



TARGET THE STRATEGY GAMER

OUR READERS ARE SERIOUS GAMEPLAYERS!

The game-oriented edit in *Armchair General* attracts the *real* video game fanatics. They love the strategic planning, tactical and role-playing games they find in our pages, making them your perfect target audience!

THEY PLAY THE GAMES

Armchair General readers who:
 Play PC games 77%

Time Spent Gaming:
 One hour per week 38%
 Two to five hours per week 38%
 Six to 10 hours per week 9%
 10+ hours per week 15%

MEDIAN HOURS PLAYED PER WEEK.....4.12

THEY OWN GAMING HARDWARE

Armchair General readers who:
 Own console systems 65%

Type:
 PS3 28%
 PS2 52%
 XBox 13%
 xBox 360 44%
 Nintendo Wii 54%



77% OF ARMCHAIR GENERAL READERS ARE GAMEPLAYERS, COMPARED TO A 42% NATIONAL AVERAGE!