GAMEINFORMER ONLINE

Game Informer Online

is the premier destination for

gamers, many of which are readers

of the largest and most popular

games magazine in history. Boost

sales by synchronizing your

advertising message to reach

gamers across **Game Informer**'s

print and online media.

MEDIA KIT 2008

OVERVIEW

CONTENT

Game Informer Online reaches loyal and committed visitors by upholding the same commitment to the highest standards as Game Informer Magazine accomplishes by providing daily news, reviews, codes, reader forums, and even a game store. Additionally, our "Game Informer Unlimited" section expands upon exclusive information from Game Informer Magazine, including online extras like exclusive interviews, more exclusive screen shots, and expanded game information.

The blend of both original content as well as critical and often exclusive supplemental information ensures Game Informer visitors an enjoyable, rewarding, and valuable experience with Game Informer Online.

AGE AND GENDER

Average Age: **23**

94.6 % Male

CONSUMER BEHAVIOR

Spent on Games last year:
Hardware: **$612**
Software: **$534**

Visit Game Informer Online on an average of: **9.12 minutes per day**

Purchased an average of **12 video games** last year

Source: Web Trends
Source: Game Informer Online Study

640 x 480
Prestitial

728 x 90
Homepage Banner

160 x 600
Homepage Tower

300 x 600
Super Tower

157,458 Newsletter Recipients

160 x 600
e-Newsletter Tower

563 x 65
e-Newsletter Banner

IMAGE SPECS

Image Type: JPEG/GIF, Flash or HTML

Image Animation: 4x loop, 2 second refresh rate

Image Border: Image must include a black, 1 pixel encasing rule

Image File Size: 75k maximum file size upon initial load

Flash: 200k size maximum set at 15 to 18 fps

Video: 30 second maximum within the existing ad unit

TONY HAWK'S PROVING GROUND — Jeep

Promotion dates
9/17/07 to 10/31/07

Prizing
Winner's choice game system
Limited-edition Tony Hawk atographed board
$350 in GameStop Gift Cards
Tony Hawk's Proving Ground

Sweepstakes Entries
29,664 entries

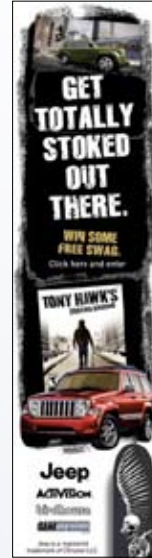**Total Impressions Served**
7,017,006

160 x 600 Tower

Weekly E-Newsletter
Dates Ran
September, 15th, 22nd, 29th, October, 6th, 29th

563x65 Banner

Weekly E-Newsletter
Dates Ran
December 2nd, 9th, 16th

160 x 600 Tower

TIME CRISIS 4

Promotion dates
12/7/07 to 1/7/08

Prizing
Time Crisis 4 Arcade Console
3 Copies of Time Crisis 4 for PS3

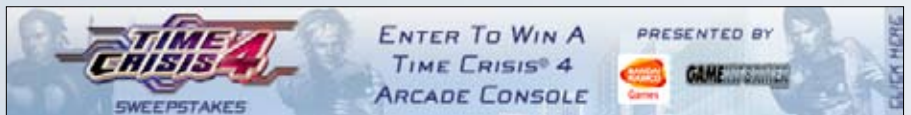**Sweepstakes Entries**
22,639 entries

Total Impressions Served
4,147,766

728 x 90 Banner

COMBINATION RATES

Advertise the same product in both Game Informer magazine and Game Informer Online and receive a 15% discount on your ad on Game Informer Online.

LEAD TIMES

Traditional Media: 3 business days prior to campaign start date.
Rich Media: 5 business days prior to campaign start date.

ADVERTISING SALES

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