



## Media Kit

The Gamerati network contains the largest collection of independent hobby game websites on the internet, including RPGnet (#22,922), ENWorld (#73,133), and numerous popular gaming blogs.

### Key Demographics

Source: quantcast, April 2010 (combined)

**Male: 61%**  
Female: 39%

3-11: 7%  
12-17: 8%  
**18-34: 39%**  
**35-49: 30%**  
50+: 16%

**Caucasian: 87%**  
African American: 5%  
Asian: 4%  
Hispanic: 3%  
Other: 1%

No Kids 0-17: 49%  
**Has Kids 0-17: 51%**

\$0-30k: 24%  
**\$30k-60k: 28%**  
**\$60k-100k: 32%**  
\$100k+: 16%

No College: 34%  
**College: 45%**  
**Graduate School: 20%**

### Key Statistics

Source: Google Analytics, April 2010

**Monthly Ad Impressions: 25 million**  
**Monthly Unique Visitors: 750,000**

**Average CTR: .24%**

### Advertising Units

Gamerati supports static JPG, animated GIF and Rich Media (RM) creatives of the following sizes:

- Leaderboards (728 x 90)
- Rectangles (300 x 250)
- Skyscrapers (160 x 600)
- Full Banners (468 x 60)

CPM (impression-based) campaign prices are determined by length of contract and slot availability.

Gamerati is perfect for companies looking for consumers of entertainment products. We have run successful advertising campaigns for board game products (Catan), card games (Upper Deck), computer games (Funcom), events (GenCon), miniatures (Hasbro), movies (Disney), and roleplaying games (Wizards of the Coast).

For more information or to create an insertion order, please contact **Ed Healy** at [ephealy@ephealy.com](mailto:ephealy@ephealy.com) or (253) 777-0296.

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