

*Portfolio for Erin Zimmer*

Design Samples &  
Art Management

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# GAMES

## 2007 Program

November 18-24

Reaching 60 million consumers, 50,000 businesses

### Marketing Synergy

The combined program of **National Games Week**, **Marketing Synergy** provides the advertising, promotion and business promotion tools to help make every year a better one.

**Full-Spectrum Reach**  
 Advertising Synergy will work with you to develop a product and brand campaign utilizing all the assets available to reach your audience with your message. A full-spectrum program provides you with consistent coverage and a strategic message to reach every level of your audience from the business to the game buying public.

**Multimedia**  
 Your campaign will include effective game, web marketing, press, print, and especially unique internet promotion. We'll add audio, television as these are practical as well.

**National Games Week: An Army of Enthusiasts**  
 We have a 3,000 member army of enthusiasts. These are people who are serious about games and are 30,000 individuals. They include more than 100,000 active hobbyists. The army is growing. Our program reaches a demographic study of 100,000.

Contact Us to Start Now! [sales@gamesquarterly.net](mailto:sales@gamesquarterly.net)  
 phone 303-464-3277 | toll free 866-209-3277

### One Powerful Event

**Our Mission**  
 To bring the 40+ independent and trade show groups of board, tabletop and dice, and board games to one place in one city. We will create a one-of-a-kind event that will be the most significant marketing event for the board game industry. We will create the most significant marketing event for the board game industry. We will create the most significant marketing event for the board game industry.

**Building the Base**  
 Games Expo 2007 is a one-of-a-kind event that will be the most significant marketing event for the board game industry. We will create the most significant marketing event for the board game industry. We will create the most significant marketing event for the board game industry.

**Entire Industry of One Show**  
 We are the only, all-encompassing, game industry convention and trade show. The entire industry of board games, tabletop and dice, and board games will be represented at this event. We will create the most significant marketing event for the board game industry.

**Involvement from All Sectors**  
 National Games Week has allowed us to grow exponentially with the most active of the game industry. Our board game and dice industry has grown exponentially with the most active of the game industry. Our board game and dice industry has grown exponentially with the most active of the game industry.

**2007's Games Expo is Already Strong**  
 We have a strong and loyal following of board game enthusiasts. We have a strong and loyal following of board game enthusiasts. We have a strong and loyal following of board game enthusiasts.

### NATIONAL GAMES WEEK 2007

November 18-24

National Games Week™ is a nationwide coordinated campaign promoting participation in and appreciation of socially interactive games. That is, non-electronic games. In 2007 it went worldwide with 4,417 events in homes, schools, churches, community centers, retail stores, libraries, and other venues. The smallest events had six participants while the largest had over 8,000. This sponsors' convention, the largest in the USA, has 36,000 attendees. An entire week of events is participating in 2007. NOW games every year.

### The Voice of Games

Games Quarterly Magazine, now in its 17th year, has earned a top-flight place on retail shelves. With circulation approaching 100,000 and readership estimated at 170,000, GQM has rock-solid games magazines, becoming the main selling in book stores, newsstands and specialty game stores.

Over 30,000 retailers are finding GQM to be both highly informative and an excellent selling tool. GQM provides the consumer with information on new and challenging games and reports enthusiasm for games. Appealing to players of every type of non-electronic games, GQM has something for every age group and interest level. Product information, reviewing and family articles, celebrity interviews, new supplements and alternative rules for established games all make the magazine a compelling read and a great way to reach game enthusiasts with your product or brand message.

Exclusive Game Expansions in Each Issue!

### Games Quarterly Catalog

Now Reaching 6,000+ Game, Comic Book, Educational & Toy Stores, Plus Dozens of Distributors

Primary USA, Canada & UK

Games Quarterly Catalog

Games Quarterly  
 The Games Industry in One Volume  
 Catalog

## MSM 2007 Sales Book

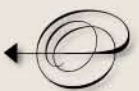
Design & Printing Arrangements, 32 pages, self cover



## Games Quarterly Magazine

Editor-in-Chief, 8 issues; Editor, 4 issues

five issues per year, issues ranged from 64 pages to 96 pages





**Webmaster**

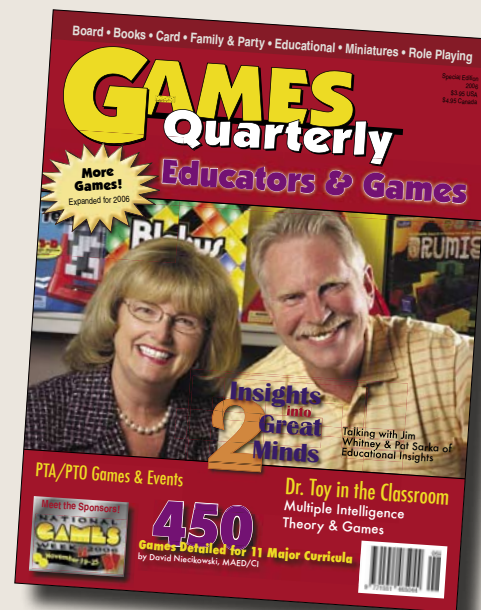
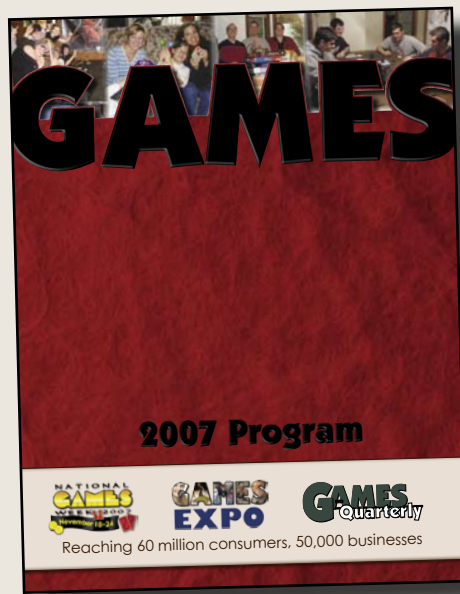
Most recent work: National Games Week, Games Expo 2007, Games Quarterly, Galactic Wisdom, Heart and Home Healing, 80+ distance learning courses for Regis University

-- most are no longer active or are password protected proprietary sites --



# Erin Zimmer

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-- click on images to return to sample pages --

This is a brief overview of some of my design work. Please contact me for further samples. Resume and references available.