



GAMEREACTOR

# MEDIA INFO



GAMEREACTOR'S

# VISION

EVERYTHING ABOUT ELECTRONIC  
ENTERTAINMENT SINCE 1998

**"GAMEREACTOR REACHES EVERYONE INTERESTED IN GAMING, MOVIES, GADGETS AND ELECTRONIC ENTERTAINMENT THROUGH MAGAZINES, ONLINE AND WEB TV" THE CASUAL GAMER**

**GAMEREACTOR IS THE BIGGEST GAMING COMMUNITY IN THE NORDIC REGION**

■ **ONLINE**

TOTAL UNIQUES ONLINE IN NORWAY, DENMARK, SWEDEN AND FINLAND IN NOVEMBER 08: USERS TOTAL IN NOV. 08 - 650.000 UNIQUES

■ **PRINT**

TOTAL READERS OF THE MAGAZINE IN NORWAY, DENMARK, SWEDEN, FINLAND: 285.000 READERS

■ **WEB TV**

GAMEREACTOR TV - MORE THAN 400.000 UNIQUE IP'S VISITING THE VIDEO FILES SECTION IN NOVEMBER 2008.

**THERE ARE ONLY 20% OVERLAP ACCORDING TO ORVESTO/SIFO BETWEEN READERS ONLINE AND IN THE MAGAZINE**



**REGISTRATED USERS**

Sweden: 82.399  
Denmark: 38.384

Norway: 32.342  
Finland: 4.058

# ONLINE

The biggest gaming website in the Nordic region



# MAGAZINE

The biggest printed gaming magazine in the Nordic region



Services for our users:  
Downloads, Free betas ect.



The biggest gaming Web TV channel in the Nordic region

## CONTENT PROVIDER

Gamereactor trailer service to the biggest online stores. Gamereactor delivers to - or will deliver shortly - a trailer and interview service to all the biggest online stores in the Nordic countries. Among others OnOff.se, Blockbuster.dk, Ginza.se, Webhallen.se, Platekompaniet.no, CDON, Metroexpress Teknik, VPD.fi, Expert.no benefit from our ever growing catalogue.



# CLIENTS

## ■ NONE GAME-RELATED CLIENTS:

MCDONALDS

COCA COLA

FUJITSU SIEMENS

MAERSK

MICROSOFT VS

MICROSOFT VISTA

FINDUS

EN MASSE FILM-TITLER

3 MOBIL

LOGITECH

ISS RECRUTING

TELMORE

CREATIVE

KITKAT

NOKIA

BENQ-SIEMENS

HITACHI

ELSPAREFONDEN

PEPSI

CDON.COM

# GAMEREACTOR REACHES

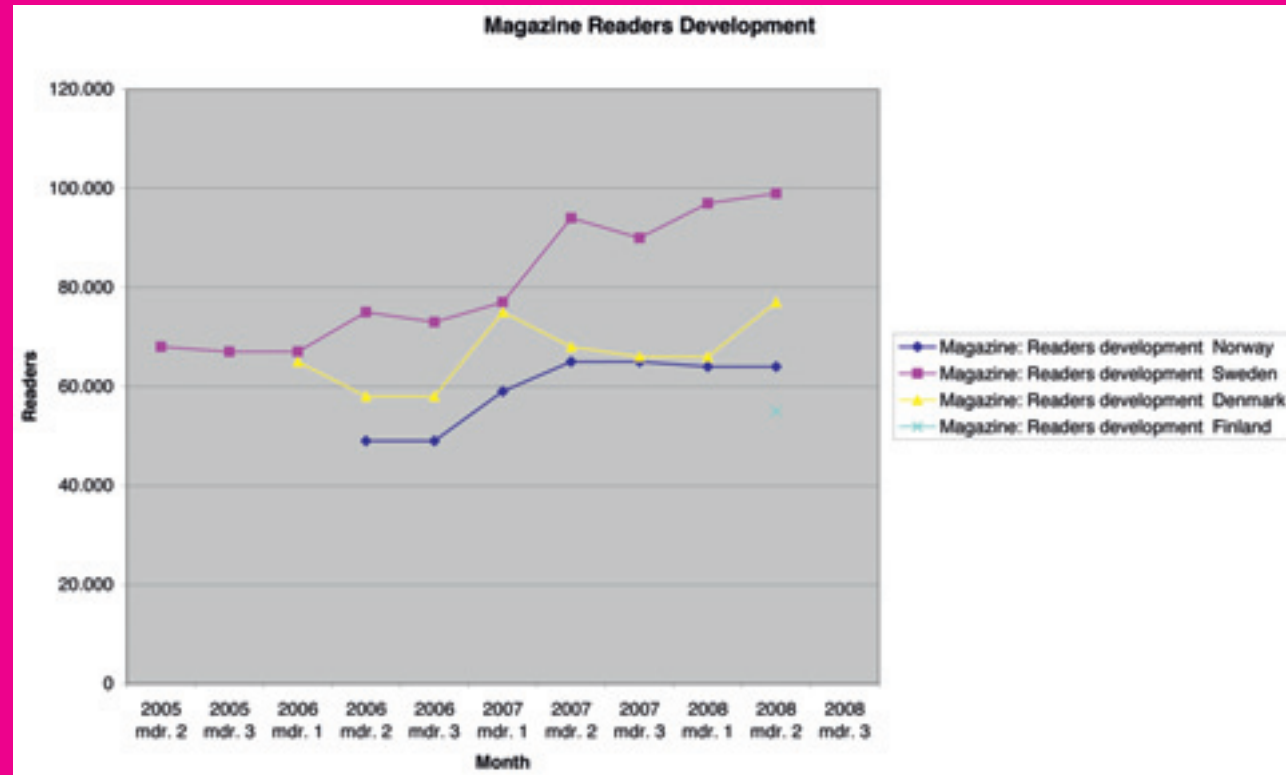
GAMEREACTOR HAS EXISTED FOR 10 YEARS, AND IS ALL ABOUT GAMING, MOVIES, MUSIC AND GADGETS

## GAMEREACTOR HAS EXISTED FOR 10 YEARS, AND IS ALL ABOUT GAMING, MOVIES, MUSIC AND GADGETS

■ **GAMEREACTOR MAGAZINE READERS ARE DOCUMENTED IN:**  
DENMARK BY GALLUP  
NORWAY BY MMI  
SWEDEN BY ORVESTO  
FINLAND (LISTED ON GALLUP TO BE RELEASED IN 2009)

■ **WHO IS THE TARGETGROUP:**  
15-34 YEAR OLD.  
IN AVERAGE 88 % MALE 12 % FEMALES

THERE ARE ONLY 20% OVERLAP BETWEEN READERS ONLINE AND IN MAGAZINE.



DENMARK, NORWAY, SWEDEN AND FINLAND

# ONLINE

GAMEREACTORS USERS ARE REGISTERED ON THE OFFICIAL SWEDISH WEBINDEX – [WWW.KIAINDEX.ORG](http://WWW.KIAINDEX.ORG) IN SWEDEN.

TOTAL AMOUNT OF UNIQUE VISITORS IN DK SE NO : APPROX. 650.000 UNIQUE VISITORS PR. MONTH.

#### ■ WEB TV

GAMEREACTOR TV – MORE THAN 400.000 UNIQUE IP'S VISITING THE VIDEO FILES SECTION IN NOVEMBER 2008.

GRTV IS GAMEREACTORS WEB-TV ABOUT GAMES, MUSIC AND GADGETS.

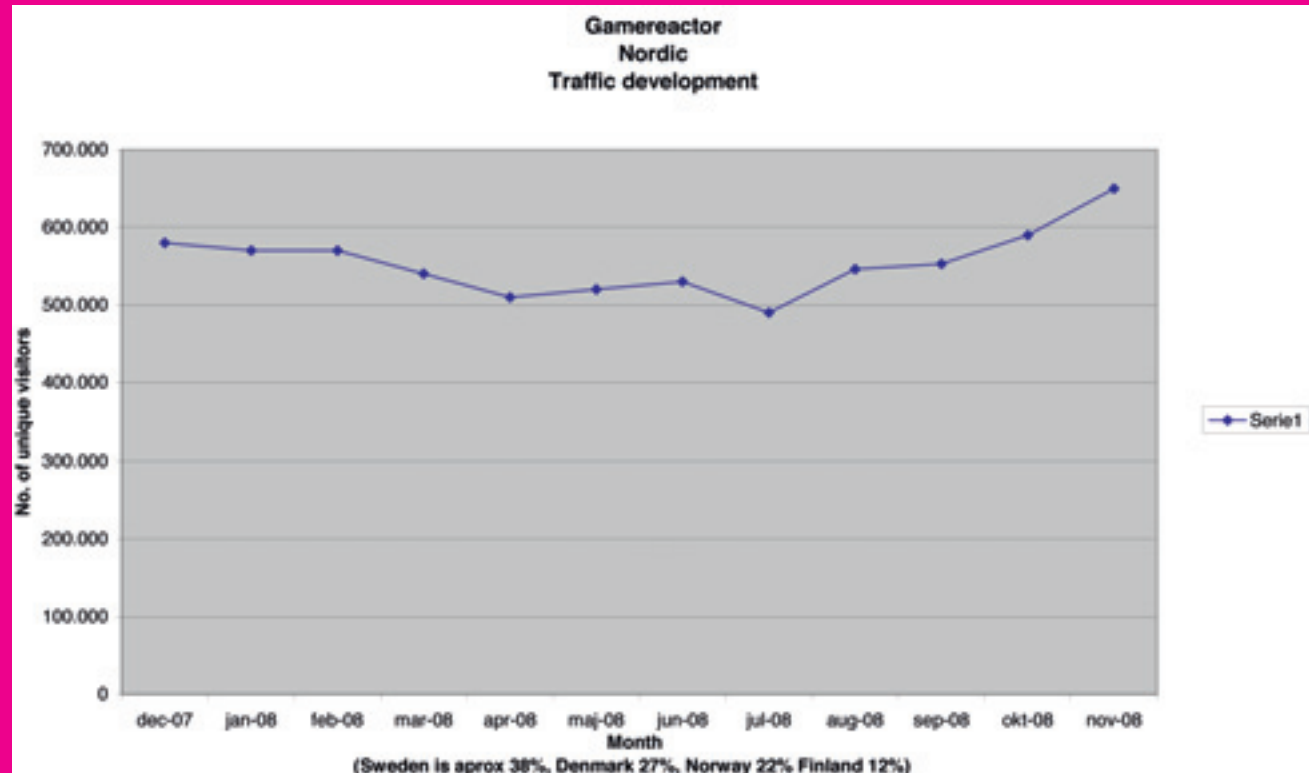
#### ■ REVIEWS

#### ■ PREVIEWS

#### ■ INTERVIEWS

#### ■ EVENTS

■ ITUNES & YOUTUBE EVERY WEEK NEW CONTENT ARE DELIVERED TO APPLE'S ITUNES - WE'RE RANKED TOP 25 ON ITUNES





# GAMEREACTOR SWEDEN

Besides being the largest circulated printed gaming magazine in the Nordic region. (180.000 issues) Gamereactor is running the largest and gaming only site

in the Nordic region, Norway (www.gamereactor.no) and Sweden (www.gamereactor.se), and Denmark (www.gamereactor.dk), Finland (www.gamereactor.fi).

## Traffic in November 2008 SWEDEN

Unique users per month: 240.000  
 Pageviews per month: 10.800.000  
 Unique users per week: 112.500  
 Pageviews per week: 2.100.000

88 % of the users are men.  
 Average age 19,9 years old

# GAMEREACTOR DENMARK

Besides being the largest circulated printed gaming magazine in the Nordic region. (180.000 issues) Gamereactor is running the largest and gaming only site

in the Nordic region, Norway (www.gamereactor.no) and Sweden (www.gamereactor.se), and Denmark (www.gamereactor.dk), Finland (www.gamereactor.fi).

## Traffic in November 2008 DENMARK

Unique users per month: 196.300  
 Pageviews per month: 4.800.000  
 Unique users per week: 72.500  
 Pageviews per week: 1.190.000

Average age are 19,6 years old  
 Ad format: (See last page)  
 we can run a variation of banners.  
 Position: front page always

Prepare for the future™

★★★★★ FHM

Fallout 3

Fallout 3

**Game Reactor**  
 VINNER AV GULLSTIKKA 2007  
 Nordens største spillmagasin

Innlogget: Fredrik Rassel  
 • Då er admin-delen  
 • Private besjeter  
 • Du har 16 nye påmeldingar  
 • Logg ut

**GRTV**  
 GAMEREACTOR TELEVISION

Startsiden Spill Film Bladet Community GRTV Om oss



I dag åpnes dørene til Snyrs etter- lengtede nettsprosjekt! Les alt innher!

# HOME

**Home lanseres i dag**  
 Ventetiden er straks over for Playstation 3-ere. I dag lanseres en åpen beta av nettsamfunnet Home, og vi har detaljene på innside!

[Les mer](#)

**ABONNER PÅ NORGES BESTE BLAD!**




**Tony Hawk's Motion Nintendo DS**  
 Tony Hawk tar ett års pause fra de store konsollene, men Nintendo DS slipper ikke urna. Carl Thomas har anmeldt...

[Les mer](#)

**Scare It? Filmtoppert! Xbox 360**  
 Ikke bare har Microsoft gitt ut en bilkopi av Singstar i høst, de følger også opp fjorårets Scare It! med en ny utgave...

- SIESTE NYHETER**
- 11:21 Final Fantasy XI Wii Crystal Chronicles i 2009
  - 11:00 Nytt om Fallout 3-episodes Produzent snakker nedstøbt
  - 10:13 Mank på Wii i julesalget Ti tross for økt produksjon
  - 09:38 Vinner av julekalender luke 10 Vent Little Big Planet + musikk
  - 09:18 LD slakter Funcom Kiltens arbeidsforholdene
  - 09:00 Strikk din egen Sackboy Britisk blad har oppskriften
  - 08:24 Livstegn fra Prototype Alex Mercer tar seg av Manhattan
  - 10:12 Nye bilder fra Killzone 2 imponerende krigsbilder

- NYESTE BLOGGER**
- ChrisNORs blog  
Hypnose Og Kalendere
  - Jonaskrams blog  
Ortinger!
  - Manfrozens blog  
Favorittbil- Uavhengig plattform
  - Diddreators blog  
360 eller PS3



Out 31<sup>st</sup> October

Bethesda  
 Games for Windows  
 PLAYSTATION 3  
 XBOX 360

# GAMEREACTOR NORWAY

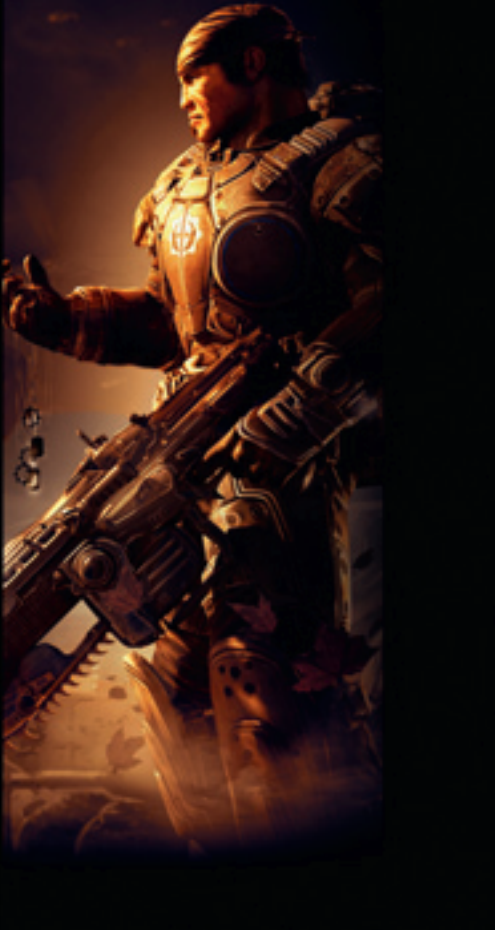
Besides being the largest circulated printed gaming magazine in the Nordic region. (180.000 issues) Gamereactor is running the largest and gaming only site

in the Nordic region, Norway (www.gamereactor.no) and Sweden (www.gamereactor.se), and Denmark (www.gamereactor.dk), Finland (www.gamereactor.fi).

## Traffic in November 2008 NORWAY

Unique users per month: 146.300  
 Pageviews per month: 3.800.000  
 Unique users per week: 42.500  
 Pageviews per week: 890.000

Average age are 19,6 years old  
 Ad format: (See last page)  
 we can run a variation of banners.  
 Position: front page always



# GAMEREACTOR FINLAND

Besides being the largest circulated printed gaming magazine in the Nordic region. (180.000 issues) Gamereactor is running the largest and gaming only site

in the Nordic region, Norway (www.gamereactor.no) and Sweden (www.gamereactor.se), and Denmark (www.gamereactor.dk), Finland (www.gamereactor.fi).

## Traffic in November 2008 FINLAND

- Unique users per month: 96.400
- Pageviews per month: 2.800.000
- Unique users per week: 24.500
- Pageviews per week: 490.000

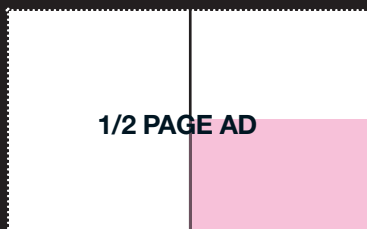
88 % of the users are men.  
Average age are 19,6 years old  
Ad format: (See last page) we can run a variation of banners.  
Position: front page always

PRIZES & RELEASE DATES

# MAGAZINE

MONTH	MATERIAL DEADLINE	RELEASE DK	RELEASE NO/SE/FI
■ FEBRUAR	1. Februar 2009	8. Februar 2009	8. Februar 2009
■ MARCH	1. March 2009	8. March 2009	8. March 2009
■ APRIL	31. March 2009	9. April 2009	9. April 2009
■ MAY	30. April 2009	7. May 2009	7. May 2009
■ JUNE-JULY	29. May 2009	10. June 2009	10. June 2009
■ AUGUST	8. August 2009	14. August 2009	17. August 2009
■ SEPTEMBER	4. September 2009	16. September 2009	16. September 2009
■ OCTOBER	1. October 2009	13. October 2009	13. October 2009
■ NOVEMBER	30. Oktober 2009	10. November 2009	10. November 2009
■ DECEMBER	27. November 2009	8. December 2009	8. December 2009

## PRINT PRIZES



1/2 PAGE AD



1/2 PAGE AD



1 PAGE AD



2 PAGE AD

### Denmark & Norway

- 1 x 1/2 page print ad (22.5 cm x 14.85 cm + 5mm bleed) **KR 15.500,00**
- 1 x 1/2 page print ad (11.25 cm x 29.7 cm + 5mm bleed) **KR 15.500,00**
- 1 x 1/1 page print ad (22.5 cm x 29.7 cm + 5mm bleed) **KR 25.500,00**
- 1 x 2/1 page print ad (45 cm x 29.7 cm + 5mm bleed) **KR 37.800,00**

### Sweden

- 1 x 1/2 page print ad (22.5 cm x 14.85 cm + 5mm bleed) **21.480,00 SEK**
- 1 x 1/2 page print ad (11.25 cm x 29.7 cm + 5mm bleed) **21.480,00 SEK**
- 1 x 1/1 page print ad (22.5 cm x 29.7 cm + 5mm bleed) **35.400,00 SEK**
- 1 x 2/1 page print ad (45 cm x 29.7 cm + 5mm bleed) **46.680,00 SEK**

### Finland

- 1 x 1/2 page print ad (22.5 cm x 14.85 cm + 5mm bleed) **euro 1.680,00**
- 1 x 1/2 page print ad (11.25 cm x 29.7 cm + 5mm bleed) **euro 1.680,00**
- 1 x 1/1 page print ad (22.5 cm x 29.7 cm + 5mm bleed) **euro 2.885,00**
- 1 x 2/1 page print ad (45 cm x 29.7 cm + 5mm bleed) **euro 4.228,00**



#### DELIVER MATERIAL:

<ftp://annonce.gamereactor.dk>

Login: annonce

Password: 12345

PRIZES & CONTACT INFO

# ONLINE

## PRIZES ONLINE

### ■ BANNER FORMATS

Huge leaderboard	930 x 120
Huge leaderboard	930 x 180
Small site banner	300 x 250
Article banner	400 x 400
Wallpaper	1680 x 1050
Interstitial (Before landing)	800 x 600
TV Spot	10 sec clip / 300x250 px

## CONTACT

### SWEDEN

Leif Persson  
Tlf: +46 8-31 76 00 / cell: +46 708-19 14 54  
Fax: +46 8 32 33 38  
Mail: [leif.persson@gamereactor.se](mailto:leif.persson@gamereactor.se)

### NORWAY & FINLAND

Bernt Erik Sandnes  
Fax: + 47 45 42 79 82  
Mail: [bernt@gamereactor.no](mailto:bernt@gamereactor.no)

### DENMARK

Morten Reichel  
Dortheavej 59, 3rd Floor  
2400 Copenhagen NV  
Tlf: +45 45 88 76 00 / cell: +45 40 50 84 82  
Fax: +45 45 88 76 03  
Mail: [morten@gamereactor.dk](mailto:morten@gamereactor.dk)

### ALL GAMING SALES NORDIC

Morten Reichel  
Dortheavej 59, 3rd Floor  
2400 Copenhagen NV  
Tlf: +45 45 88 76 00 / cell: +45 40 50 84 82  
Fax: +45 45 88 76 03  
Mail: [morten@gamereactor.dk](mailto:morten@gamereactor.dk)



WEBSITE BANNER

# FORMATS

WALLPAPER

WALLPAPER

930x120

(OR 930x180)



**Gamereactor #63 - ute nu!**  
Exklusiva nyheter, världsexklusiva screenshots, 20 sidor artiklar, årets spel 2008 och massor av fästiga recensioner. Ja, du måste verkligen springa till närmaste spelbutik. Nu!  
[Läs mer](#)



300x250



- SENASTE NYHETERNA
- 11:00 Dragon Quest X kommer till Wii
  - 11:00 Gears of War 3 under utveckling
  - 10:00 Final Fantasy till Wii i vår
  - 10:00 Brist på Wii i julhandeln
  - 09:00 Fable II blir nedladdningsbart?
  - 08:00 Sticks din egen Sackboy
  - 07:00 Ny Race Pro-trailer att spana in
  - 10:12 GRTV: Dagens Julkalender

- NYA BLOGGAR
- Peters blogg**  
Gamereactors chefredaktör bloggar om spel, film, musik, UFC och prylar - varje dag
  - Elfvings blogg**  
Gamereactors nye redaktör bloggar om spel, ökonomi, journalistik, humor på TV och spelsinjuler
  - Jonas blogg**  
Redaktionens eget stressorkestranalyser försämringsafför och slår om framtiden
  - Daniels blogg**  
Redaktionens yngste yngling skriver av sig om de spelen han gillar mest (och minst)
  - Mattias blogg**  
Läsarfavoriten "Lidder" har tagit plats i Gamereactors redaktion, och bloggar om...



300x600

