



## What

is the smart solution to doing business in the \$9 Billion games market?

[www-gameindustry.com](http://www-gameindustry.com)

Partnering with the power of Game Industry News and Gameindustry.com.

There is a lot of money to be made in the game industry, and Game Industry News can help **you** achieve your financial goals. **GiN** can put **you** in front of hungry consumers with buying power and powerful industry professionals. Whatever audience **you** are trying to reach, **GiN** can help **you** achieve your goals.

Doing it for less.

**GiN** understands that all businesses have different needs, and that is why we have many different programs to help **you** succeed. Banner advertising, custom newsletters, contest hosting and sponsorships round out our marketing support services. And nobody can offer **you** more exposure for a better price. When **GiN** was founded six years ago, the goal was to help game companies succeed, and now that **GiN** is a premier source of trade and consumer information, that goal remains unchanged.

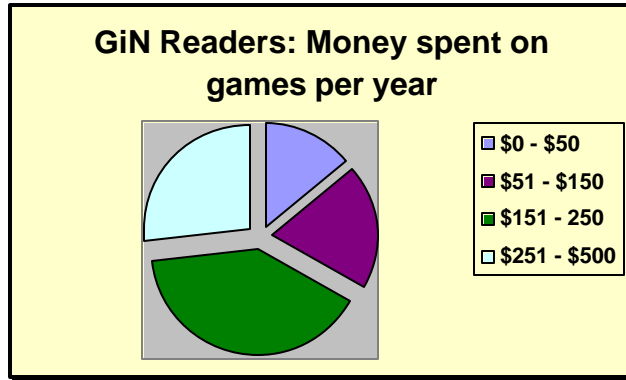
Getting more.

**GiN** can work to market your product in a variety of ways. Whether **you** want your ad on the main Web page to be viewed by our consumer readers, or you want a more personalized custom newsletter going to exactly who **you** choose, or if you want to sponsor a weekly **GiN** update to hit all these markets, we are ready to work with **you**!

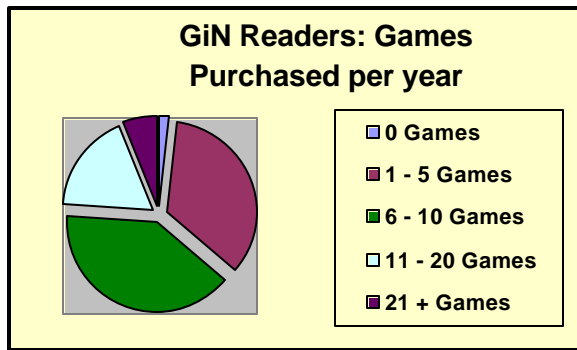
# The Power of readership

GiN tracks each and every user who subscribes to our weekly update newsletter. Each subscriber must complete a demographic form, so we know who our readers are. We also monitor our Web page usage, so we know that the 50,000 average weekly visitors

(over 140,000 individual monthly visitors) come from all around the world, with the largest concentration within the affluent North American market.



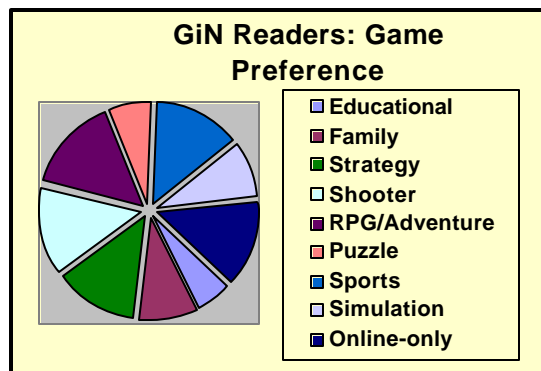
GiN consumers have a lot of money to spend on entertainment. The average user spends **more than \$150** a year on computer games, and many spend **more than \$250** each year.



That translates into a lot of games purchased each year. The majority purchase between **one and five games each year**, and a large number buy between **six and 10 games each**, or even more. A sizable percentage of the 140,000 individual monthly visitors buy

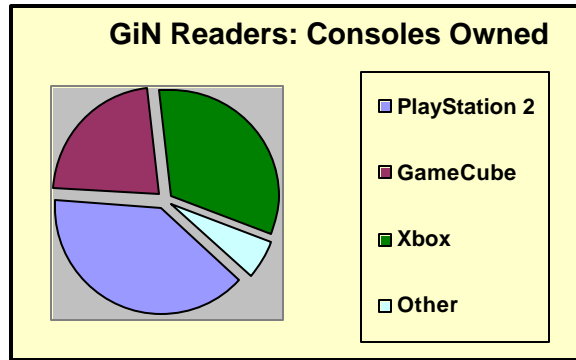
more than 11 games each year. That means some readers are buying one new game or game peripheral each month. A few even buy more than that, to the tune of over 21 per year.

But it's not just dollars that makes GiN advertising a good buy, but also sense. Our consumer readers like all types of games, and they trust our no nonsense reviews. When we give a product a high rating, they know they can trust the results. That is why we are one of



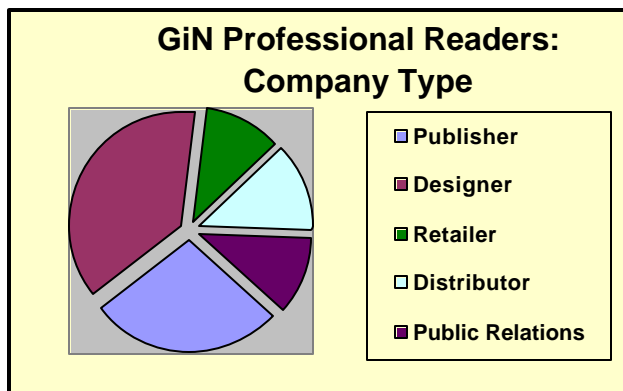
the few publications with a dedicated family titles reviewer, who happens to hold a master's degree in special education, and can speak to a game's entertainment and educational value.

The **GiN** consumers are also diverse in their platform ownership. While 79 percent own a PC and 17 percent own a Mac, many also own at least one console system. No matter what platform you choose to release your game to, the **GiN** readership will be interested.



## The Power of professionals

**GiN** has a rich history of professional industry readers. When **GiN** was founded nine years ago, it was a trade publication that was e-mailed or faxed only to industry professionals. Today, although **GiN** serves consumers and industry professionals, we maintain an impressive list of industry readers.



**GiN** professional readers are a who's who of the industry. They are from all segments of the industry, from developers to publishers, retailers to distributors. This offers a unique

opportunity for public relations firms looking for new clients, developers looking for publishers, publishers who want to meet new talent and other inter-industry relations marketing.

Although **GiN** prides itself on helping out, and in some cases launching, smaller and start-up firms to greatness, we also attract readers working for the largest industry titans. If your company is looking to make a splash within the industry, **GiN** can help.

# The Power of diversity

GiN knows that in the game industry, one size does not fit all. That is why we have a variety of programs to help companies get their message out.

GiN first puts all the traditional means of advertising at your disposal. We offer prominent front-page placement for banner ads and button ads, or you can specify that you would like your ad to run on a specific part of GiN, such as coupled with a review of your product, on the stock market tracking page, with the cartoon or the editorial section.

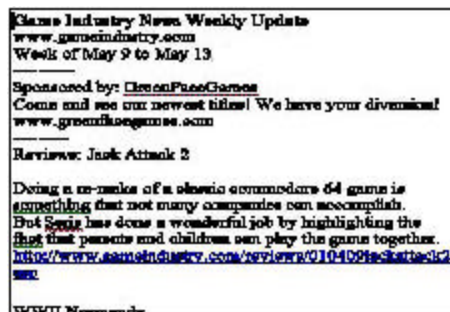
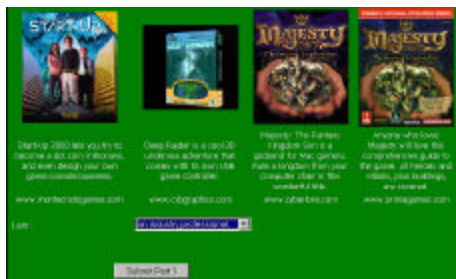


GiN also understands that in some cases, you really need a lot of exposure for a new product, or series of products. That is why we created the special

GiN contest advertising vehicle. GiN creates a contest page linked from the front page. Readers flock to the site to win your prizes. Trivia questions about your games entice readers to link to your home page to scour it for information. GiN tracks the entry submissions and randomly picks a winning submission with the correct answers each

day, week or month based on your wishes. This is a great way to get readers to focus their time exclusively on your product or company.

GiN also invites companies to sponsor an entire issue. Each week the printable GiN update is sent to both our industry and our consumer readers. Sponsorship of an issue puts your message and link right at the top of the issue under the GiN masthead. This puts your company into the Inbox of the people you need to



reach. In addition to full sponsorship, we also offer classified advertising throughout the issue.

## **Targeted Outreach News and Information Courier**

**GiN**'s most revolutionary program is TONIC. The TONIC program was designed to help companies build communities around their products. It works on the proven principal that your best market for a new sale are people who have bought another of your products.

With TONIC, the **GiN** staff actually produces a targeted newsletter about your company. You can have your public relations team generate news items for the newsletter if you choose. The newsletter is branded as The Game Industry News focus on YOUR COMPANY, or a name of your choosing. The newsletter is sent to the list of your choice, and **GiN** handles all the distribution tasks for you as well. Just like you would never see a professional speaker introduce themselves at a convention, TONIC introduces your news from a separate, independent source. It lends credibility to your words and generates interest in your company as your list grows with each new product sold.

We also offer reprints of our reviews, or content licensing agreements if **you** need to spruce up your own online or print publication.

## **The Power of partnership**

But the greatest asset to **you** in the **GiN** arsenal is that we are willing to listen, and we want **you** to succeed. Since **GiN**'s founding, our mission has been to advance the game industry and the companies within. **GiN** does not take the term partnership lightly, and holds the relationship with **you** and your company in the highest regards.

So contact our sales professionals today, and let us show you how to grab your part of this \$9 billion worldwide industry.



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