



Includes
2018 Custom
MRI Study

gameinformer®

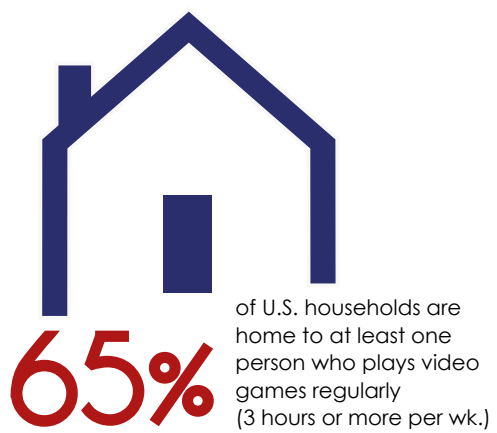
The Largest Print Influencer of Men
18-34 in the United States

Over 7.5 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



Computer & Video Game U.S. Sales 2010-2016

(in Billions)



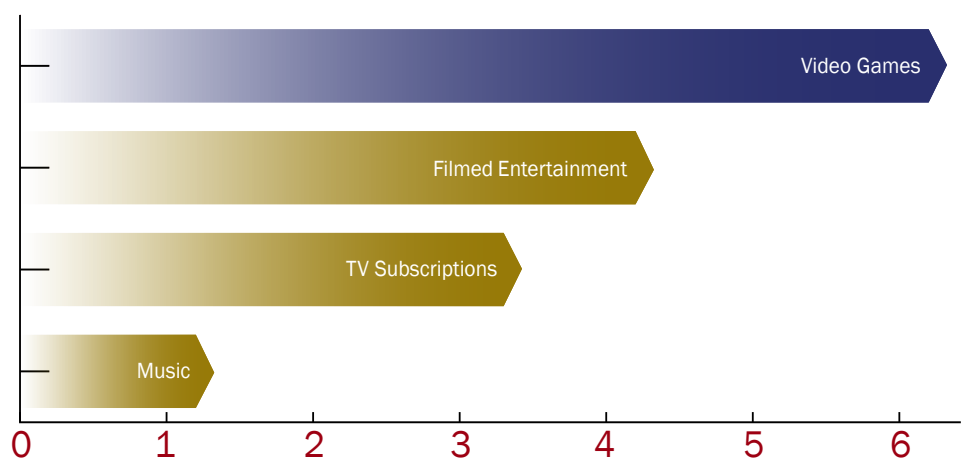
Total Consumer Spend On Games Industry 2016

(in Billions)

\$30.4

Source: Entertainment Software Association 2017 Report

PROJECTED ANNUAL GROWTH RATE (CAGR) 2013-2018



Source: PricewaterhouseCoopers 2013-2018 Global Entertainment and Media Outlook

54% of the most frequent gamers feel that video games provide more value for their money than:

DVDs



Music



Going to the movies



OUR DEMOGRAPHIC



GfK MRI Custom Magazine Reader Study
May 2018

72% MALE

| | |
|-------------|--------------|
| MEDIAN AGE | 35 |
| T12-17 | 4% |
| A18-24 | 16.7% |
| A18-34 | 51.3% |
| A35+ | 44.7% |
| A21+ | 93.7% |

MEDIAN HH INCOME \$67,700

ATTENDED/GRADUATED COLLEGE 75.1%

HIGH SCHOOL GRAD+ 97.1%

MARRIED 45.1%

MARRIED + PARTNERED 52.1%

SINGLE/NEVER MARRIED 38.8%

EMPLOYED 81.6%

EMPLOYED FULL TIME 67.1%

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.

Over the course of 27 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 43
people in the U.S.
subscribe to
Game Informer



| Rank | Publication Name | Total Paid & Verified Circulation |
|------|--------------------------|-----------------------------------|
| 1 | AARP The Magazine | 23,802,452 |
| 2 | AARP Bulletin | 23,337,836 |
| 3 | Better Homes and Gardens | 7,636,682 |
| 4 | gameinformer | 7,585,296 |
| 5 | AAA Living | 4,865,752 |
| 6 | Good Housekeeping | 4,315,905 |
| 7 | Family Circle | 4,046,352 |
| 8 | People | 3,411,860 |
| 9 | Woman's Day | 3,254,234 |
| 10 | National Geographic | 3,066,534 |
| 11 | Cosmopolitan | 3,046,767 |
| 12 | Time | 3,021,628 |
| 13 | Reader's Digest | 3,017,182 |
| 14 | Southern Living | 2,819,917 |
| 15 | Sports Illustrated | 2,727,260 |
| 16 | Taste of Home | 2,542,948 |
| 17 | Shape | 2,528,730 |
| 18 | O, The Oprah Magazine | 2,299,008 |
| 19 | Glamour | 2,289,545 |
| 20 | Redbook | 2,226,463 |
| 21 | Parents | 2,208,845 |
| 22 | Family Fun Magazine | 2,140,391 |
| 23 | ESPN The Magazine | 2,131,108 |
| 24 | Martha Stewart Living | 2,062,321 |
| 25 | Seventeen | 2,097,782 |

A WINNING MODEL

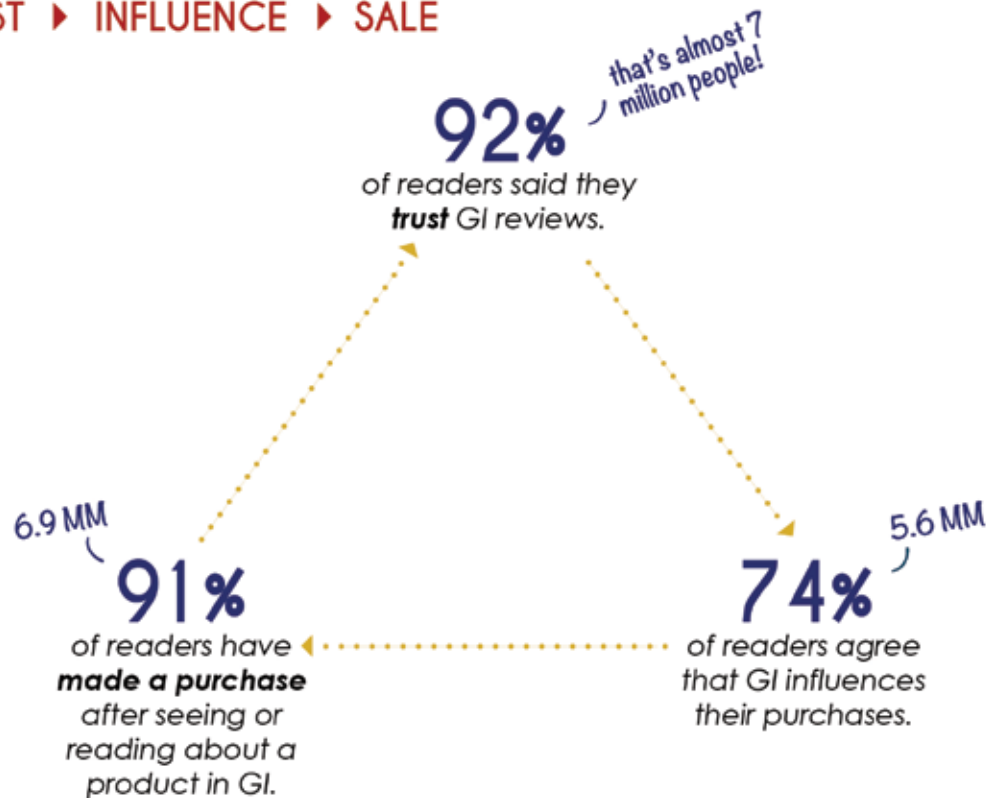
Game Informer's approach is direct and has been for over 27 years: Sell subscriptions face-to-face in an environment where active video game players are most likely to be found... in video game stores.



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!

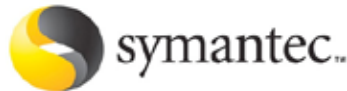
TRUST ▶ INFLUENCE ▶ SALE



“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



Reading Habits

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

Number of issues read

| | |
|---------------|--------------|
| 0 of 4 issues | 2.4% |
| 1 of 4 | 4.2% |
| 2 of 4 | 7.7% |
| 3 of 4 | 10.3% |
| 4 of 4 | 74.9% |

Time spent reading each issue

| | |
|---------------|-------|
| 2+ hours | 7.7% |
| 1-2 hours | 21.2% |
| 50-59 minutes | 43.6% |
| 0-30 minutes | 27.1% |

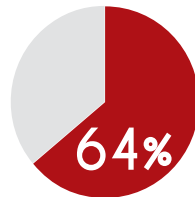
55.9
minutes
Mean time

Other publications – duplication

| | |
|---------------|-------|
| PC Gamer | 13.1% |
| ESPN Magazine | 9.8% |
| Rolling Stone | 6.6% |
| Maxim | 5.9% |

Game Informer readers are...

Unique



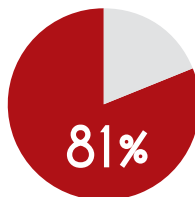
do not subscribe to any other comparable publications

Loyal

75% read every issue

85% are regular readers with an average readership of 56 minutes per issue (over 60% higher than comparable magazines)

Engaged



took action based on reading the publication

87% likely or somewhat likely to buy a product advertised in Game Informer



Influential

97% have taken action on social media in the last 6 months
(103 index)

21% have rated or review a product
(196 index)

39% have posted a website link
(190 index)

47% connect to brands on social media
(201 index)

79% frequently or sometimes use social media to obtain information on products/services

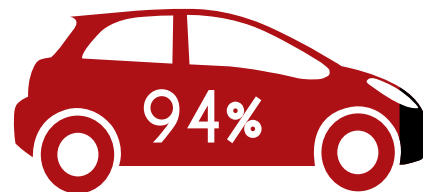
More Than Just 'Gamers', Game Informer Readers Are...

...on the cutting edge of technology, purchasing the newest products and influencing the purchases of their friends.

- 58%** say people come to them for advice before making purchases **(190 index)**
- 69%** like to give purchasing advice on technology or electronics products **(192 index)**
- 71%** like to have a lot of gadgets **(223 index)**
- 53%** like to be among the first of their friends to try new electronics **(182 index)**
- 42%** want others to say "WOW" when they see their technology and electronics **(165 index)**
- 74%** are willing to pay more for top quality electronics

...active, career professionals who purchase vehicles and move at rates higher than their demographic group peers.

- 23%** plan to buy a new vehicle **(131 index)**
- 12%** plan to Lease a vehicle **(155 index)**



own a car

- 91%** have auto insurance
- 10%** plan to sell their house/ residence **(167 index)**

Game Informer Readers Own An Average Of 2.1 Vehicles

Technology Enthusiasts:

- 71%** like to have a lot of gadgets **(223 index)**
- 53%** like to be among the first of their friends to try new electronics **(182 index)**
- 42%** want others to say "WOW" when they see their technology and electronics **(165 index)**
- 74%** are willing to pay more for top quality electronics



More Than Just 'Gamers', Game Informer Readers Are...

Social Drinkers:

- 71%** drink alcohol
- 81%** at least sometimes order by brand
- 32%** go to bars/nightclubs (**167 index**)

Enthusiasts:

- 32%** read comic books (**1155 index**)
- 15%** were in a fantasy sports league (**309 index**)
- 24%** attended a rock music performance (**233 index**)

Streamers:

- 95%** stream video or movies
- 89%** subscribe to a video streaming service
- 86%** stream music
- 40%** subscribe to premium cable (**120 index**)



Game Informer Readers spent an average of \$204 dollars on apparel and shoes in the last year

Gamers:

- 92%** play video games (**730 index**)
- 35%** play PC games offline (**485 index**)
- 68%** played on a PlayStation 4 in the last 30 days
- 28%** played on a Nintendo Switch in the last 30 days
- 42%** played on an Xbox One in the last 30 days

- 63%** drink cola (**141 index**)
- 37%** drink energy drinks (**210 index**)

Game Informer readers (who drink energy drinks) drink an average of 6.7 a month

- 31%** ran or jogged (**222 index**)
- 65%** attended the movies once or more a month (**188 index**)
- 35%** plan to travel in the US (**181 index**)
- 13%** plan to travel abroad (**268 index**)

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% |



Game Informer Contacts

Damon Watson
 Advertising Sales Director
 tel: 310.450.3260
 damon@gameinformer.com

Amy Arnold
 Senior Ad Sales Associate/East Coast
 tel: 518.982.1141
 amy@gameinformer.com

Janey Stringer
 Advertising Manager
 tel: 612.486.6104
 janey@gameinformer.com

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 |

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 a hard-copy proof 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.

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.*

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:

Curtis Fung • Production Director

724 North First Street, 3rd Floor

Minneapolis, MN 55401

tel: (612) 486-6058

fax: (612) 486-6101

curtis@gameinformer.com

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.



Game Informer Contacts

Damon Watson

Advertising Sales Director

tel: 310.450.3260

damon@gameinformer.com

Amy Arnold

Senior Ad Sales Associate/East Coast

tel: 518.982.1141

amy@gameinformer.com

Janey Stringer

Advertising Manager

tel: 612.486.6104

janey@gameinformer.com

CONTACTS



Game Informer Magazine
724 North First Street - 3rd Floor
Minneapolis, MN 55401
tel: 612.486.6136
fax: 612.486.6101



ADVERTISING SALES

Damon Watson

Advertising Sales Director
tel: 310.450.3260
fax: 310.450.3571
damon@gameinformer.com

Amy Arnold

Senior Advertising Sales Associate/East Coast
tel: 518.982.1141
amy@gameinformer.com

Janey Stringer

Advertising Manager
tel: 612.486.6104
janey@gameinformer.com

MARKETING AND PROMOTIONS

Rachel Castle

Marketing Coordinator
tel: 612.486.6059
fax: 612.486.6101
rachel@gameinformer.com

Mark Burger

Marketing Coordinator
tel: 612.486.6083
fax: 612.486.6101
mark@gameinformer.com

PRODUCTION

Curtis Fung

Production Director
tel: 612.486.6058
fax: 612.486.6101
curtis@gameinformer.com

EDITORIAL

Andy McNamara

Editor-In-Chief
tel: 612.486.6123
fax: 612.486.6101
andy@gameinformer.com