



**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

For the six months ended December 31, 2008

Field Served: The video/computer game consumer market.

Published by Sunrise Publications, Inc.

Frequency: 12 times/year

ABC Member # 04-0358-9

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	3,490,931	99.2			
Verified					
Total Paid & Verified Subscriptions	3,490,931	99.2			
Single Copy Sales	26,667	0.8			
Total Paid & Verified Circulation	3,517,598	100.0	2,300,000	1,217,598	52.9

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$19.98		
Average Subscription Price Annualized (12 issue frequency)		\$13.08	
Average Subscription Price per Copy		\$1.09	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	3,388,375		3,388,375	26,247	3,414,622
Aug.	3,428,259		3,428,259	26,642	3,454,901
Sept.	3,539,143		3,539,143	26,214	3,565,357
Oct.	3,527,513		3,527,513	25,626	3,553,139
Nov.	3,537,055		3,537,055	25,816	3,562,871
Dec.	3,525,240		3,525,240	29,457	3,554,697

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	1,832,856	99.3	1,918,940	99.2	2,117,002	98.9	2,089,392	65.5	3,125,985	89.1
Verified	N/A		N/A		N/A		1,078,157	33.8	355,897	10.1
Total Paid & Verified Subscriptions	1,832,856	99.3	1,918,940	99.2	2,117,002	98.9	3,167,549	99.3	3,481,882	99.2
Single Copy Sales	13,775	0.7	15,919	0.8	23,377	1.1	22,230	0.7	26,385	0.8
Total Paid & Verified Circulation	1,846,631	100.0	1,934,859	100.0	2,140,379	100.0	3,189,779	100.0	3,508,267	100.0
Year Over Year Percent of Change		40.1		4.8		10.6		49.0		10.0
Avg. Annualized Subscription Price	\$9.72		\$10.80		\$13.08		\$13.20		\$13.08	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	3,490,931	99.2
TOTAL PAID SUBSCRIPTIONS	3,490,931	99.2
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	3,490,931	99.2
SINGLE COPY SALES		
Single Issue Sales	26,667	0.8
TOTAL SINGLE COPY SALES	26,667	0.8
TOTAL PAID & VERIFIED CIRCULATION	3,517,598	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the September, 2008 issue

Total paid & verified circulation of this issue was 1.4% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	46,394	46,394	46,394	238	46,632
Arizona	60,442	60,442	60,442	427	60,869
Arkansas	19,282	19,282	19,282	244	19,526
California	386,183	386,183	386,183	2,221	388,404
Colorado	48,078	48,078	48,078	359	48,437
Connecticut	54,270	54,270	54,270	324	54,594
Delaware	14,283	14,283	14,283	53	14,336
District of Columbia	5,552	5,552	5,552	40	5,592
Florida	244,708	244,708	244,708	945	245,653
Georgia	102,809	102,809	102,809	671	103,480
Idaho	9,235	9,235	9,235	94	9,329
Illinois	149,798	149,798	149,798	661	150,459
Indiana	74,924	74,924	74,924	317	75,241
Iowa	23,842	23,842	23,842	171	24,013
Kansas	25,389	25,389	25,389	168	25,557
Kentucky	49,466	49,466	49,466	265	49,731
Louisiana	51,335	51,335	51,335	275	51,610
Maine	14,647	14,647	14,647	104	14,751
Maryland	75,570	75,570	75,570	313	75,883
Massachusetts	75,875	75,875	75,875	451	76,326
Michigan	114,216	114,216	114,216	485	114,701
Minnesota	46,293	46,293	46,293	243	46,536
Mississippi	29,812	29,812	29,812	164	29,976
Missouri	46,890	46,890	46,890	350	47,240
Montana	5,935	5,935	5,935	91	6,026
Nebraska	15,173	15,173	15,173	114	15,287
Nevada	26,071	26,071	26,071	258	26,329
New Hampshire	16,742	16,742	16,742	152	16,894
New Jersey	115,370	115,370	115,370	536	115,906
New Mexico	22,340	22,340	22,340	148	22,488
New York	219,647	219,647	219,647	1,480	221,127
North Carolina	122,753	122,753	122,753	494	123,247
North Dakota	5,110	5,110	5,110	59	5,169
Ohio	150,061	150,061	150,061	642	150,703
Oklahoma	40,652	40,652	40,652	286	40,938
Oregon	30,831	30,831	30,831	339	31,170
Pennsylvania	163,270	163,270	163,270	720	163,990
Rhode Island	15,617	15,617	15,617	80	15,697
South Carolina	57,672	57,672	57,672	293	57,965
South Dakota	3,954	3,954	3,954	72	4,026
Tennessee	69,249	69,249	69,249	340	69,589
Texas	301,644	301,644	301,644	1,587	303,231
Utah	22,381	22,381	22,381	151	22,532
Vermont	7,990	7,990	7,990	33	8,023
Virginia	104,932	104,932	104,932	416	105,348
Washington	68,518	68,518	68,518	863	69,381
West Virginia	23,109	23,109	23,109	166	23,275
Wisconsin	45,239	45,239	45,239	257	45,496
Wyoming	4,938	4,938	4,938	67	5,005
TOTAL 48 CONTERMINOUS STATES	3,428,491	3,428,491	3,428,491	19,227	3,447,718
Alaska	6,172	6,172	6,172	121	6,293
Hawaii	27,654	27,654	27,654	192	27,846
TOTAL ALASKA & HAWAII	33,826	33,826	33,826	313	34,139
U.S. Unclassified					
TOTAL UNITED STATES	3,462,317	3,462,317	3,462,317	19,540	3,481,857
Poss. & Other Areas	74,217	74,217	74,217	238	74,455
U.S. & POSS., etc.	3,536,534	3,536,534	3,536,534	19,778	3,556,312
Canada	325	325	325	5,366	5,691
International	80	80	80	250	330
Other Unclassified					
Military or Civilian					
Personnel Overseas	2,204	2,204	2,204	820	3,024
GRAND TOTAL	3,539,143	3,539,143	3,539,143	26,214	3,565,357

ANALYSIS BY ABCD COUNTY SIZE for the September, 2008 issue

June 30, 2006 issue used in establishing percentages.

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	1,641,114	47.6	119
B	30	1,072,240	31.1	104
C	15	410,278	11.9	79
D	15	324,086	9.4	63

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2008

A. DURATION	%	C. CHANNELS	%
(a) One to six months (1 to 6 issues).....	None	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	1,703,798 100.0
(b) Seven to eleven months (7 to 11 issues).....	None	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None
(c) Twelve months (12 issues).....	1,691,975 99.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None
(d) Thirteen to twenty-four months.....	11,823 0.7	(d) Subscriptions as part of membership in an organization.....	None
(e) Twenty-five months and more.....	None	Total Subscriptions Sold in Period.....	1,703,798 100.0
Total Subscriptions Sold in Period.....	1,703,798 100.0		
B. USE OF PREMIUMS			
(a) Ordered without premium.....	26,229 1.5		
(b) Ordered with material reprinted from this publication.....	None		
(c) Ordered with other premiums. See Par. 9.....	1,677,569 98.5		
Total Subscriptions Sold in Period.....	1,703,798 100.0		

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$5.99. Subscriptions: U.S., 2 yrs. \$24.98. Canada & Mexico, 1 yr. \$44.98; 2 yrs. \$74.98. International, 1 yr. \$54.98; 2 yrs. \$94.98.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 177,619 copies per issue.
- (c) Post expiration copies: None.
- (d) Use of Premiums: A Game Stop Value Card, with a value of \$3.00, was offered with 12 issue subscriptions sold at \$14.99.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-08	(a)	3,468,500	3,468,500		
06-30-07	1,800,000	2,613,880	2,613,880		
06-30-06	(b)	1,913,727	1,913,727		
06-30-05	(c)	2,042,690	2,041,332	1,358	0.1
06-30-04	(d)	1,538,231	1,536,516	1,715	0.1

[^]Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

- (a) Effective 01/01/07 changed from 1,800,000 to 2,300,000
- (b) Effective 01/01/06 changed from 1,600,000 to 1,800,000
- (c) Effective 07/01/05 changed from 1,400,000 to 1,600,000
Effective 01/01/05 changed from 1,200,000 to 1,400,000
- (d) Effective 01/01/04 changed from 1,000,000 to 1,200,000
Effective 07/01/03 changed from 850,000 to 1,000,000

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Sunrise Publications, Inc.

GAME INFORMER MAGAZINE, published by Sunrise Publications, Inc. • 724 N. 1st Street, 4th Floor • Minneapolis, MN 55401

PAUL HEDGPETH

Circulation Manager

CATHY PRESTON

Publisher

Date Signed: February 2, 2009

P: 612.486.6100 • F: 612.486.6101 • URL: www.gameinformer.com

Established: 1991

ABC Member since: 1996

04-0358-9	Analyzed Issue Date	09/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	19.98
	Canadian Subscription Price	44.98
	International Subscription Price	54.98