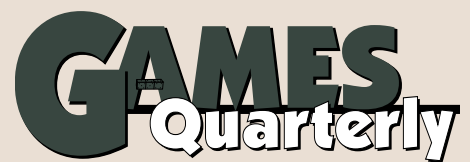




2007 Program



Reaching 60 million consumers, 50,000 businesses

The Voice of Games



**Exclusive Game
Expansions in Each Issue!**

Games Quarterly Magazine, now in its third year, has carved a top-flight place for itself on retailer shelves. With circulation approaching 100,000 and readership estimated at 170,000, *GQM* has redefined games magazines, becoming the main seller in book stores, newsstands and specialty game stores.

Over 20,000 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 imparts 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, interesting and funny 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.

GAMES Quarterly Magazine

GQM Special Edition 2007: Educators & Games

National Games Week Sponsors and Supporters are highlighted, along with unprecedented, massive content on using games to educate. Special additional circulation via schools, educators and PTA members.

Features

Game enthusiasts like to get industry information when reading GQM, so some articles can have a trade related angle. In editing we watch for trade terms and substitute consumer-friendly terms instead. Make the most impact with your article by writing about:

Product Description / Game Strategy

All articles of this nature are grouped in a special section entitled "Inside the Box". This is your chance to let the reader know details about the game itself. Every article will include a mini profile (provided by you). Get the reader wanting to try (and buy!) your game by writing about the nature of play and/or creating interest in the game theme. Detail game strategies that make them want to play your game again and again.

Human Interest Appeal

Alternatively, draw in the reader by creating a personal and intimate connection to your product with human-interest articles. Very successful examples of this type of article are: Game designer interview; Designers' personal strategies, Company/Owner interview; Alternate play rules; Educational value; History of game development.

Features should be submitted in a Word document or text only format along with images to enhance the article. Product images are recommended to be at least 4" - 5" wide. We can reduce size but not increase size without loss of image quality.

Featured Product Placement

Best bargain available to draw consumer attention to a new release or remind them of a classic they do not want missing from their game closet. Featured products include a small image of the product, a seventy-word description of the product and a web site address.

Start A Frequency Program

Frequency programs are available for four or more consecutive editions of ad placements, earning a 10% discount from regular rates. Ask about combined program discounts

Display Advertisements	
Front Cover	\$3,900
Front Cover Headline	\$600
Back Cover	\$3,500
Inside Front Cover	\$3,100
Inside Back Cover	\$2,900
Full Page	\$2,600
Half Page	\$1,400
Quarter Page	\$750
Eighth Page	\$450
Feature Articles	
Full Page (650 words)	\$2,080
Half Page (325 words)	\$1,190
Quarter Page (150 words)	\$675
Eighth Page (100 words)	\$450
Featured Product Placement (70 words)	\$135
Inserts	
Tip-in or Bind-in	\$2,650

The Top Magazine for Games!

Now with Worldwide Circulation through thousands of stores that stock games, plus newsstands & book stores.

Complimentary copies reach industry wide, to 20,000 stores, distributors and publishers.

Games Quarterly Magazine	Reservations & Data	Features Due	Display Ads	To Press	On Sale
GQM12, Spring '07 Extra circulation at Games Expo 2007	12/15	12/23	1/4	1/10	2/8
GQM13, Summer '07 Summer Releases issue	3/15	3/25	4/1	4/8	5/8
GQMSE, Educators & Games	5/1	5/10	5/16	5/26	6/24
GQM14, Fall '07 Leading into the Christmas buying season	6/15	6/25	7/1	7/8	8/8
GQM15, Winter '07 Our huge National Games Week issue	9/15	9/25	10/1	10/8	11/8

Projected Circulation

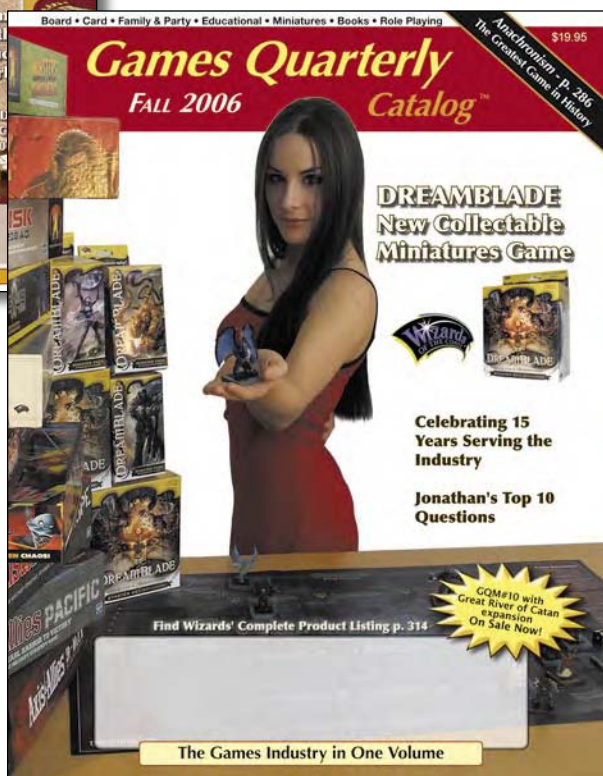
GQM11: 80,000

GQM12: 90,000

Games Quarterly Catalog

Now Reaching 5,000+ Game, Comic, Book, Educational & Toy Stores, Plus Dozens of Distributors.

Primarily USA, Canada & UK.



Games Quarterly Catalog™

The Games Industry in One Volume

The Games Industry in One Volume

Advertise to Game Retailers & Distributors in the Industry Standard Reference

Games Quarterly Catalog has been the games industry essential for fifteen years. It's the standard reference for publishers, distributors, retailers and the companies who offer services and products to them. Alone, *GQC* is a powerful force for an estimated 10,000 retail and corporate buyers.

Advertising in *Games Quarterly Catalog* should be geared to businesses. Use the full color ad sections to stand out from the 380+ black & white listing pages. Buy advertorial space in the Industry Features section to run articles detailing your business and/or products.

Combine your presence in *GQC* with the rest of MSM's programs for maximum effectiveness.

Frequency Program

Frequency programs are available for four or more consecutive editions of ad placements, earning a 10% discount from regular rates. Not applicable to Catalog Pages.

Listings

Listings are free in *Games Quarterly Catalog* as long as you have set distributor terms and are not exclusive with one US distributor. Listings include the basics— projected month of release, item numbers, titles and MSRPs. In

the back of the catalog we provide company directory so that retail stores and distributors can reach you. The Catalog is arranged alphabetically by company name.

For a listing send your full company name, contact information (for publication) include; phone, fax, name of contact, mailing address, e-mail and web site.

Your products should be listed in the body of an e-mail or in a tab delimited text document in the following format: First three letters of the month/season of release (if not yet released) , Press Tab once, Product Code, Press Tab once, Name of product, Press Tab once, Suggested Retail Price (no \$ sign). Please note; it does not matter what your tabs are set at, just that the Tab Key has been pressed once.

Enhanced Listings

For \$120.00 we will enhance your listing for one year. These are listings that appear along with the alphabetical free listings but are upgraded to stand out using larger type and spacing, and your company logo.

Catalog Pages

Catalog Pages (\$190.00 the best advertising bargain industry) are created by our staff from your product logos, pictures, and descriptions. These appear on the same page with your product listings. If your listing is lengthy we'll place pictures, etc., across the bottom half of the page, while the top half will have the listing. If your listing spills onto another page we do not charge for that.

Product images 4" - 5" wide works well for most images. Larger images are needed if you plan to have the

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GQC Production Schedule	Reservations & Data	Camera Ready	To Press	Ship Date
GQC61, Winter '07 2007 Previews & Trade Show Season	10/15	11/1	11/15	12/15
GQC62, Spring '07 Games Expo 2007	1/15	2/1	2/15	3/15
GQC63, Summer '07 Conventions Season	4/15	5/1	5/15	6/15
GQC64, Fall '07 Christmas Buying Season	7/15	8/1	8/15	9/15

Games Quarterly Catalog

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image take up most of the page, we can reduce size but not increase size without loss of image quality. Be sure to clearly name product shots or use product code number if appearing in the catalog. Include descriptions of products that will be placed on the page. Include product logos and your company logo. When emailing images it is best if you "zip" or "stuffit" so that the images attach, not embed in the e-mail.

Product Spotlight

Product Spotlight appears in a section at the front of the catalog. Manufacturers can place a small product image (1.5" by 1.5") with the name of the product and company name to direct readers to their catalog page.

Color Ads

Color ads appear on the covers, and between the black & white signatures (except distributor color ads, which appear in the special ad section in the back).

Special Advertising Section

Distributor ads and ads for products not sold through specialty game distribution appear in the special advertising section at the back of the GQC- available in b&w or color. This section is bound into the bulk mail version of the catalog, and mailed to thousands of stores & distributors in the USA.

Vendors & Services Section

Companies that provide services or goods to retailers and/or manufacturers are listed in this section appearing in the main body of the catalog before the Special Ads Section. Advertising space in b&w and color is available. This section is bound into all versions of the catalog, and mailed to thousands of stores & distributors in the USA, Canada and the UK.

Bulk Orders F.O.B. Our Printer

For distributors who wish a quantity to give out to their clients, with or without custom imprint.

No. of Copies	Cost per Copy
1-100 copies	\$7.10
101-500	\$6.80
501-1,000	\$6.50
1,001+	\$6.20

Name, Address & Logo Printed On Cover: \$150 additional



Thousands of extra copies of GQC62 will be given out at Games Expo 2007.

GQC Advertising Rates	1 Time	4 Times
Color Ads		
Front Cover	\$2,250	-
FC Upper Right Banner	\$500	\$400
Back Cover	\$2,250	-
Inside Front Cover	\$1,550	\$1,473
Inside Back Cover	\$1,550	\$1,473
Full Page	\$1,400	\$1,330
Half Page	\$900	\$855
1/4 page (Industry Feature Section Only)	\$600	\$570
1/6 page (Industry Feature Section Only)	\$450	\$427
Black & White Ads		
1st Full Page (facing 1st color section)	\$600	\$570
Full Page	\$495	\$470
1/2 Page Ad	\$395	\$375
1/4 Page Ad	\$225	\$214
Listing Options		
Free Listing	-	-
Enhanced Listing	-	\$120
Catalog Page (per page)	\$190	-
Product Spotlight (1.5"x1.5") (Catalog Page Required)	\$60	-
Industry Articles & Press Releases		
Full Page	\$395	-
Half Page	\$295	-
Inserts		
Bind-in or Tip-in	\$1,250 + 12 cents/ounce	-

Submission Format Standards

We use the Adobe Creative Suite on a Mac OSX platform. Call to confirm compatibility before sending files from other programs/platforms.

Send only electronic media. We prefer pdf (change text to outlines before formatting), jpg or tif formats, 300 dpi or 100 line screen, and CMYK. Include laser print proofs, please. We can read Zip disks, CDs and DVDs, or post the files to our upload site: <http://upload.nationalgamesweek.net>

Any files sent via email need to be a total of 7mb or less per email.

We cannot accept color separations, CS2, Quark, or Aldus Freehand files. There is no need to include support graphics and fonts when using jpg or tif formats.

Features/Articles

Features should be submitted in a Word document or text only format along with images to enhance the article. Images are recommended to be at least 4" - 5" wide at 300 dpi resolution; we can reduce size but not increase size without loss of image quality. Remember to include product logos and/or your company logo. When emailing images it is best if you "zip" or "stuffit" so that the images attach, not embed in the e-mail. Images cannot be embedded into Word documents.

Please observe the word count for the appropriate size feature. MAGAZINE: Full page 650 word, Half page 325, Quarter page 150 words, Eighth page 100 words, Feature Product 70 words & website. CATALOG: Full page 550 word, Half page 275, Quarter page 125 words.

Proofs

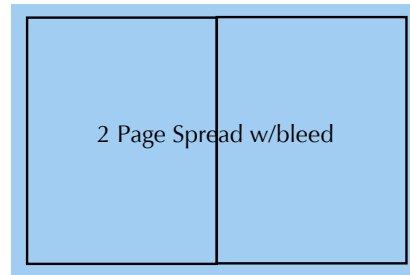
While we are happy to accommodate requests for proofs of ads and features, we can only do so if all materials are received by the due date. Please send your request for proof in writing.

Copies

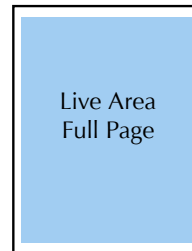
Advertisers can get any reasonable quantity of copies. You automatically receive one, however we will send more whenever you wish. You can also obtain PDF files, either low resolution for internet use or 300 dpi for reprint. Whenever you use the PDFs we request attribution. We will send the exact phrase regarding re-use permission with our trademark and copyright notice.

AD SIZES

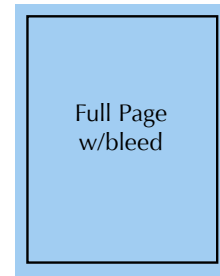
17-1/4" wide x 11-1/8" tall



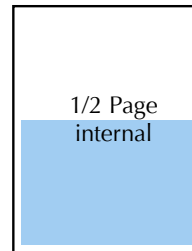
7-7/8" wide x
10-3/8" tall



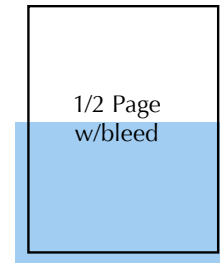
8-5/8" wide
x 11-1/8" tall



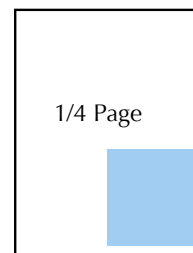
7-7/8" wide x
5-1/4" tall



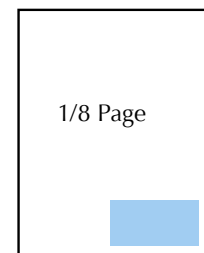
8-5/8" wide x
5-5/8" tall



4" wide x
5-1/8" tall



4" wide x
2-1/2" tall



Publication Dimensions

Trim size = 8-3/8" wide x 10-7/8" tall

Bleed = 1/8"

Gutter = 1/4"

Live Area = 7-7/8" wide x 10-3/8" tall

Magazine

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GQC64, Fall '07 Christmas Buying Season	7/15	8/1	8/15	9/15

(removable for your convenience)