

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

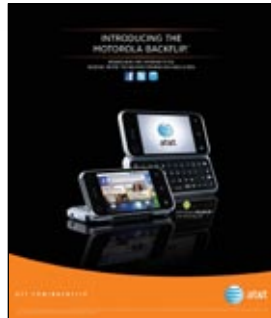
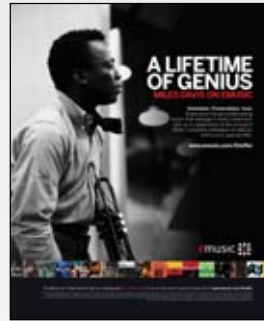
2010 ABC TOP 25

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

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



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

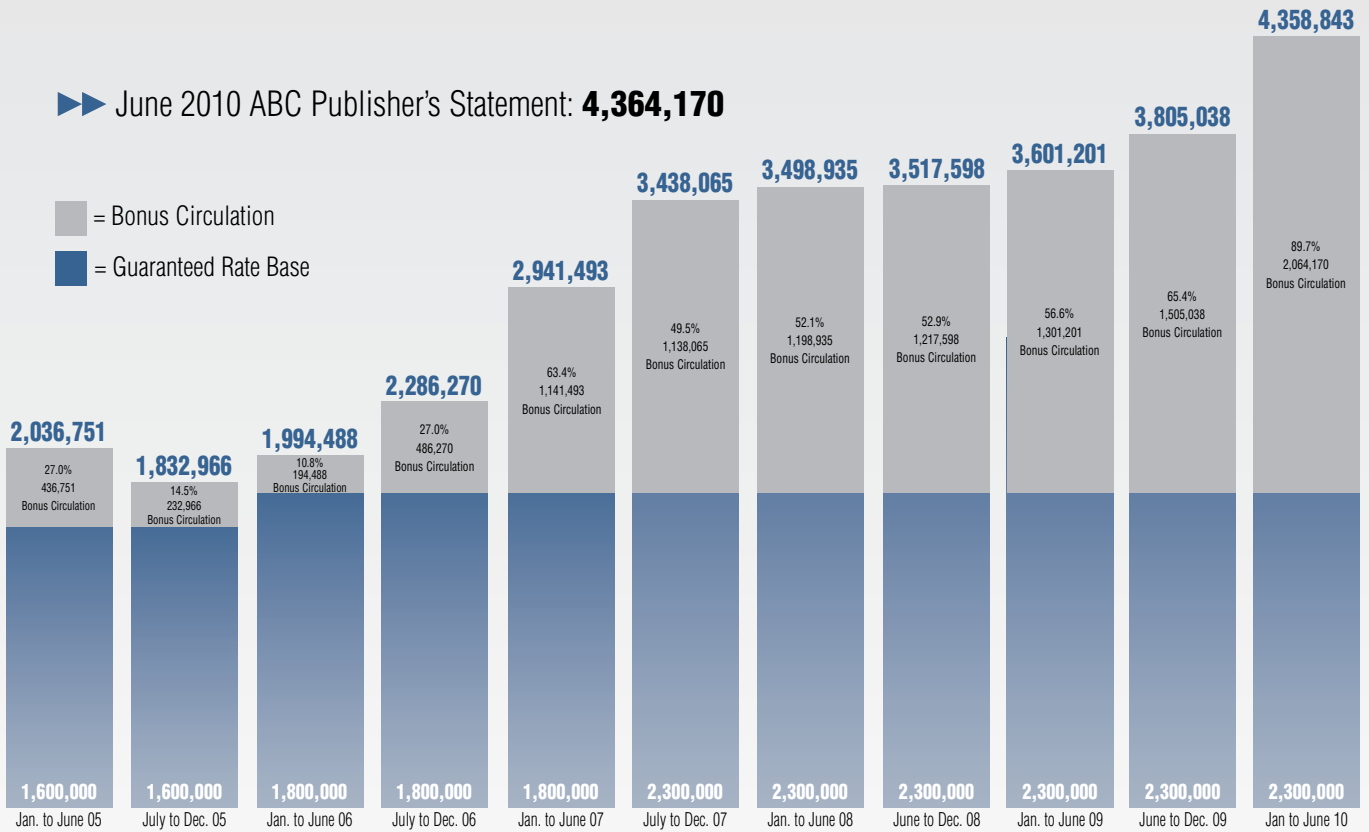
Source: Readex, Inc. • 2010



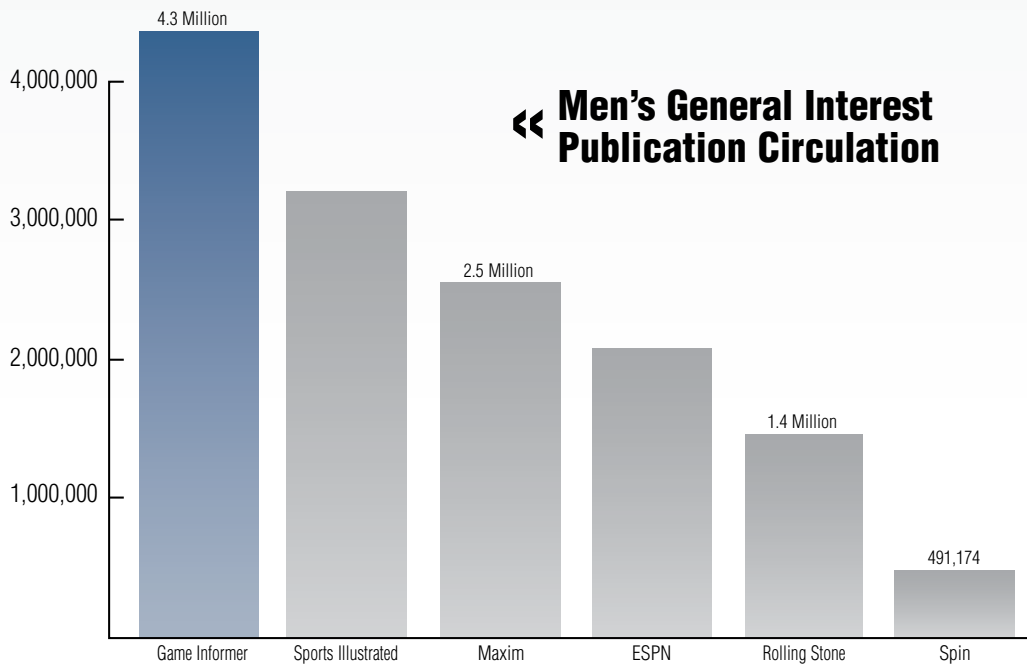
OUTPERFORMING THE REST

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

■ = Bonus Circulation
■ = Guaranteed Rate Base



Source: ABC Publisher Statements



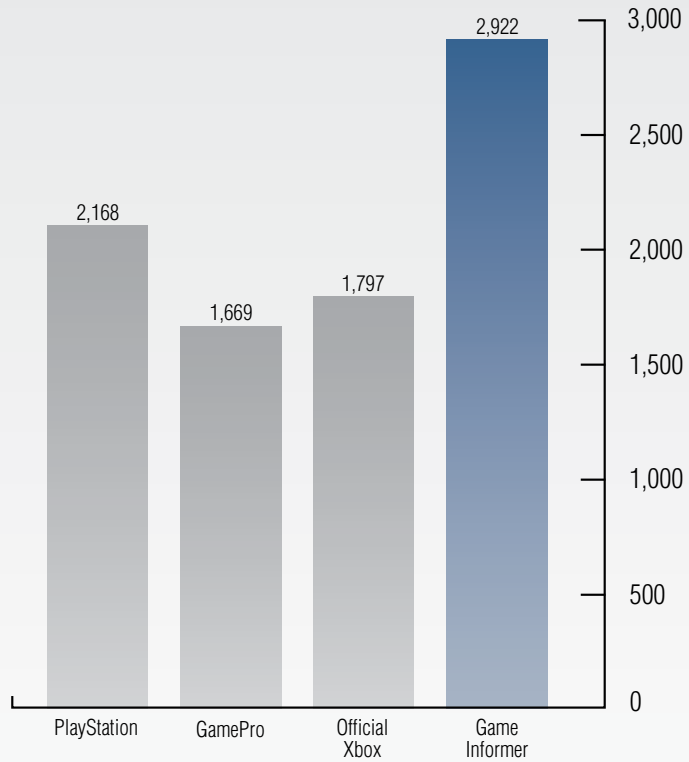
OUTPERFORMING THE REST

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

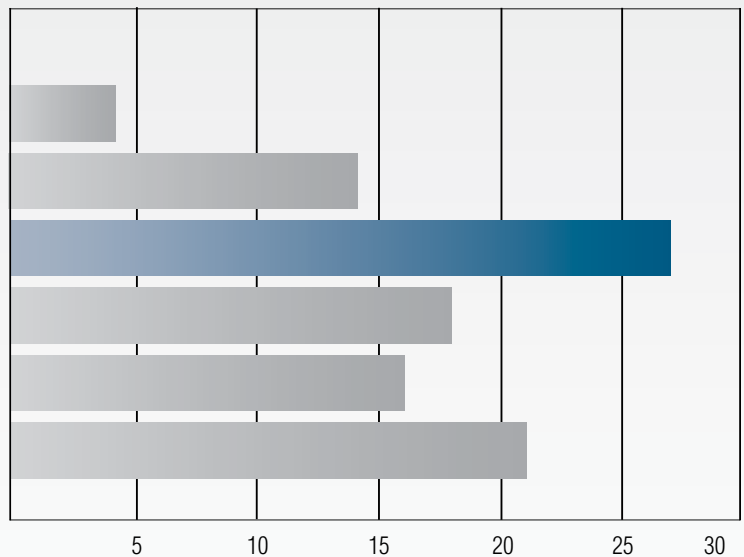


February 2010
Independent Subscriber Study

Mean: Almost 2.7 Hours Spent Reading

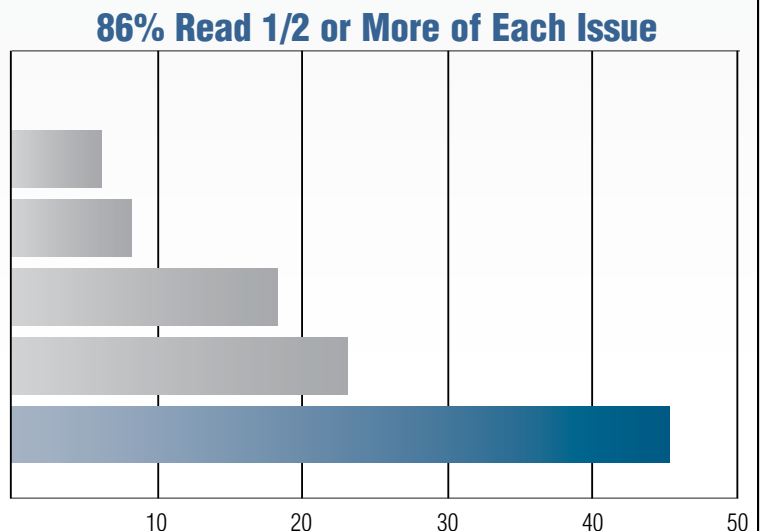
How much time do you spend reading or looking through a typical issue of GAME INFORMER each month?

- 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	15%	Tips & Tricks.....	5%
PlayStation Official Magazine.....	12%	Games For Windows.....	2%
GamePro	9%	Play.....	2%
Nintendo Power	8%		

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	84%
Indicated at least one	14%
No Answer	2%

RENEWAL PLANS

Do you plan to renew your subscription to GAME INFORMER?

Yes.....	67%
Not sure.....	31%
No.....	2%

77%

Save their copies for reference

REASONS FOR SUBSCRIBING

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

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

**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	92%
Friends/word of mouth	72%
Magazines	61%
Websites	56%
TV ads	24%

FREQUENCY OF SHOPPING FOR GAMES

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

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

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	49%
Purchase the game within the first week	16%
Purchase the game within the first month	17%
Wait more than a month to purchase the game	16%
Does not apply – do not purchase new games	2%

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

	% Own	Plan to Buy 6 months (%)
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		
	Currently Own	Plan to Buy	Combined
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



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2011

ADVERTISING RATES

Rate Card #19

2.3 Million Rate Base Guarantee

4-Color	1X	3X	6X	12X	24X	36X	48X	60X
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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Amy Arnold

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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

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:

Full Page	Bleed	9 1/4"	x	11"
	Trim	9"	x	10 3/4"
	Non-Bleed	8 1/2"	x	10 1/4"
2-Page Spread	Bleed	18 1/4"	x	11"
	Trim	18"	x	10 3/4"
	Non-Bleed	17 1/2"	x	10 1/4"
1/2 Page Vertical*	Bleed	4 5/8"	x	11"
	Trim	4 1/2"	x	10 3/4"
	Non-Bleed	4 1/4"	x	10 1/4"
1/2 Page Horizontal (bottom)	Bleed	9 1/4"	x	5 1/2"
	Trim	9"	x	5 3/8"
	Non-Bleed	8 1/2"	x	5 1/8"
1/3 Page Vertical*	Bleed	3 1/8"	x	11"
	Trim	3"	x	10 3/4"
	Non-Bleed	2 1/2"	x	10 1/4"
1/3 Page Horizontal (bottom)	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
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ted@gameinformer.com

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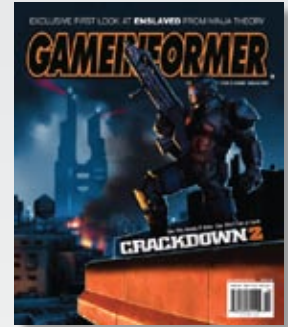
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