

The logo for Game Informer, featuring the word "gameinformer" in a bold, lowercase, sans-serif font. The letter "i" is stylized with a small orange square above it. A registered trademark symbol (®) is located at the end of the word. The background is a complex, low-poly geometric pattern in shades of orange and yellow.

gameinformer®

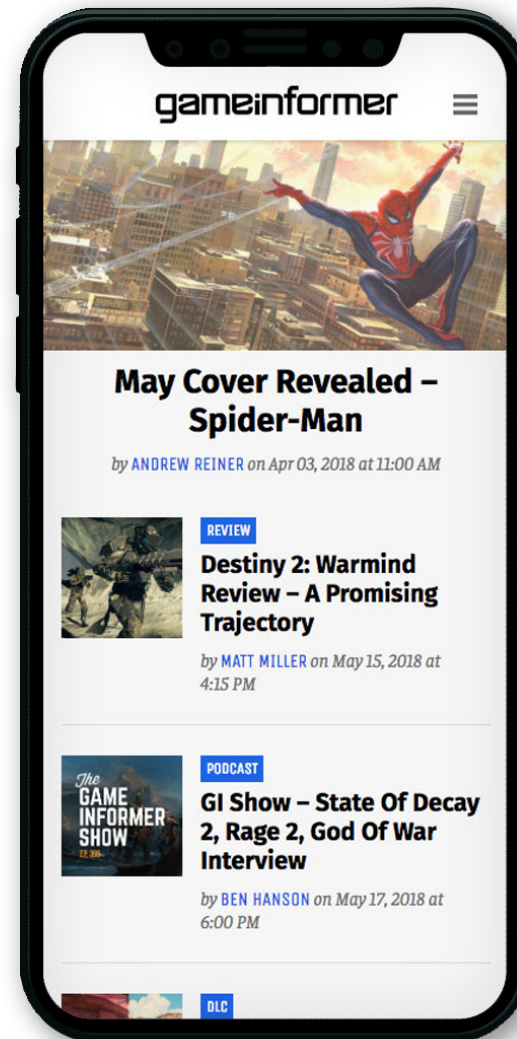
2019 Online

Monthly Unique Visitors
4 Million

Monthly Page Views
5.3 Million

Monthly Video Plays
200,000

Average Time on Site
1:46 Minutes



Source: Google Analytics



10%
Women



90%
Men

76%
Millennials

91%
Under age 45



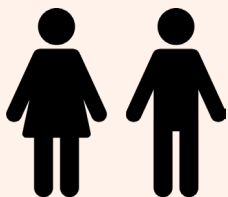
84% with Household Income

\$75,000+

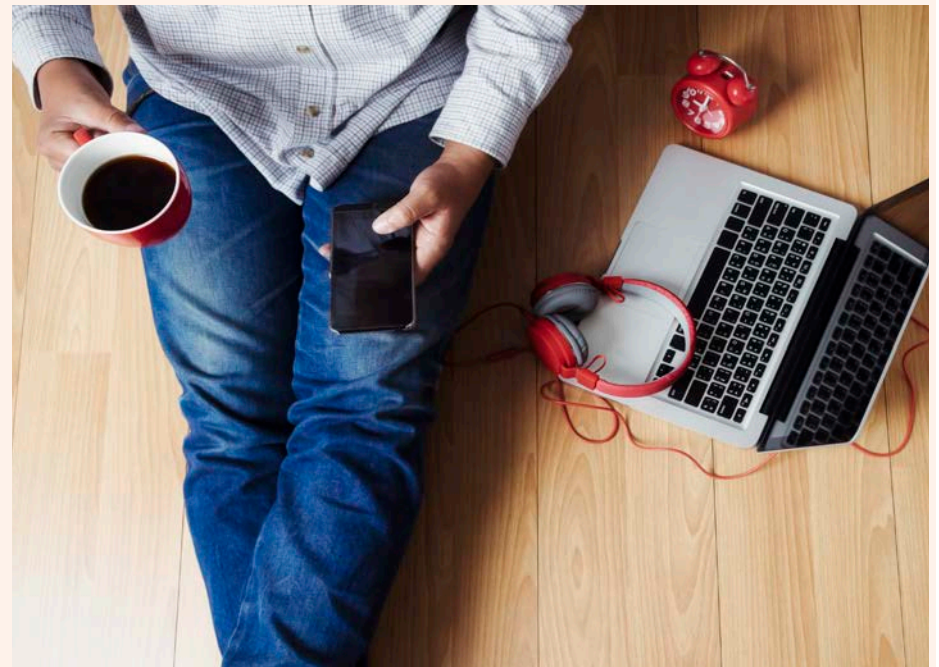
Source: comScore, Plan Metrix, February 2018 (multi-platform).



42%
Bachelor's Degree



24%
Married and
80% no children at home



Game Informer Opportunities

Make your presence known online and engage your ideal audience while they are researching and browsing on **GameInformer.com**.

Opportunities:

- Home Page
- Genre Pages
- ROS

Cross-Device Media (Desktop/Mobile)

Placements Include:

- Top 728x90, 970x250 or 970x90
- Right 300x250 or 300x600
- Mobile 320x50, 300x250



ONLINE AD SPECIFICATIONS

Desktop Ad Placement Name	Unit size	Banner Types Permitted	Maximum Expanded Dimensions	Expandable Direction	Max File Size GIF/JPG/PNG	Max File Size (Initial Load)	Max File Size (Polite Load) No Video	Max File Size with Video	Max length
Leaderboard	728 x 90	Standard, HTML5	N/A	N/A	100k	150 KB	300 KB	N/A	15 sec for animation
Super Leaderboard	970 x 90	Standard, HTML5	970 x 418	Down	100k	200 KB	400 KB	2 MB	15 sec for animation
970 x 250 Billboard	970 x 250	Standard, HTML5	970 x 418	Down	200k	200 KB	400 KB	2 MB	15 sec for animation and video
Medium Rectangle	300 x 250	Standard, HTML5	600 x 250	Left	100k	200 KB	400 KB	2 MB	15 sec for animation and video
Skyscraper	300 x 600	Standard, HTML5	600 x 600	Left	150k	200 KB	400 KB	2 MB	15 sec for animation and video
Site Skin	1920 x 1080	Standard, HTML5	N/A	N/A	300 KB	N/A	N/A	N/A	N/A
Overlay	600x400	Standard	N/A	N/A	200k	N/A	N/A	N/A	N/A

Mobile Ad Placement Name	Unit size	Banner Types Permitted	Max File Size GIF/JPG/PNG	Max File Size (Initial Load)	Max File Size (Polite Load) No Video	Max Animation Time
Medium Rectangle	300 x 250 (Mobile + Tablet)	Standard, HTML5	100k	150 KB	300 KB	15 sec
Mobile Banner	320 x 50 or 320 x 100 (Mobile)	Standard, HTML5	75k	100 KB	200 KB	15 sec
Leaderboard	728 x 90 (Tablet)	Standard, HTML5	100k	150 KB	300 KB	15 sec
Overlay	300x400 or 300x250	Standard	75k	N/A	N/A	N/A

ONLINE AD SPECIFICATIONS

Leaderboard banners may expand on load but must retract without user interaction. User may re-expand on click and requires an obvious close button.

MPU may only expand on click and only to the left. Must have an obvious close button.

In Banner Video requirements:

User initiated sound. Up to 30 seconds of auto-play video is permitted. Auto-play is not permitted in both banners of a roadblock or companion ads.

Video must include Pause, Play, and Mute controls.

3rd Party Tags: Javascript; If DFA please include INREDS. Site skin requires 1x1 for impression and click tracking.

All tags must be secure (https).

Please provide a lead time of 3 days for standard media and pre-roll, and 5 days for rich media, prior to live dates to allow for proper QA and any necessary adjustments.

Video Ad Placement Name	Standard Dimensions	Frames Per Sec	Display Duration Maximum	File Type Accepted	Max Bitrate	Audio Bitrate	Aspect Ratio
Pre-roll Video	16 x 9 Ratio, Max 1920 x 1080	24	:30	All formats accepted MP4 preferred	5000	128K	0.67291667

3rd party tags accepted via video VAST 3.0 or 1x1 tracking pixel and click-tag.

All VAST tags with videos over 15 seconds in length are required to have skip enabled.

Max file size: 500MB (uncompressed)

Full specs available upon request.

CONTACT

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