



GamesDomain

O F F L I N E

Welcome

to the UK's biggest multiformat games magazine

Games Domain Offline is a unique publication with a circulation of 75,000. The magazine is the best way for your business's products to reach independent games retailers across the nation.

Games Domain Offline is published by Kaleidoscope Networks, the company responsible for Internet sites, Games Domain, Console Domain and Kids Domain. Together they make up one of the largest gaming communities in the world, boasting over 6.4 million visitors every month.

Due to the company's six years work establishing these world-renowned games websites, Kaleidoscope Networks has built an army of reviewers who work tirelessly to keep our content at the cutting edge of the industry.

This content attracts an audience of hardcore and casual gamers who trust our web sites to provide quality editorial on which they base their purchase decisions.

Our expertise has also been recognised by industry leaders such as **NTL, BT, AOL UK, Excite UK, Netscape Online, and Demon Internet** who all rely on Games Domain to provide their users with some of the best games content in the world.



GamesDomain





Distribution



75,000 copies of Games Domain Offline are distributed nationally by CentreSoft Ltd, the country's leading independent games distributor, making GDO the biggest multiformat magazine in the UK. Forming a unique alliance between our two companies' means we are able to deliver the magazine to its exact target audience.

CentreSoft place the magazine in up to 800 of the leading independent games retailers across the country, making it available, free of charge to gamers everywhere. Retailers can order further magazines throughout the month to ensure distribution points are stocked at all times. Store owners are also supported with point of sale promotions for the magazine.

Due in part to the location of the distribution points, as well as the excellent editorial content, we fully expect readers to make purchase decisions based on what they read in Games Domain Offline.

The GDO Reader

- The average age of a Games Domain Offline reader is 22, and has a large amount of disposable income.
- Our readers spend an average of £612 on games and over £250 pounds on hardware every year, giving our advertisers access to millions of pounds worth of games market spend.
- All our readers buy games at independent games retailers, making Games Domain Offline a unique route to market.
- 72% of our readers have access to the Internet at home, work or school.
- An average reader owns more than one platform, (55% - PC, 72% - PSX, 40% - GB, 30% - N64), giving advertisers an opportunity to hit multiple markets through presence in Games Domain Offline.

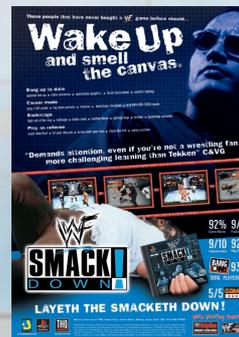
*Results are based on a survey of readers in Games Domain Offline issue 5.

Advertising Opportunities

GDO is the only gaming magazine in the country which is free, unbiased and independent. It reviews games across all platforms. To hard-core gamers our website Games Domain, and its magazine Games Domain Offline, are considered **the** reference point for buying decisions. They trust us for being honest and totally independent of outside influences.

Our readers are susceptible to brand messages. They have an avid interest in all the latest technologies and products and want to be "the first on the block" to own the "must haves". They are trend and image conscious - totally into buying the latest gizmos and gadgets as well as wearing up-to-the minute clothes, watches, glasses and other desirables.

Up to 800 stores across the UK have already signed up to distribute the magazine and this number is rising all the time. So, GDO presents advertisers with a unique opportunity to target independent retailers and their customers, as well as marketing their products to a group of consumers who, until now, it has not been possible to reach.



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Rate Card

SINGLE PAGE	DOUBLE PAGE SPREAD	OUTSIDE BACK COVER	INSIDE FRONT/BACK COVER
£1750	£3400	£4375	£3500

Add 10 per cent for premium positions

Loose Inserts£60 per 1000
Stitched Inserts£70 per 1000

Call our sales team on
0121 326 0900
 for information on agency,
 multi-buy and series discounts

Technical Specifications

	Bleed	Trim Size
Full page:	295 x 210mm	285 x 200mm
Double page spread:	295 x 410mm	285 x 400mm
Outside back cover:	270 x 210mm	265 x 200mm
Colour separation:	CMYK (four colour only)	

Digital media	Digital format	Film	Resolution	Proofs
CD or Zip	PDF (with registration marks and all fonts embedd) EPS, TIFF and PSD (please include fonts). If QuarkXPress files are supplied, please ensure all images and fonts (system and suitcase) are provided. Illustrator/Freehand files must have fonts converted to outline.	Positive film should be supplied (emulsion down, right reading). Should be output with registration and colour separation marks.	2540 dpi 150 lpi	We recommend all submitted work is accompanied by a colour proof. If you require colour matching please supply croamin proof to match on press.

All advertisements should be supplied 5 days prior to print deadline.

Production Queries:

Contact Hatana (blaze@gamesdomain.com) or Mal (mal@gamesdomain.com)
 0121 326 0900.

Kaleidoscope Networks, Cuckoo Wharf, 435 Lichfield Road, Aston, Birmingham, B6 7SS

Games Domain Offline Schedule - 2000

Month	Copy Deadline	Street Date
September	11	27
October	9	25
November	13	29
December	11	20

Games Domain Offline is a prepayment organisation. All payments should be received by copy deadline.

