

NINTENDO **POWER**®

THE GAMES GROUP
2012 MEDIA KIT





Nintendo Power™

CIRC: 145,657*



www.nintendopower.com

*Source:
Nintendo Power Publisher Statement and
Nintendo Power Reader Study 2010



AUDIENCE:
1,002,120*



As one of the most trusted brands in games media, Nintendo Power is North America's only magazine dedicated 100% to Wii™ and Nintendo DS™ gaming.

Published for over 20 years, Nintendo Power has a deep fan base that few other magazines can claim. Its readers are a unique and specific group loyal to all things Nintendo. Written for gamers, for any age, demographic or skill level, Nintendo Power provides essential news, reviews, previews and features in a colorful, accessible style that keeps every reader coming back for more.

READERSHIP STATISTICS

- Median age: 16 years old
- 83% consider Nintendo Power to be their favorite magazine of all time
- Spend an average of \$2,700 on gaming annually. These readers have the highest buying power in all of Future Games' portfolio
- 18 hours/week is spent playing video games; 80% more than the average American male
- Nintendo Power touts the youngest readers in Future Games' portfolio with 84% age 13-17 years old

*Source: Nintendo Power Reader Study, eMarketer

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DISPLAY
RATES



4 COLOR DISPLAY	1X	3X	6X	12X	24X	36X
1 PAGE	\$10,196	\$9,905	\$9,613	\$9,332	\$9,030	\$8,739
1/2 PAGE	\$7,137	\$6,933	\$6,729	\$6,525	\$6,322	\$6,118
1/3 PAGE	\$5,098	\$4,952	\$4,807	\$4,661	\$4,515	\$4,370

PREMIUM POSITIONS (4/C ONLY)

Inside Front Cover	4/C Rate + 45%
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Back Cover	4/C Rate + 50%
1st 3rd of Magazine	4/C Rate + 15%
Guaranteed Position	4/C Rate + 10%

SPECIAL PRICING

Two Color	4/C Rate -15%
Black & White	4/C Rate -20%
Inserts	Available upon request
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*Rates are net

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CLOSING
PRINT
SCHEDULE



2012 ISSUE	AD SPACE CLOSE	AD MATERIALS DUE	SHIP DATE	ON SALE
JANUARY	15-November	22-November	14-December	03-January
MARCH	10-January	17-January	08-February	28-February
SPECIAL (#1)	31-January	07-February	N/A	20-March
APRIL	14-February	21-February	14-March	03-April
MAY	13-March	20-March	11-April	01-May
JUNE	17-April	24-April	16-May	05-June
SPECIAL (#2)	01-May	08-May	N/A	19-June
JULY	15-May	22-May	13-June	03-July
AUGUST	19-June	26-June	18-July	07-August
SEPTEMBER	17-July	24-July	15-August	04-September
SPECIAL (#3)	31-July	07-August	N/A	18-September
OCTOBER	14-August	21-August	12-September	02-October
NOVEMBER	18-September	25-September	17-October	06-November
DECEMBER	16-October	23-October	14-November	04-December

*Cancellations will not be accepted after space closing dates



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SUBMITTING ADS

Future US prints all of its publications using CTP (Computer to Plate) technology and has eliminated analog film. Please submit all print ads in our preferred file format of PDF-X1A.

AD SIZES

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Files can be uploaded to our File Transfer site using the link below, or by linking from Nintendo Power's page on our corporate website www.futureus.com. Please compress your files (including all support files noted above) using either Stuffit or Zip file format. Use the File Transfer information on next page

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Bleed Size
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16" x 10 1/2"

Live Area
15 1/2" x 10"

2 Page Spread

Bleed Size
8 1/4" x 10 3/4"

Trim Size
8" x 10 1/2"

Live Area
7 1/2" x 10"

Full Page

Bleed Size
4" x 10 3/4"

Trim Size
3 7/8" x 10 1/2"

Live Area
3 3/8" x 10"

1/2 Page Vertical

Bleed Size
8 1/4" x 5 1/4"

Trim Size
8" x 5 1/8"

Live Area
7 1/2" x 4 5/8"

1/2 Page Horizontal

Bleed Size
16 1/4" x 5 1/4"

Trim Size
16" x 5 1/8"

Live Area
15 1/2" x 4 5/8"

1/2 Page Spread

Bleed Size
5 1/2" x 10 3/4"

Trim Size
5 1/4" x 10 1/2"

Live Area
4 1/4" x 10"

2/3 Page Vertical

Bleed Size
2 3/4" x 10 3/4"

Trim Size
2 5/8" x 10 1/2"

Live Area
2 3/8" x 10"

1/3 Page Vertical

Bleed Size
3 7/8" x 5 1/4"

Trim Size
3 3/4" x 5 1/8"

Live Area
3 1/2" x 4 5/8"

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