



THE GREATEST SITES KNOWN TO MEN.

We capture the number-one concentration of men ages 18-34 online with leading sites including IGN.com, AskMen, GameSpy, FilePlanet, Team Xbox, Battlefield Heroes and What They Play. Fully 1 in 4 US men online visit our sites each month. For millions of guys, we have cemented our reputation as an authoritative voice on games, entertainment and men's lifestyle by delivering sharp opinions and ground-breaking visual content. For you, we offer the creativity, authenticity and relevance to help you engage our vital, premium audience.

To Find out more about how to engage your brand with IGN's audience, contact your IGN Sales Executive.

DEMOGRAPHICS

- > Male composition
66.7%
- > Average age in years
30.6
- > Average household income
\$68,450

AUDIENCE PROFILE

- > Whether young or young-at-heart, our viewership is loyal, purchase-ready and influential amongst its peers. We call our core viewers entertainment enthusiasts. Compared to their peers, they play more videogames, see more movies, purchase more DVDs, and are more likely to do all of it online.
- > Our audience is 4.7X more likely to provide frequent advice on video games, 2.0X more likely to provide frequent advice on movies, and 3.8X more likely to provide frequent advice on electronics and computers

comScore Media Metrix, March 2010

Nielsen @Plan Rel 1 2010

PSYCHOGRAPHICS

ENTERTAINMENT

47% have watched a movie in the theater, last 30 days. 19% above the online avg.

62% have rented movies, last 30 days. 12% above the online avg.

2.5 times more likely than the online average to own a Blu-Ray disc player (23% Comp)

89% watch cable television, last 7 days

29% provide frequent advice on movies. Two times above the online avg.

24% provide frequent advice on TV. 32% above the online avg.

GAMING

58% of the network's audience owns a game console

They are 1.7 times more likely than the online average to list video game playing as a favorite hobby

22% have purchased video games in the last six months. 63% above the online avg.

16% have purchased computer games in the last six months. 1.6 times above the online avg.

They are 1.9 more likely to provide frequent advice on video games

18% have purchased a new gaming console in the last 12 months. 1.6 times above the online avg.

CONSUMER GOODS

23% purchase home electronics, last 6 months. 34% above the online avg.

20% provide frequent advice on electronics. 1.9 times above the online avg.

21% provide frequent advice on computers. 1.9 times above the online avg.

91% own a cell phone

1.9 times more likely to listen to MP3s and streaming music on their cell phones

1.9 times more likely to watch streaming video on their cell phones

61% visited fast food restaurants, last 7 days. 7% above the online avg.

62% visited a casual dining restaurant, last 30 days.

32% are grocery purchase influencers. 16 % above the online avg.

