



PlayStation[®]
The Official Magazine

THE GAMES GROUP
2012 MEDIA KIT





PlayStation: The Official Magazine

CIRC: 139,000*



www.playstationthemagazine.com



*Source:
P:TOM Publisher Statement and
P:TOM Reader Study 2011

AUDIENCE:
956,320*



P:TOM is the source for definitive news, previews and reviews for PlayStation enthusiasts. It offers unrivalled authority on not just games, but all digital entertainment.

PlayStation: The Official Magazine covers all facets on everything PlayStation and as such has developed a loyal following. Our readers are affluent, influential, and early adapters of digital entertainment and consumer technology. Through its "official" relationship with Sony Computer Entertainment America, this magazine is able to report on exclusive backstage access to news, reviews, and previews that no other media outlet can get.

READERSHIP STATISTICS

- Median age: 26 years old
- 87% of PTOM readers have purchased a PlayStation game after reading an article or seeing an ad in the magazine
- Spend an average of \$1,800 annually on video games; 295% higher than the average consumer.
- 93% give advice on video game and consumer electronic products
- 100% of PTOM's readers currently own or plan to purchase an HDTV

*Source:
PlayStation: The Official Magazine Reader Study, Nielsen 2010; Value of a Gamer, NPD; Entertainment Trends in America



We work with Future US on many innovative ideas to create a Best in Class enthusiast network.

—Peter Dille, SVP,
Sony Computer Entertainment America Marketing & PlayStation Network

DISPLAY
RATES



4 COLOR DISPLAY

	1X	3X	6X	12X	24X	36X
1 PAGE	\$9,730	\$9,542	\$9,174	\$8,896	\$8,618	\$8,340
1/2 PAGE	\$6,811	\$6,616	\$6,422	\$6,227	\$6,032	\$5,838
1/3 PAGE	\$4,865	\$4,726	\$4,587	\$4,448	\$4,309	\$4,170

PREMIUM POSITIONS (4/C ONLY)

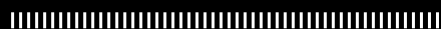
Inside Front Cover	4/C Rate + 45%
Inside Back Cover	4/C Rate + 40%
Back Cover	4/C Rate + 50%
1st 3rd of Magazine	4/C Rate + 15%
Guaranteed Position	4/C Rate + 10%

SPECIAL PRICING

Two Color	4/C Rate -15%
Black & White	4/C Rate -20%
Inserts	Available upon request
Fractionals	May be stacked or banked

*Rates are net

CLOSING
PRINT
SCHEDULE



2012 ISSUE	AD SPACE CLOSE	AD MATERIALS DUE	SHIP DATE	ON SALE
JANUARY	01-November	08-November	30-November	20-December
FEBRUARY	29-November	06-December	28-December	17-January
MARCH	27-December	03-January	25-January	14-February
APRIL	24-January	31-January	22-February	13-March
MAY	21-February	28-February	21-March	10-April
JUNE	20-March	27-March	18-April	08-May
JULY	17-April	24-April	16-May	05-June
AUGUST	15-May	21-May	13-June	03-July
SEPTEMBER	12-June	19-June	11-July	31-July
OCTOBER	10-July	17-July	08-August	28-August
NOVEMBER	07-August	14-August	05-September	25-September
DECEMBER	04-September	11-September	03-October	23-October
HOLIDAY	02-October	09-October	31-October	20-November

*Cancellations will not be accepted after space closing dates



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All of the following requirements must be met in order to receive digital file services from Future US. Any missing information or deviations from these specs will result in inaccurate reproduction from your digital files. Future US will not be held responsible for errors if files are sent incorrectly or incompletely.

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

All files must be created according to the correct size specifications (trim, live area, & bleed dimensions). Call your Future US Sales Representative for ad sizes. Files will be returned if sized incorrectly.

PROOFS

SWOP approved color proofs of your ad must be supplied with your files. Future US cannot and will not guarantee accurate color if it does not receive SWOP approved color proofs. If an ad is sent electronically, a proof must be mailed. Files may be accepted without a proof but no quality or reproduction liability can be held against Future US in that case.

ELECTRONIC FILE SUBMISSION

Files can be uploaded to our File Transfer site using the link below, or by linking from PlayStation: The Official Magazine'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



REGULAR AD PAGES

Bleed Size
17" x 10 3/4"

Trim Size
16 3/4" x 10 1/2"

Live Area
16 1/4" x 10"

2 Page Spread

Bleed Size
8 5/8" x 10 3/4"

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

Live Area
7 7/8" x 10"

Full Page

Bleed Size
4.5" x 10 3/4"

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

Live Area
3 3/4" x 10"

1/2 Page Vertical

Bleed Size
8 5/8" x 5 3/8"

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

Live Area
7 7/8" x 4 3/4"

1/2 Page Horizontal

Bleed Size
17" x 5 3/8"

Trim Size
16 3/4" x 5 1/4"

Live Area
16 1/4" x 4 3/4"

1/2 Page Spread

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

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

Live Area
5" x 10"

2/3 Page Vertical

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

Trim Size
3" x 10 1/2"

Live Area
2 1/2" x 10"

1/3 Page Vertical

Bleed Size
4 1/2" x 5 3/8"

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

Live Area
3 3/4" x 4 3/4"

1/4 Page

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