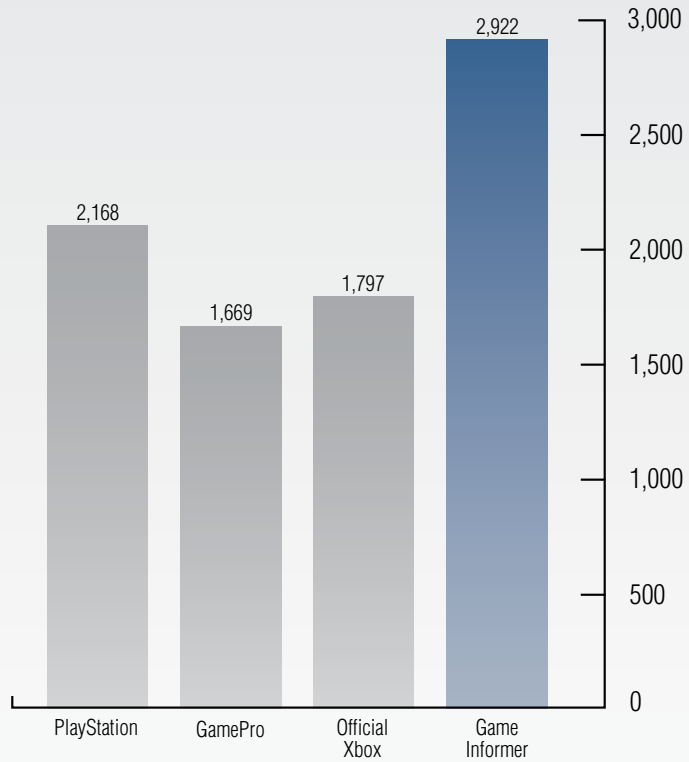
# OUTPERFORMING THE REST

## Larger Format

One Full Inch Wider than  
the Competition



## Total Reviews and Previews August 2004 to December 2008



## More and Larger Screen Shots



# OUTPERFORMING THE REST

Known For Introducing The Most Popular  
Up-and-Coming Games to the World First.

No Other Magazine Has Succeeded in Securing as  
Many World-Wide First-Look Exclusive Cover  
Features as Game Informer.



# OUTPERFORMING THE REST

## GameStop

The World's Largest Specialty Game Retailer  
Over 4,400 U.S. Stores and Growing

Game Informer's approach is direct and has been for over 18 years. Sell subscriptions face-to-face in an environment where active video game players are most likely to be found...video game stores.



## GameStop Store Associate Perspective

GameStop Store Manager, Sean Allen

*"At GameStop, selling a subscription to Game Informer is like selling candy in a candy store. Knowing that my customers are into games, I lead them to the best magazine on the shelf, in the same way that I lead them to the best games on the shelf. I just let my customers know what I believe...Game Informer Magazine is the most entertaining games magazine, and hands-down, the best resource you'll ever find."*



# THOROUGHNESS OF READERSHIP

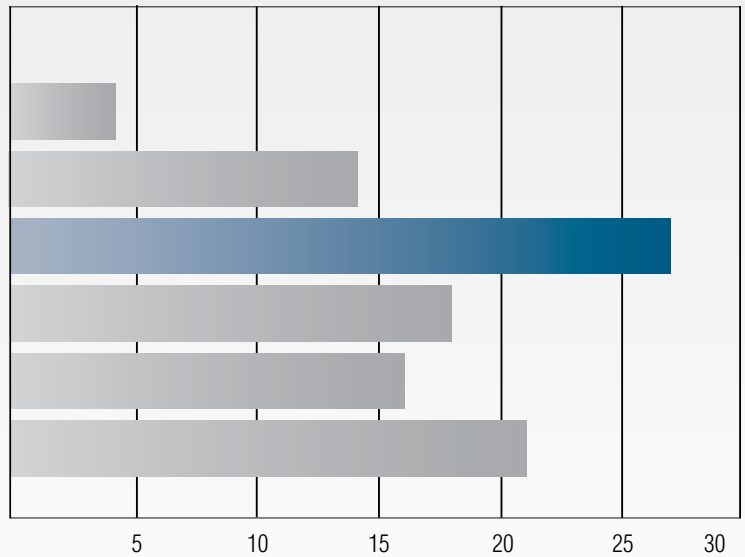


**February 2010**  
Independent Subscriber Study

**Mean: Almost 2.7 Hours Spent Reading**

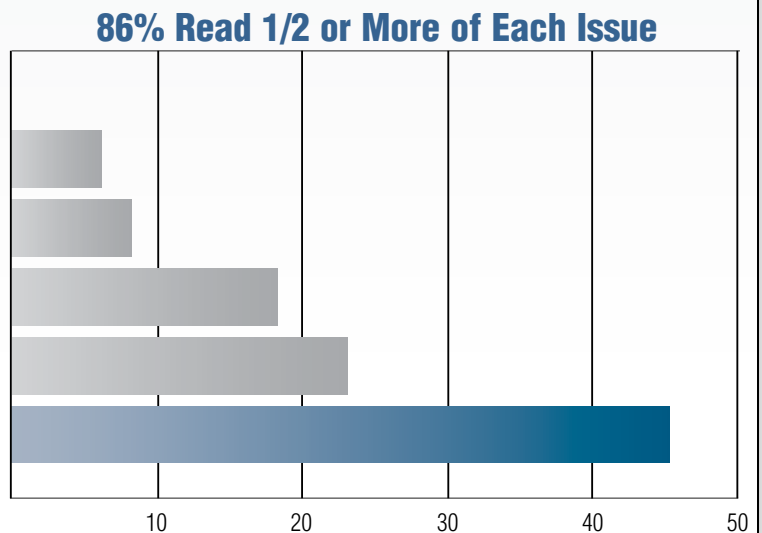
**How much time do you spend reading or looking through a typical issue of GAME INFORMER each month?**

- Do not read/look through **0%**
- Less than 1/2 hour **4%**
- 1/2 to under 1 hour **14%**
- 1 to under 2 hours **27%**
- 2 to under 3 hours **18%**
- 3 to under 4 hours **16%**
- 4 hours or more **21%**



**How thoroughly do you read or look through a typical issue of GAME INFORMER?**

- Do not read/look through **0%**
- Skim only **6%**
- Read about 1/4 **8%**
- Read about 1/2 **18%**
- Read about 3/4 **23%**
- Read all or almost all **45%**



Conducted By: Readex, Inc. • 2251 Tower Drive West • Stillwater, MN 55082 • 651-439-1554

# MAGAZINE INVOLVEMENT AFFINITY

**What is your level of agreement or disagreement with each of the following statements about GAME INFORMER?**

**91%**

I am very satisfied with GAME INFORMER and enjoy reading the magazine each month.

**92%**

I trust GAME INFORMER's reviews.

**97%**

GAME INFORMER provides me with better, more reliable buying information than is available in other game magazines.

**80%**

GAME INFORMER is the most entertaining game magazine I currently read.

## MAGAZINE INVOLVEMENT INFLUENCE

**68% or 1,564,000**

Subscribers agree that the ads in GAME INFORMER provide them with important information about games/products.

**74% or 1,702,000**

Subscribers agree that GAME INFORMER influences the purchases they make.

**91% or 2,093,000**

Subscribers have made a purchase after seeing or reading about a product in GAME INFORMER.

## DUPLICATION

**What video game publications do you read regularly (that is, at least 3 out of 4 issues)?**

Official Xbox Magazine .....	<b>15%</b>	Tips & Tricks.....	<b>5%</b>
PlayStation Official Magazine.....	<b>12%</b>	Games For Windows.....	<b>2%</b>
GamePro .....	<b>9%</b>	Play.....	<b>2%</b>
Nintendo Power .....	<b>8%</b>		

**67%**

Intend to renew their subscription to GAME INFORMER

## OTHER GAMES MAGAZINES

**Other than GAME INFORMER, what video game publications do you subscribe to in your own name?**

None .....	<b>84%</b>
Indicated at least one .....	<b>14%</b>
No Answer .....	<b>2%</b>

## RENEWAL PLANS

**Do you plan to renew your subscription to GAME INFORMER?**

Yes.....	<b>67%</b>
Not sure.....	<b>31%</b>
No.....	<b>2%</b>

**77%**

Save their copies for reference

## REASONS FOR SUBSCRIBING

**Why did you first sign up for your GAME INFORMER subscription?**

For the discount.....	<b>29%</b>
For the magazine/for magazine and discount.....	<b>65%</b>
Gift.....	<b>6%</b>

**OVER 1.9 MILLION  
GAME INFORMER READERS SUBSCRIBE  
TO NO OTHER GAMES MAGAZINE**



# PURCHASING HABITS

## MOST IMPORTANT SOURCE FOR PURCHASING

**What source is MOST IMPORTANT to you when deciding which computer/video games/systems to purchase?**

Personal Experience/Preference . . . . .	<b>92%</b>
Friends/word of mouth . . . . .	<b>72%</b>
Magazines . . . . .	<b>61%</b>
Websites . . . . .	<b>56%</b>
TV ads . . . . .	<b>24%</b>

## FREQUENCY OF SHOPPING FOR GAMES

**About how often do you shop or browse for games (either online or in stores)?**

Every day . . . . .	<b>9%</b>
2 – 3 days per week . . . . .	<b>14%</b>
4 – 6 days per week . . . . .	<b>8%</b>
Once a week . . . . .	<b>24%</b>
Once every two weeks . . . . .	<b>21%</b>
Once a month . . . . .	<b>13%</b>
Once every two or three months . . . . .	<b>6%</b>
Less than once every two or three months . . . . .	<b>3%</b>

## NEW GAME PURCHASE HABITS

**When a new game comes out that you are eager to purchase, what do you typically do?**

Pre-order the game . . . . .	<b>49%</b>
Purchase the game within the first week . . . . .	<b>16%</b>
Purchase the game within the first month . . . . .	<b>17%</b>
Wait more than a month to purchase the game . . . . .	<b>16%</b>
Does not apply – do not purchase new games . . . . .	<b>2%</b>

## PURCHASING SOURCES

**Where do you usually purchase computer/video games (including handhelds) and video game systems?**

GameStop . . . . .	96%
Best Buy . . . . .	47%
Wal-Mart . . . . .	46%
Amazon.com . . . . .	29%
Target . . . . .	30%
GameStop.com . . . . .	19%
eBay/Half.com . . . . .	12%
BestBuy.com . . . . .	11%
Toys 'R' Us . . . . .	11%
EBgames.com . . . . .	10%
Electronics Boutique . . . . .	8%

**55%**

Shop for games once a week or more.

**65%**

Either pre-order or purchase a highly desired game within the first week.



# SYSTEM OWNERSHIP & PLANS TO BUY

## SYSTEM OWNERSHIP AND PLANS TO BUY

	<b>% Own</b>	<b>Plan to Buy 6 months (%)</b>
PC	66%	11%
PlayStation 2	53%	0%
PlayStation 3	46%	22%
PSP	28%	4%
PSP Go	2%	3%
Nintendo DSi	14%	5%
Nintendo DS Lite	23%	3%
Nintendo Wii	55%	12%
Xbox 360	64%	14%

**100%**  
**Own at least one system**  
Xbox 360,  
PlayStation 3,  
Wii, DS Lite,  
DSi, PSP Go

## OVERALL SYSTEM OWNERSHIP AUDIENCE BASED ON GAME INFORMER'S 2.3 MILLION RATE BASE GUARANTEE

	GAME INFORMER Readers		
	<b>Currently Own</b>	<b>Plan to Buy</b>	<b>Combined</b>
PC	1,518,000	253,000	1,771,000
PlayStation 2	1,219,000	0	1,219,000
PlayStation 3	1,058,000	506,000	1,564,000
PSP	644,000	92,000	736,000
PSP Go	46,000	69,000	115,000
Nintendo DSi	322,000	115,000	437,000
Nintendo DS Lite	529,000	69,000	598,000
Nintendo Wii	1,265,000	276,000	1,541,000
Xbox 360	1,472,000	322,000	1,794,000

**76%**  
**Own at least two systems**  
Xbox 360,  
PlayStation 3,  
Wii, DS Lite,  
DSi, PSP Go



Conducted By: Readex, Inc. • 2251 Tower Drive West • Stillwater, MN 55082 • 651-439-1554

2011

# ADVERTISING RATES

## Rate Card #19

## 2.3 Million Rate Base Guarantee

<b>4-Color</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>	<b>24X</b>	<b>36X</b>	<b>48X</b>	<b>60X</b>
Full Page	\$116,634	\$113,148	\$109,715	\$106,465	\$102,202	\$99,141	\$96,164	\$93,266
1/2 Page	\$69,977	\$67,883	\$65,846	\$63,887	\$61,320	\$59,483	\$57,687	\$55,944
1/3 Page	\$53,650	\$52,038	\$50,468	\$48,967	\$47,019	\$45,602	\$44,231	\$42,898

### **B & W**

Full Page	\$104,963	\$101,829	\$87,806	\$85,160	\$81,753	\$79,307	\$76,913	\$74,618
1/2 Page	\$62,979	\$61,094	\$52,684	\$51,098	\$49,051	\$47,586	\$46,148	\$44,772
1/3 Page	\$48,279	\$46,841	\$40,394	\$39,170	\$37,601	\$36,477	\$35,375	\$34,325

### **PREMIUM POSITIONS**

2nd Cover Spread	Earned Rate + 25%
3rd Cover Spread	Earned Rate + 20%
TOC-RHP Page	Earned Rate + 15%
1-1/2 Masthd Spread:	Earned Rate + 15%
First Form	Earned Rate + 15%
Guaranteed Position	Earned Rate + 10%

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No additional charge for bleeds. Circulation verified by ABC. Positioning of advertisements is at the discretion of the publisher unless otherwise specified and acknowledged by the publisher in writing. Advertisements are subject to acceptance by publisher. The publisher reserves the right to refuse, alter or cancel any advertising for any reason at any time. Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue if such failure is due to acts of God, strikes, accidents, legal action or other circumstances beyond the publisher's control. Commissions: 15% commissions to recognized agencies.

# 2011 SPECS & CLOSING DATES

## 2011 ISSUE CLOSING DATES:

Insertion Cover Date	Insertion Due Date	Material Due Date	On Sale
January '11	10/08/10	11/12/10	12/10/10
February	11/12/10	12/13/10	1/14/11
March	12/10/10	1/17/11	2/11/11
April	1/14/11	2/14/11	3/11/11
May	2/11/11	3/21/11	4/15/11
June	3/18/11	4/18/11	5/13/11
July	4/15/11	5/16/11	6/10/11
August	5/13/11	6/20/11	7/15/11
September	6/17/11	7/18/11	8/12/11
October	7/15/11	8/22/11	9/12/11
November	8/12/11	9/19/11	10/14/11
December	9/9/11	10/17/11	11/11/11

## DIGITAL FILES MATERIAL REQUIREMENTS:

(PREFERRED FORMAT)

PDF/X1-a

\*\* Please contact production first if you plan to submit other file formats

**CONVERT:** All Spot colors need to be converted to CYMK colors before output to PDF-X1a.

**REGISTRATION:** Standard registration marks and crop marks must be included and they should appear at least 1/8" outside of the trim area to avoid overlapping creative. Pages should be centered and cropped to page trim size plus bleed.

**MEDIA:** 100MB ZIP (PC & MAC), CD-R (ISO9660 and MAC), DVD-R.

**FTP:** 12.25.107.16/ADS\_UPLOAD  
username: advert  
password: upLoAd

**PROOF REQUIREMENTS:** Please submit two hard-copy proofs at 100% scale made from supplied PDF/X1-a file.

For a guarantee in color reproduction, advertisers must submit **TWO SWOP certified contract proofs at 100% scale** (must include color bar & indicate proofing system used on the proofs)

Proofs must be made from supplied PDF/X1-a file.

Acceptable contract proofs are Fuji Pictro, Fuji Final Proof, Epson Contract Proof, Kodak Approval, IRIS, Digital Match Print.

For an up-to-date list of SWOP approved color proofing systems, please visit: [www.swop.org](http://www.swop.org)

## PRINTING SPECIFICATIONS:

SWOP Printed Web Offset. Perfect bindery.  
Maximum Ink Density: 300% • Linescreen: 133lpi

If proofs are not provided with materials, Game Informer assumes no liability for ad reproduction quality and content

## MECHANICAL REQUIREMENTS:

<b>Full Page</b>	Bleed	9 1/4"	x	11"
	Trim	9"	x	10 3/4"
	Non-Bleed	8 1/2"	x	10 1/4"
<b>2-Page Spread</b>	Bleed	18 1/4"	x	11"
	Trim	18"	x	10 3/4"
	Non-Bleed	17 1/2"	x	10 1/4"
<b>1/2 Page Vertical*</b>	Bleed	4 5/8"	x	11"
	Trim	4 1/2"	x	10 3/4"
	Non-Bleed	4 1/4"	x	10 1/4"
<b>1/2 Page Horizontal (bottom)</b>	Bleed	9 1/4"	x	5 1/2"
	Trim	9"	x	5 3/8"
	Non-Bleed	8 1/2"	x	5 1/8"
<b>1/3 Page Vertical*</b>	Bleed	3 1/8"	x	11"
	Trim	3"	x	10 3/4"
	Non-Bleed	2 1/2"	x	10 1/4"
<b>1/3 Page Horizontal (bottom)</b>	Bleed	9 1/4"	x	3 7/8"
	Trim	9"	x	3 3/4"
	Non-Bleed	8 1/2"	x	3 1/4"

*Live Matter: Keep live matter 1/4" from trimmed sides. Text across the gutter should be avoided.  
Gutter Allowance: 3/8" on each side of gutter, 3/4" for two page spread.*

*\*Allow 1/8" bleed on only one side of the ad for 1/3 page vertical and 1/2 page vertical ads.*

accuracy. Laser Inkjet proofs or any other proofs supplied that are not SWOP certified contract proofs are accepted for file content only.

All advertising copy and art is subject to publisher approval.

## MEDIA LABELING REQUIREMENTS:

Issue Date, Advertiser, Agency Name, Contact Person, Phone Number, Vendor Contact, File Name/Number, Return Address, List of Contents (print of disk contents)

## MAILING & SHIPPING INSTRUCTIONS:

*All mechanical materials/specification questions must be mailed to:*

Curtis Fung • Production Director  
724 North First Street, 3rd Floor  
Minneapolis, MN 55401  
tel: (612) 486-6058  
fax: (612) 486-6101  
curtis@gameinformer.com

## ADVERTISER FURNISHED PIECES

Standard trims for inserts are as follows:

**Standard full size insert:** 1/8" trim on all faces – finished size of 9" x 10 3/4"

**Less than full-size insert:** 1/8" on gutter and foot, 1/2" on gutter for binding

*Contact:*

Ted Katzung • Circulation Services  
tel: (612) 486-6107  
fax: (612) 486-6101  
ted@gameinformer.com

Please direct general advertising inquiries to:

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*Please direct all general advertising inquiries to:*



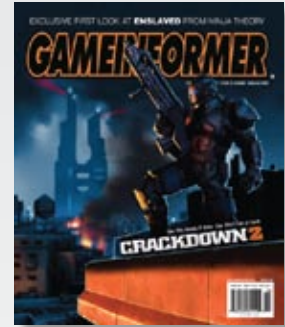
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