

# WORLDWIDE VIDEO GAME COVERAGE



**CUBED3**

Summer 2012

Media Pack



[www.cubed3.com](http://www.cubed3.com)

# What is Cubed3?



Cubed3 is a bustling online resource with a strong global community and passion towards video games.

Launched in January 2003 and based in the UK, Cubed3 offers daily content updates, exclusive features, in-depth discussion and a wealth of social interaction.

Cubed3 attracts over 200,000 unique visitors per month.

Our core focus is towards covering, but not limited to, Nintendo Wii, 3DS and DS.

## Video games

are our

## Passion

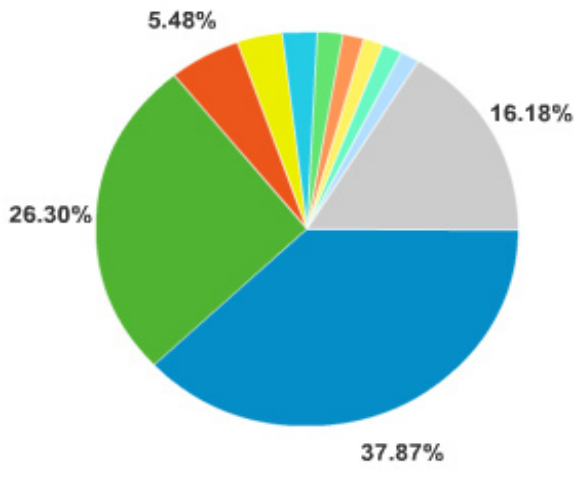
## OVERVIEW

- One of Europe's leading Nintendo news and community portals.
- Daily coverage of Nintendo Wii, DS and 3DS.
- Growing community of video game enthusiasts primarily aged 16 - 40.
- Over 15,000 registered members.
- Multiple placements plus discounts for extended campaigns.
- Over 60% new visitors from search engines, direct traffic and social networks.



# Our Audience

Our readership is entertainment savvy, influential amongst their friends and purchase-ready. Based in 188 countries/regions, including United Kingdom, Europe, USA and Australia, 93% of readers are of an English speaking background.



Over 90% of readers are in the 16-40 age bracket, with 70% in the 18-30 range.

Over 95% of our readers use high speed or mobile broadband. 60% of visitors visit the site once per day, with over 80% returning once per week.



## SITE STATISTICS

Unique Visitors	200,000
Page Views	450,000
Time on site	4.24 min
New Visitors	67%
Returning Visitors	41%
English Speaking Visitors	93%

## TRAFFIC SOURCES



Cubed3 offers consistent readership numbers throughout the year from a global, relevant audience. Our presence in the industry guarantees a large percentage of new viewers to campaigns.

The website has a strong search engine presence within Google, Google News, Facebook, Yahoo, Bing and Newsnow. The remainder of traffic access the site directly or through related websites.

All statistics are collated from Google Analytics between January 2010 and April 2011.



# Advertising Solutions

We have a range of preset spaces available, but can offer other flexible options to ensure maximum exposure for your campaigns. Discounts are available for consecutive weeks.

The screenshot shows the Cubed3 website homepage for 'LEGO Ninjago Masters of Spinjitzu'. The site has a green header and a blue navigation bar. The main content area is divided into several sections: a top navigation bar, a 'Leaderboard' section (labeled C), a 'Latest Headlines' section (labeled D), and a 'News Updates' section (labeled A and B). The 'News Updates' section features several articles with images and titles, such as 'A Very Expensive Dragon Quest Chest', '3DS Now Retailing for £160 in the UK', 'Shinobi Slicing on 3DS - Leaked Vid', 'Sonic Generations 3DS - New Details', and 'OoT 3D Japanese Launch Trailer'. The 'Latest Screens' section at the bottom right shows images from various games. The site is surrounded by green vertical bars on the left and right sides, which are labeled 'E' for 'Site takeover'.

## (A) Homepage Rectangle

<b>Dimensions</b>	300 x 300 px
<b>Pages</b>	Homepage
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£200 per week

## (B) Homepage Small Rectangle

<b>Dimensions</b>	300 x 250 px
<b>Pages</b>	Homepage
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£180 per week



# Advertising Solutions

## (C) Leaderboard for Content

<b>Dimensions</b>	728 x 90 px
<b>Pages</b>	News + Homepage
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£300 per week

## (D) Half Page Banner

<b>Dimensions</b>	300 x 600 px
<b>Pages</b>	Homepage
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£350 per week

## (A + C) Roadblock

<b>Dimensions</b>	728 x 90 px 300 x 300 px
<b>Pages</b>	Homepage Leaderboard on all news
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£400 per week

## (A + D) Extended Roadblock

<b>Dimensions</b>	728 x 90 px 300 x 600 px
<b>Pages</b>	Homepage Leaderboard on all news
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£500 per week

## (A + C + E) Medium Site Reskin Takeover

<b>Dimensions</b>	Background: 1920 x 1204 px Banner 1: 728 x 90px Banner 2: 300 x 300 px
<b>Pages</b>	All banners + background
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£600 per week

## (C + D + E) Full Site Reskin / Takeover

<b>Dimensions</b>	Background: 1920 x 1204 px Banner 1: 728 x 90px Banner 2: 300 x 600 px
<b>Pages</b>	All banners + background
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£700 per week



# Advertising Specs & Payment

Whether your campaign contains an interactive video or visually appetising banner, we have a strong passion for our clients' brands and social media. We work closely with publishers for a product and brand driven approach to maximise potential and keep campaigns relevant and interesting.

<b>File formats</b>	JPG, GIF, PNG, Flash, GIF, HTML, Basic Javascript
<b>Video</b>	Yes - embedded or Flash
<b>Audio</b>	Yes - activated on user click event
<b>Maximum file size</b>	Up to 120kb per unit - though flexible.

Our in-house design team can also provide a full service including animated and video-based content based on your specification.

## SUMMER DISCOUNTS

For campaigns that require a longer duration, we offer a competitive discount scheme for consecutive weeks.

<b>2 Weeks</b>	10% off second week
<b>3 Weeks</b>	Third week Half Price
<b>4 Weeks</b>	Fourth week £50 (All placements)

Bookings must be confirmed before discounts can be applied.  
Advertising assets may be changed each week subject to prior approval.

## PAYMENT TERMS

All prices outlined in this media pack are after discount and including all charges. We accept cheque or BACS (preferred), within 28 days of booking.

<b>Account Holder</b>	CUBED3 LIMITED
<b>Sort Code</b>	20-37-16
<b>Account Number</b>	73840360



# Contact us

Thank you for reading our media pack.

We hope to work with you on future product campaigns, providing a customised and flexible solution for maximum exposure and social potential.

Our audience lives and breathes video games, technology and digital entertainment.

**To discuss advertising please contact us at the following address:**

Jorge Ba-oh  
Editor / Founder

[jb@cubed3.com](mailto:jb@cubed3.com)

Cubed3 Limited  
14A Bonnersfield Lane  
Harrow  
HA1 2JR



**[www.cubed3.com](http://www.cubed3.com)**

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