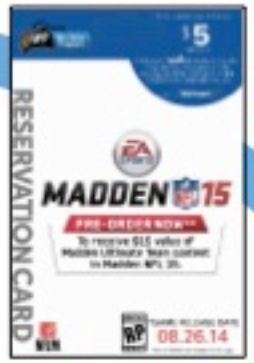
MEDIA KIT
JUNE 2014

Walmart

EGM media group



Walmart gamecenter

Reaching Gamers Everywhere You Need To Be...

OUR CONTENT REACHES

CORE GAMERS

PARENTS

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CONTENT THAT ENGAGES CONSUMERS AT EVERY STEP IN THE SALES CYCLE

PREVIEWS

COVER STORIES

STRATEGY

READERSHIP DEMOGRAPHICS

MALE **90.01%**

59.06%

AVID GAMERS **67.05%**

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PURCHASING BEHAVIOR

77.4%

PURCHASED A GAME BASED ON CONTENT IN MAGAZINE

69.0%

PURCHASED A GAME BASED ON ADVERTISING IN MAGAZINE

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PURCHASING BEHAVIOR

2,165,300+ READERS INFLUENCED BY CONTENT AND ADVERTISING IN WALMART GAMECENTER

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KEY READERSHIP DATA

2,797,000+
UNIQUE MAGAZINE READERS TO DATE

58.36%
SPEND 10+ HOURS GAMING PER WEEK

80.08%
PROVIDES PURCHASING INFORMATION TO OTHERS

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COMING THIS YEAR

EXPANDED DISTRIBUTION INTO 3500 LOCATIONS WITH PLACEMENT ON THE NEW RELEASE ENDCAP

Walmart Gamecenter

COMING THIS YEAR

WALMART GAMECENTER DIGITAL MAGAZINE SUBSCRIPTIONS WITH GAME PRE-ORDER

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COMING THIS YEAR

DIGITAL EDITIONS REACH WALMART CUSTOMERS ON SMARTPHONES, ANDROID, AND DESKTOP

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