

# thru-the-portal

the magazine for  
online & offline gamers

June 2010 – [www.thru-the-portal.com](http://www.thru-the-portal.com)

## Media Pack



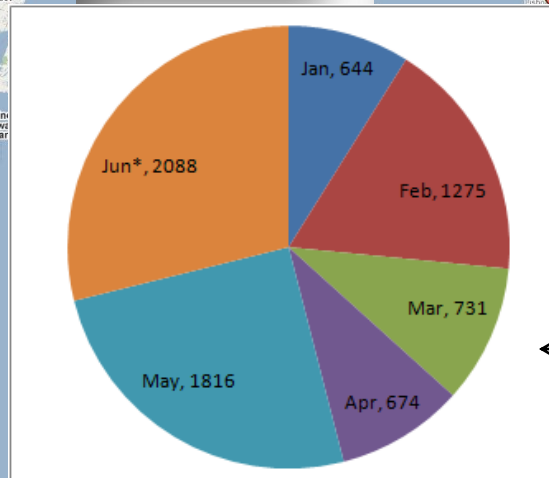
# Information, Readers & Downloads

- thru-the-portal is a 'free to download' quarterly magazine aimed at social gamers, for online and offline gamers
- thru-the-portal was launched in January 2010
- Content includes game related features, industry views, game and event reviews
- The website, [www.thru-the-portal.com](http://www.thru-the-portal.com), has had over 7,000 unique visitors in 5 months, from more than 105 countries
- The digital magazine has been downloaded more than 3,000 times
- We are on Twitter and Facebook
- We have contributors from the US, South America, Europe, Australia and New Zealand – providing an international view.

# Graphs and Maps



Where are we downloaded?



Unique Monthly Visitors

# Digital Magazines and YOU

## Benefits of Digital over Tradition Magazines

- Free to target audience!
- Direct route to interaction with target audience via dynamic links
- Environmentally friendly marketing media option
- Lower advertising per reader cost
- Incremental distribution channels, to friends, families, posting on blogs, etc...
- Customised links based on content selections
- Mushroom effect to support social growth for niche interests

The internet has changed the way we do business, communicate and socialise with each other. Whilst this can challenge existing business models, it opens up exciting new opportunities for suppliers to communicate with their clients.

thru-the-portal is digital magazine launched in January 2010 , free to readers to download and distribute to their friends and family. The content is created by people with a deep passion for board games, card games, role playing and supporting interests. These people are responsible for providing quality product reviews, industry insight and thought leadership.

We believe that this model is highly attractive to the consumers, content producers, publishers and retailers for the following reasons:

> **Consumers have a single source of interesting and industry relevant**

information, which is led by insightful content and supported by related advertising that is easily accessible directly from the publication;

> **Content Producers can share their experience and passion with a readership**

that values their opinions, expanding their own communities and loyalty;

> **Game Publishers can now get much closer to their existing clients, as well as**

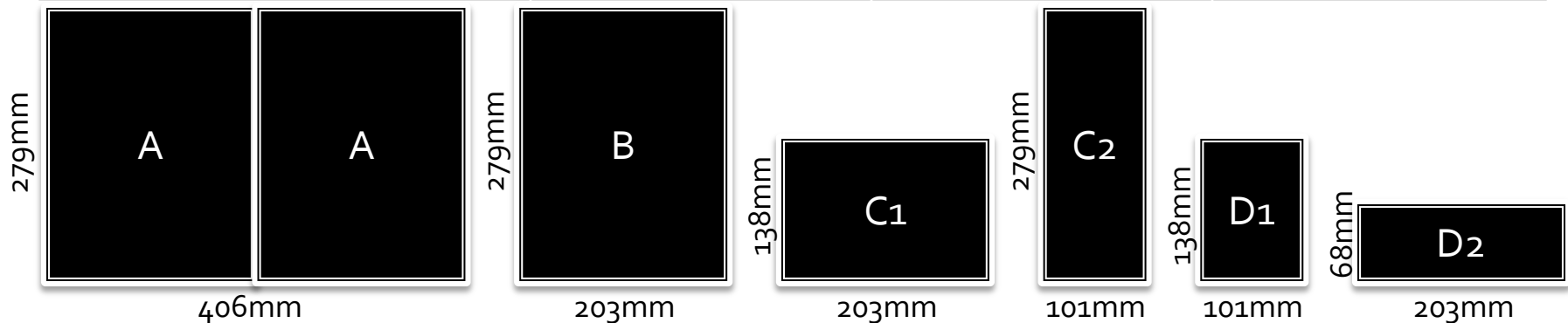
finding low cost access to a much wider pool of potential clients – either through the core target market or via the secondary distribution of the digital magazine to friends and family;

> **Retailers, in much the same way as the publishers, can have a direct**

relationship with a much broader interest group than their traditional sales groups.

# Digital Magazine Advertising

Size	Price 1 Issue	Price 2 Issues	Price 4 Issues
Double Page (A)	US\$ 850	US\$ 800/ issue	US\$ 750/ issue
Full Page (B)	US\$ 490	US\$ 450/ issue	US\$ 400/ issue
Half Page (C1, C2)	US\$ 250	US\$ 230/ issue	US\$ 205/ issue
Quarter Page (D1, D2)	US\$ 130	US\$ 120/ issue	US\$ 105/ issue
Back Cover (as B)	US\$ 800	US\$ 760/ issue	US\$ 730/ issue



**Format:** PNG, PhotoShop or Illustrator ready format, at 300DPI.

**Schedule:** Files must be provided no less than 3weeks before publication date.

**Content:** Each advert can include one web-link.

**Size:** Files must be under 200kb per full page size (and pro-rata for other sizes).

**Taxes:** UK VAT will apply for UK and European advertisements.

# Website Advertising

Format	Price 1 Month	Price 1 Quarter	Price 6 Months
Horizontal (A)	US\$ 68	US\$ 150	US\$ 250
Window (B)	US\$ 49	US\$ 110	US\$ 200



**Format:** PNG, JPEG or GIF.

**Limitations:** We will only run up to 10 adverts on the site at any time.

**Content:** Each advert can include one web-link.

**Size:** Files must be under 75kb in size.

**Taxes:** UK VAT will apply for UK and European advertisements.

# Contact Us



- We welcome the opportunity to discuss suitable sponsorship and will work with you to create a campaign that meets your business needs. This may relate to a product launch or link into your own social media projects.
- Contact us for more information at:  
[advertising@thru-the-portal.com](mailto:advertising@thru-the-portal.com)
- We can also assist you with your social media strategy –  
[scout@thru-the-portal.com](mailto:scout@thru-the-portal.com)