



gameinformer®

Reaching More Men 18-34 Than Any
Other Magazine On The Planet

Over 7 Million Subscribers – 30 Million Total Reach

THE GAMES MARKET

Video games are the future. From education and business, to art and entertainment, our industry brings together the most innovative and creative minds to create the most engaging, immersive and breathtaking experiences we've ever seen. The brilliant developers, designers and creators behind our games have and will continue to push the envelope, driving unprecedented leaps in technology impacting everyday life for years to come.

Michael D. Gallagher
President and CEO
Entertainment Software Association



63%

of U.S. households are home to at least one person who plays video games regularly (3 hours or more per wk.)

Computer & Video Game U.S. Sales 2009-2015

(in Billions)

2009	2015
\$10.1	\$16.5

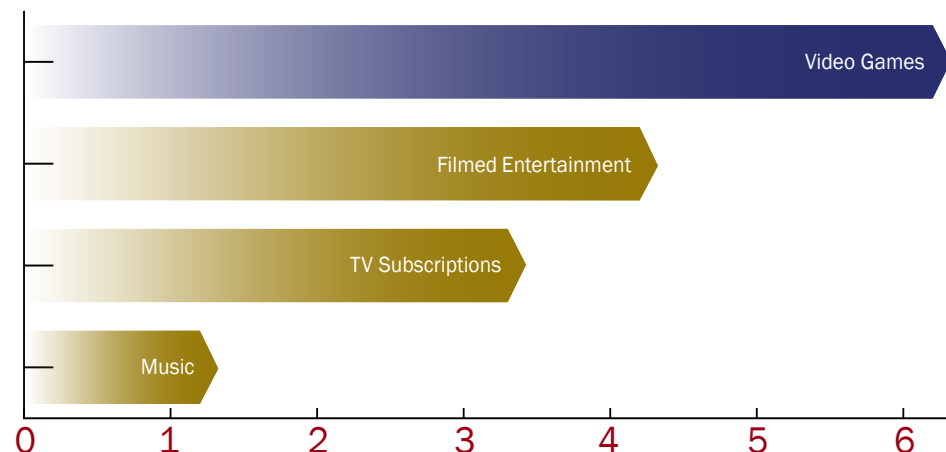
Total Consumer Spend On Games Industry 2015

(in Billions)

\$23.5

Source: The NPD Group/Games Market Dynamics: U.S.

PROJECTED ANNUAL GROWTH RATE (CAGR) 2013-2018



Source: PricewaterhouseCoopers 2013-2018 Global Entertainment and Media Outlook

52%

of the most frequent gamers feel that video games provide more value for their money than:

DVDs



Music



Going to the movies



OUR DEMOGRAPHIC

84% MALE

MEDIAN AGE	32
T 12-17	14%
A 18-24	17%
A 18-34	43%
A 35+	43%

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%

Active Lifestyles Beyond The Games

The Game Informer audience is an active and involved, heavy consumer.

- Game Informer readers are active, career professionals who are homeowners, car owners, and enjoy above-average incomes to support their lifestyle.
- Our readers are frequent consumers purchasing electronics, sporting goods, clothes, furnishings, insurance and more.
- Our readers want to be entertained. They dine out, go to movies, and travel regularly.
- Our readers have a passion for video games.
- Game Informer is their #1 source to fuel that passion.

CIRCULATION



..... this equals

1 in 46
people in the U.S.
subscribe to
Game Informer

or

1 in 17
households in the
U.S. subscribe to
Game Informer

Over the course of 26 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”

Syndication of *Game Informer*

+363,558,082

additional annual impressions

In addition to Game Informer’s base of 6 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.

CIRCULATION 2017 AAM TOP 25

June 2017

Rank	Publication Name	Total Paid & Verified Circulation
1	AARP The Magazine	23,257,330
2	AARP Bulletin	22,904,245
3	Better Homes and Gardens	7,638,829
4	gameinformer	7,081,946
5	AAA Living	4,854,409
6	Good Housekeeping	4,315,307
7	Family Circle	4,031,653
8	People	3,415,411
9	Woman's Day	3,279,425
10	National Geographic	3,082,914
11	Time	3,031,197
12	Sports Illustrated	3,015,944
13	Cosmopolitan	3,002,682
14	Southern Living	2,837,379
15	Reader's Digest	2,669,480
16	Shape	2,516,350
17	O, The Oprah Magazine	2,383,030
18	Glamour	2,300,068
19	Redbook	2,208,340
20	Taste of Home	2,205,853
21	American Rifleman	2,152,238
22	ESPN the Magazine	2,147,578
23	Family Fun Magazine	2,143,842
24	Martha Stewart Living	2,092,865
25	Parents	2,071,821

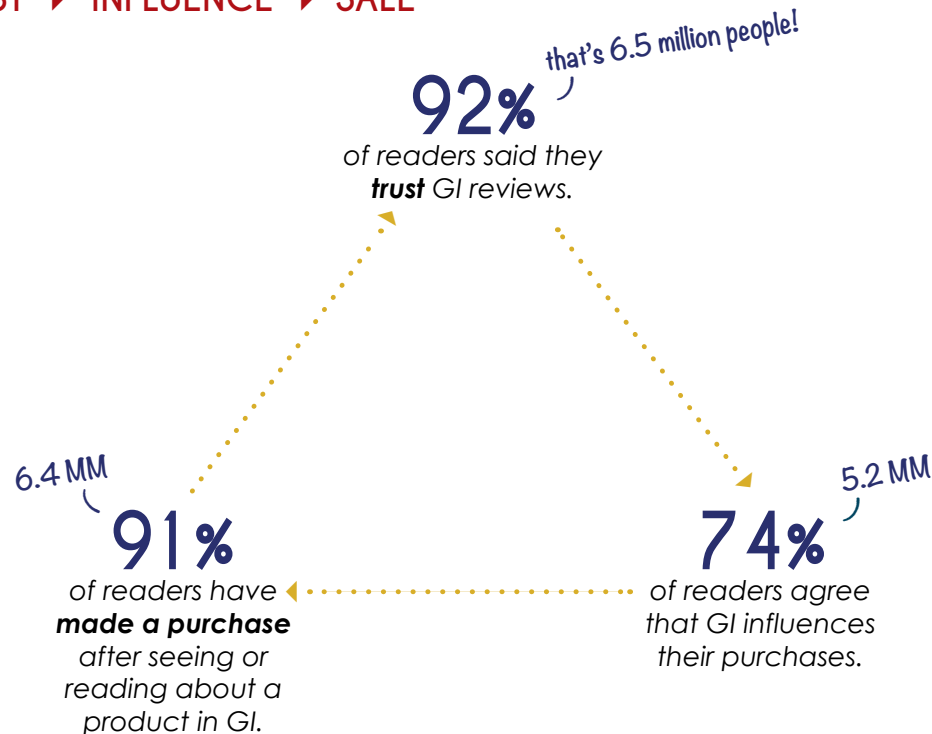


A WINNING MODEL

Game Informer's approach is direct and has been for over 25 years: Sell subscriptions face-to-face in an environment where active video game players are most likely to be found... in video game stores.



TRUST ► INFLUENCE ► SALE



GameStop®
POWER TO THE PLAYERS®

GameStop is the world's largest specialty games retailer with nearly 4,000 stores in the U.S. alone. Our unique and exclusive relationship with GameStop creates the most powerful symbiosis in the games market. More power to the players, indeed!

“At GameStop, selling Game Informer subscriptions 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.”

Sean Allen
GameStop Store Manager

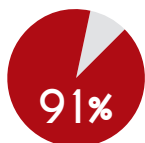
CONSUMER ADVERTISING PARTNERS



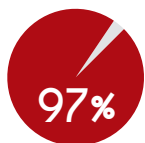
INDEPENDENT SUBSCRIBER STUDY

Affinity

26 years ago we set out to create a magazine that gamers would love for the content as well as earn their trust.



are very satisfied with *Game Informer* and enjoy reading the magazine each month



agree that *Game Informer* provides better, more reliable buying information than any games magazine



agree *Game Informer* is the most entertaining games magazine they currently read

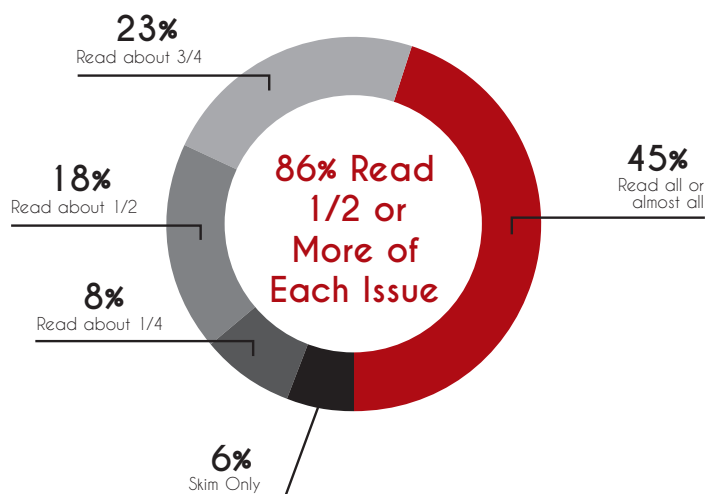


save their copies of *Game Informer* for future reference



Reading Habits

Game Informer readers love our content. Our pages are read, re-read, collected, and passed along to friends.



2.7hrs

Mean time

spent reading each issue

4+ hours	21%
3-4 hours	16%
2-3 hours	18%
1-2 hours	27%
30-60 minutes	14%
0-30 minutes	4%
Not at all	0%

Why did you initially subscribe to GI?

65% for magazine & the discount

29% for the discount only

6% it was a gift

Do you plan to renew your subscription?

67% Yes

31% Not sure

2% No

What other video game publications do you read regularly?

(at least three out of four issues)

15% Official Xbox Magazine

INDEPENDENT SUBSCRIBER STUDY

Game Informer Readers PURCHASING SOURCES

for computer/video game systems,
including handhelds, as well as games

GameStop	96%	6,798,668
Best Buy	47%	3,328,515
Wal-Mart	46%	3,257,695
Amazon.com	29%	2,053,764
Target	30%	2,124,584
GameStop.com	19%	1,345,570
eBay/Half.com	12%	849,834

Game Informer Readers CURRENTLY OWN

for computer/video game systems,
including handhelds, as well as games

PS4	67%	4,744,903
Windows PC	60%	4,249,168
Xbox One	51%	3,611,792
Xbox 360	45%	3,186,876
PS3	45%	3,186,876
Nintendo 3DS	41%	2,903,598
Wii U	28%	1,982,945
PlayStation handhelds (PSP, PS Vita)	25%	1,770,487
Nintendo Switch	20%	1,416,389
Apple Mac	14%	991,472

Game Informer Readers PLANS TO PURCHASE

(in the next 12 months)

XBox One	33%	2,337,042
PlayStation 4	38%	2,691,139

FREQUENCY SHOPPING FOR GAMES

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

MOST IMPORTANT SOURCE to decide which computer/video game system or game to purchase

Personal experience/preference	92%
Friends/word of mouth	72%
Magazines	61%
Websites	56%
TV ads	24%

NEW GAME PURCHASE HABITS

Pre-order	49%
Purchase with the first week	16%
Purchase within the first month	17%
Wait more than a month to purchase	16%
Does not apply	2%

Rate Card #28

3.5 Million Rate Base Guarantee

4-Color	1X	3X	6X	12X	24X	36X	48X	60X
Full Page	\$249,456	\$242,000	\$234,655	\$227,707	\$218,589	\$212,042	\$205,675	\$199,477
1/2 Page	\$149,666	\$145,188	\$140,831	\$136,641	\$131,151	\$127,222	\$123,381	\$119,653
1/3 Page	\$114,746	\$111,298	\$107,941	\$104,730	\$100,564	\$97,533	\$94,601	\$91,750
B & W								
Full Page	\$224,494	\$217,791	\$187,799	\$182,140	\$174,853	\$169,621	\$164,501	\$159,592
1/2 Page	\$134,699	\$130,667	\$112,680	\$109,288	\$104,910	\$101,777	\$98,701	\$95,758
1/3 Page	\$103,259	\$100,183	\$86,394	\$83,777	\$80,421	\$78,017	\$75,660	\$73,414

PREMIUM POSITIONS

C2 / P1	Earned Rate + 25%
C3 RHP	Earned Rate + 15%
1-1/2 Masthead 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 AAM. 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.

2018 ISSUE CLOSING DATES

Insertion Cover Date	Insertion Due Date	Material Due Date	On Sale
January	10/20/17	11/17/17	12/15/17
February	11/03/17	12/15/17	01/12/18
March	12/08/17	01/19/18	02/16/18
April	01/05/18	02/16/18	03/16/18
May	02/02/18	03/16/18	04/13/18
June	03/02/18	04/20/18	05/18/18
July	04/06/18	05/18/18	06/15/18
August	05/04/18	06/15/18	07/13/18
September	06/01/18	07/20/18	08/17/18
October	07/06/18	08/17/18	09/14/18
November	08/03/18	09/14/18	10/12/18
December	09/07/18	10/19/18	11/16/18

MECHANICAL REQUIREMENTS

Ad Size	Bleed	Trim	Non-Bleed
2-Page Spread	16 1/4" x 10 3/4"	16" x 10 1/2"	15 1/2" x 10"
Full Page	8 1/4" x 10 3/4"	8" x 10 1/2"	7 1/2" x 10"
1/2 Page Vertical	4 5/8" x 10 3/4"	4 1/2" x 10 1/2"	3 1/2" x 10"
1/2 Page Horizontal (bottom)	8 1/4" x 5 1/2"	8" x 5 1/4"	7 1/2" x 5"
1/3 Page Vertical	2 11/12" x 10 3/4"	2 2/3" x 10 1/2"	2 5/32" x 10"
1/3 Page Horizontal (bottom)	8 1/4" x 3 3/4"	8" x 3 1/2"	7 1/2" x 3"

*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.*

DIGITAL FILES MATERIAL REQUIREMENTS

PDF/X1-a (preferred format)

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

CONVERT

All Spot colors need to be converted to CMYK 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

CD-R (ISO9660 and MAC), DVD-R.

SFTP: 12.25.107.16

username: advert

password: myl@k3h0M3

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 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

For all mechanical materials/specification questions contact:

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COMPETING RETAILER TAGS

Ad creative should not include tags, logos or references to competing retailers of GameStop. These retailers include, but are not limited to Amazon, Best Buy, Target and Wal-mart. All advertising copy and art is subject to publisher approval.



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