



**XBOX**  
THE OFFICIAL MAGAZINE

**THE GAMES GROUP 2016 MEDIA KIT**

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# XBOX: THE OFFICIAL MAGAZINE



**Xbox: The Official Magazine** has been the essential companion for Xbox users and fans as the official source for everything Xbox.

The “official” title brings behind-the-scenes information from Microsoft that readers can’t find elsewhere.





# THE ESSENTIAL GUIDE TO XBOX ONE AND XBOX 360



28,917  
Print Circulation\*



890,168  
Total Readership

Source: Official Xbox Magazine Publisher Statement 1H 2015 and MRI  
\*Avg. monthly circulation



# SOCIAL AMPLIFICATION

We're extremely proud to have close to **4 Million** fans and followers, with **3.9MM** coming from Facebook alone. Through our social channels, we're able to amplify our editorial content and custom solutions to millions of active users daily.



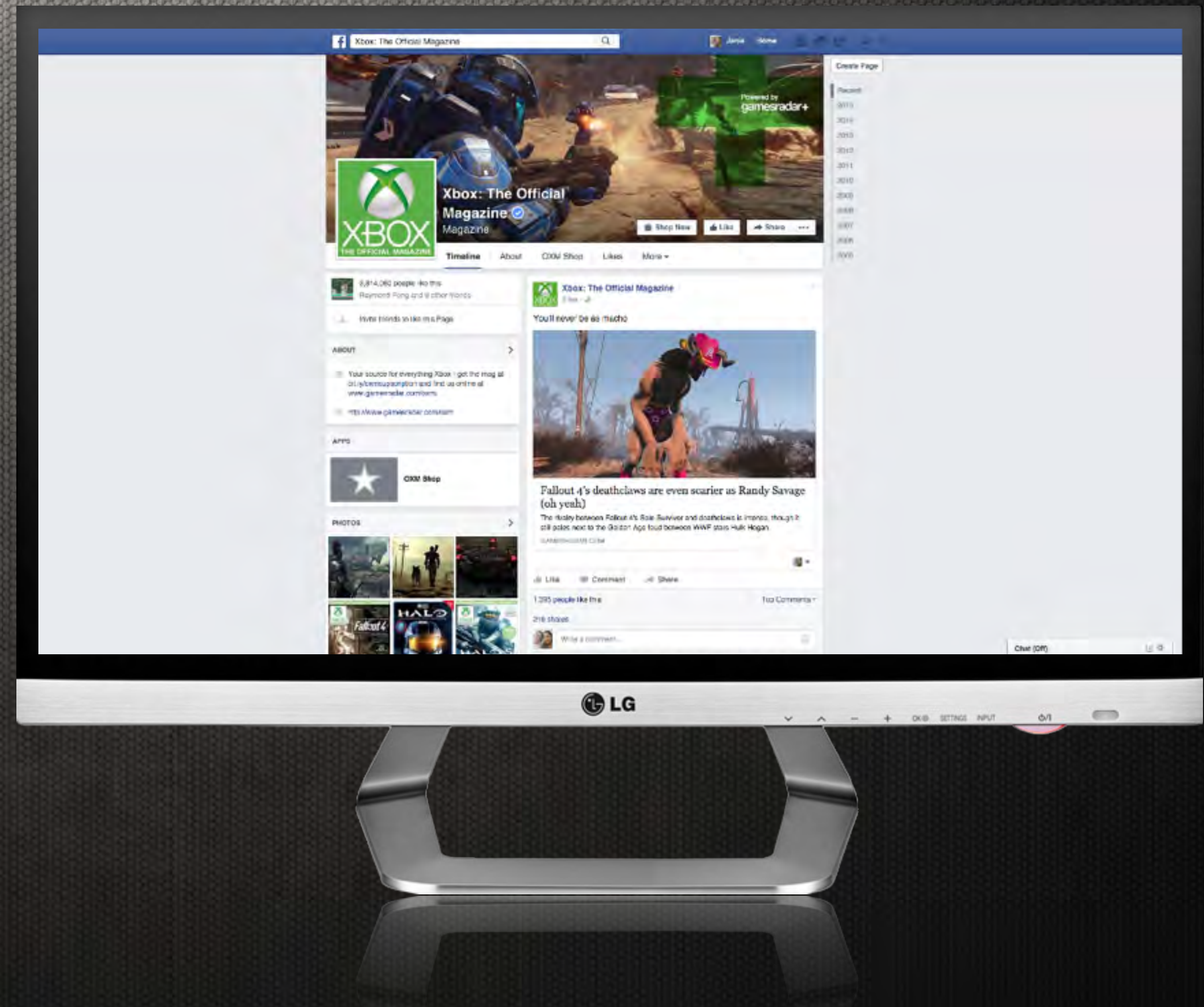
3,814,060



133,851



33,865





# DEMOGRAPHICS



Male

93%



Female

7%



**\$86.5K**

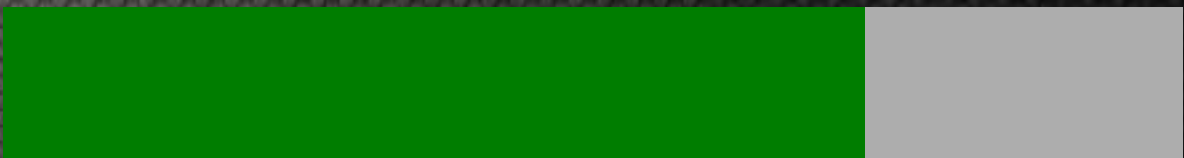
Household Income

89%



Have bought a game as a direct result of something read in Xbox: The Official Magazine

73%



Consider themselves dedicated / hardcore gamers

68%



Have pre-ordered a game as a direct result of something read in Xbox: The Official Magazine

63%



Have been a Xbox: The Official Magazine subscriber for 6 years or more

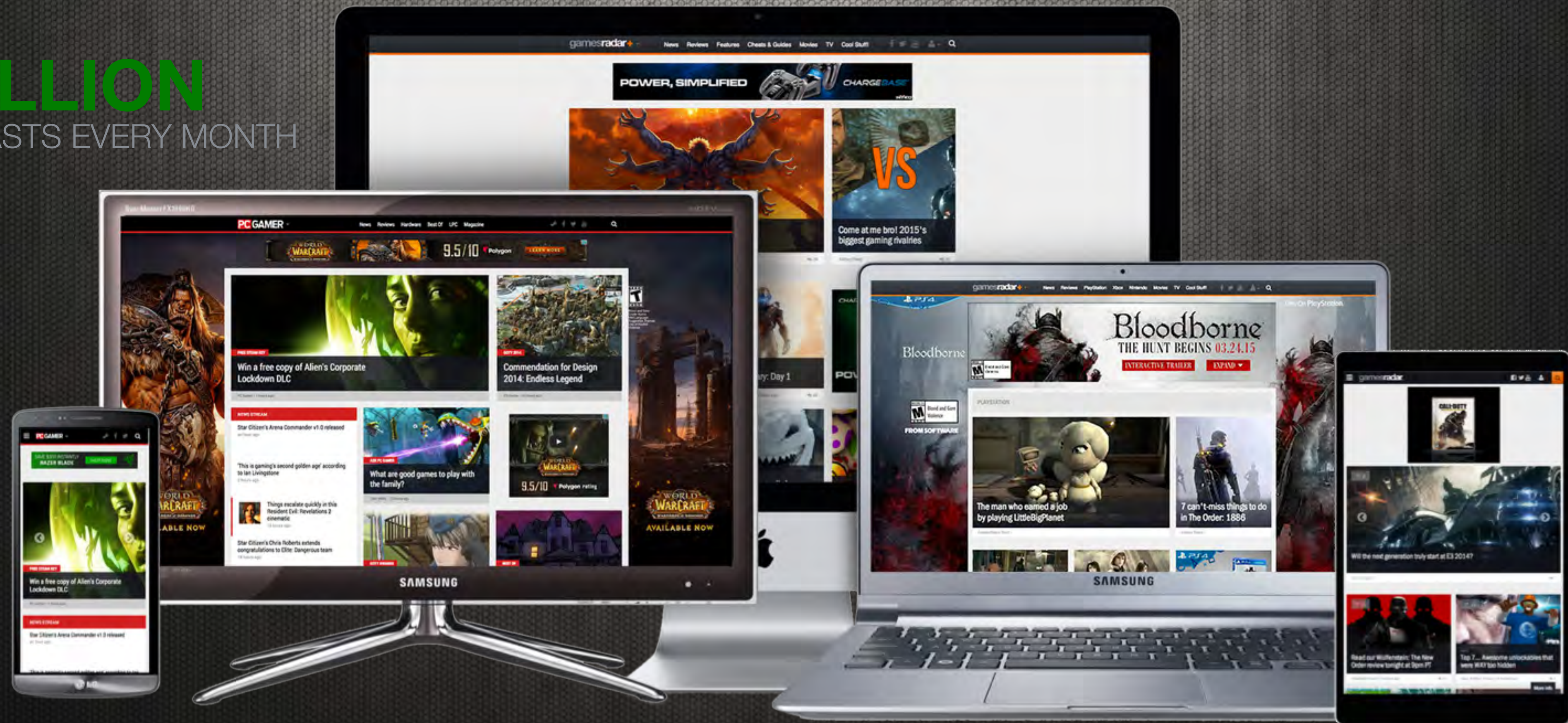


# GAMESRADAR+ NETWORK

REACH

9.2 MILLION

US ENTHUSIASTS EVERY MONTH



The **GamesRadar+** Network consists of Future's properties, including: **GamesRadar+** and **PC Gamer**, making us a global authority on all things games and entertainment.

Source: Google Analytics Premium Nov 2015



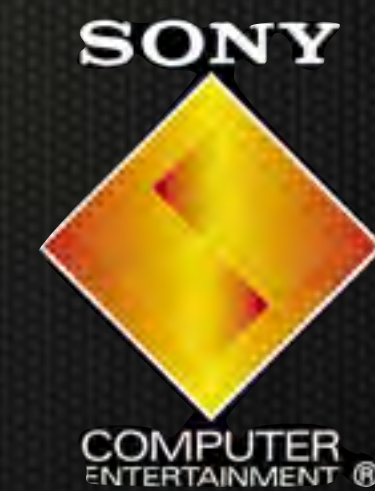
# 2016 PRINT SCHEDULE

2016 ISSUE	AD SPACE CLOSE	AD MATERIALS DUE	SHIP DATE	ON SALE
JANUARY	10/16/2015	10/23/2015	11/24/2015	12/8/2015
FEBRUARY	11/4/2015	11/11/2015	12/22/2015	1/5/2016
MARCH	12/3/2015	12/10/2015	1/19/2016	2/2/2016
APRIL	1/8/2016	1/15/2016	2/16/2016	3/1/2016
MAY	2/4/2016	2/11/2016	3/15/2016	3/29/2016
JUNE	3/4/2016	3/11/2016	4/12/2016	4/26/2016
JULY	4/4/2016	4/11/2016	5/10/2016	5/24/2016
AUGUST	5/2/2016	5/9/2016	6/7/2016	6/21/2016
SEPTEMBER	5/30/2016	6/6/2016	7/5/2016	7/19/2016
OCTOBER	6/28/2016	7/5/2016	8/2/2016	8/16/2016
NOVEMBER	7/22/2016	7/29/2016	8/30/2016	9/13/2016



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