

# CUBED3

## WORLDWIDE

## NINTENDO

## COVERAGE



*Autumn/Winter 2012*  
Media Pack

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

# DEDICATED *COVERAGE*



Cubed3 is a leading online information resource with a core focus towards **video games and the latest consumer technology**.

Launched in **January 2003**, the website has had a consistent stream of daily updates spanning **three generations of Nintendo hardware**.

Cubed3 attracts **over 250,000 unique visitors per month**.

The website's core focus is tailored towards, but not limited to, Nintendo Wii U and Nintendo 3DS.

## **WEBSITE OVERVIEW**

- Europe's leading dedicated Nintendo news portal.
- Daily worldwide coverage, news and analysis.
- Multiple advertising placements and **bespoke campaigns**.
- **Integrated price comparison engine** for Nintendo Wii U, 3DS, Wii and DS products.
- **Over 60% new visitors from organic** search engine traffic.

Wii U 3DS DS Wii Retro Messages (22) Notifications Drafts (17) Status (17) Logout

CUBED<sup>3</sup>

HOME GAMES REVIEWS PREVIEWS FEATURES FORUM BLOGS PODCAST ONLINE QUIZZES SHOP

Help make the Inter Google GfK NURAGO

Latest Nintendo Wii U, 3DS News & Features

Exclusive Interview: Is Secret Files Coming to Nintendo Systems?

ALL UPDATES BLOGS POLLS FEED ARCHIVE SEND A TIP

More US Wii U Ads: Nintendo Land and SING  
Today at 01:04: Nintendo have released two more adverts for Wii U, including Nintendo Land and SING Party in time for the North America launch.

UK Getting Wii U Arcade Stick, Without Tekken  
Today at 00:49: Last week peripheral maker Hori confirmed that the Japan market will get a Wii U arcade stick - a similar version is heading to the UK.

Interbang Ponders Super Comboman for Wii U  
Today at 00:33: Interbang Entertainment is pondering bringing their Kickstarter indie project, Super Comboman, to the Wii U.

TESCO direct

SITE FEED

ALL UPDATES STATUS UPDATES

jb posted article: Two More US Wii U Adverts: Nintendo Land and SING Today at 01:04

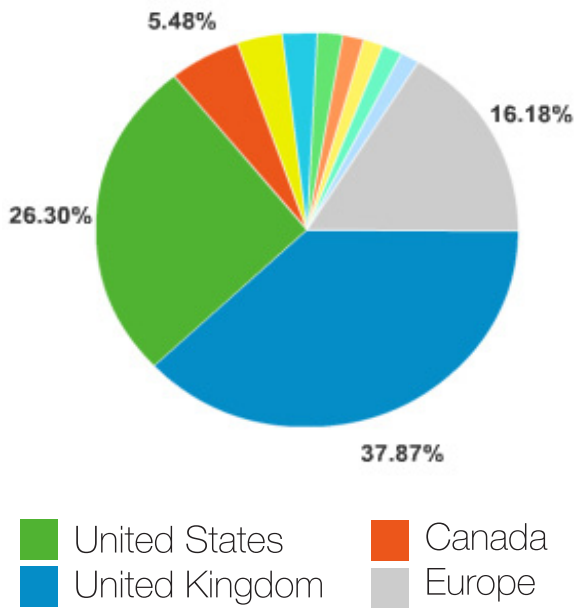
JayUK commented on: Feature | Nintendo Land - Wii U's Answer to Wii Sports? Today at 01:02

jb posted article: UK Getting Wii U Arcade Stick, Without Tekken Branding Today at 00:49

jb posted article: Interbang Thinking of Bringing Super Comboman to Wii U Today at 00:33



# PURCHASE READY *READERSHIP*



- Our readership is based in over 188 countries, including the UK, Europe and the United States.
- **93% of visitors are English speaking.**
- Over **90% of visitors are in the 13-30 age bracket**, 70% of these between 18-25.
- Over 75% of visitors are male, aged 16-25.
- Over **95% of visitors use high speed broadband or mobile.**
- **50% of new traffic visit the price comparison/shop pages to look for the latest promotions.**
- 60% of returning visitors check the website at least **once per day**.
- Strong organic presence, with referrals from Google, Facebook, Yahoo and News Now.

## *MONTHLY STATS*

Unique Visitors	250,000
Page Views	550,000
Time on site	4.38
New Visitors	69%
Returning Visitors	41%
English Speaking	93%

**VIDEO GAMES  
ARE OUR  
PASSION  
AND FOCUS**



# ADVERTISING SOLUTIONS

Cubed3 has a range of advertising solutions available to publishers and also have the functionality to create and maintain custom, bespoke campaigns. Seasonal and multi-week discounts are also available.

**C** *Leaderboard*

**E** *Takeover Background*

**A** *Rectangle*

**B** *Small Rectangle*

**D** *Half Page*

**E** *Takeover Background*

## A. RECTANGLE

<b>Dimensions</b>	300 x 300 px
<b>Pages</b>	All
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£220 / week

## B. SMALL RECTANGLE

<b>Dimensions</b>	300 x 250 px
<b>Pages</b>	All
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£200 / week



# ADVERTISING *SOLUTIONS*

## *C. LEADERBOARD*

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

## *D. HALF PAGE BANNER*

<b>Dimensions</b>	300 x 600 px
<b>Pages</b>	All
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£360 / week

## *A + C. ROADBLOCK*

<b>Dimensions</b>	728 x 90 px 300 x 300 px
<b>Pages</b>	All
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£400 / week

## *A+D. ROADBLOCK XL*

<b>Dimensions</b>	728 x 90 px 300 x 600 px
<b>Pages</b>	All
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£500 / week

## *A,C,E. SITE TAKEOVER*

	Background: 1920 x 1024px
<b>Dimensions</b>	Banners: 728 x 90 px 300 x 300 px 300 x 600px (left/right)
<b>Pages</b>	All
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£620 / week

## *D,C,E. SITE TAKEOVER XL*

	Background: 1920 x 1024px
<b>Dimensions</b>	Banners: 728 x 90 px 300 x 600 px 300 x 600px (left/right)
<b>Pages</b>	All
<b>Fold</b>	Yes
<b>Formats</b>	Image, Flash
<b>Price</b>	£700 / week



# ADVERTISING *SPECIFICATION*

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Whether your campaign contains an interactive video or visually appetising banner, we have a **strong passion for our 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.

Our in-house design team can also provide a full service including animated and video.

<b>File Formats</b>	JPG, GIF, PNG, Flash, GIF, HTML, Basic Javascript
<b>Video</b>	Yes - audio disabled on load
<b>Audio</b>	Yes - audio disabled on load
<b>Maxium File Size</b>	Up to 120kb per unit recommended, subject to approval

## AUTUMN/WINTER *DISCOUNTS*

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For extended campaigns beyond one week we offer competitive discounts for consecutive weeks.

<b>2 weeks</b>	10% off both weeks
<b>3 weeks</b>	Third week half price
<b>4 weeks</b>	20% off total campaign

## PAYMENT TERMS

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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

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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:**

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