

electronic
GAMES
Magazine

GET CONTROL OF AN EXPLOSIVE MARKET

electronic GAMES

A RECREATION REVOLUTION

Electronic gaming has revolutionized America's recreation habits virtually overnight. In the mere decade since their invention, these high-tech contests of thrills and skills have captivated 25 million ardent fans. Consumers now spend significantly more on electronic gaming than they do on movies and records combined!

Today, more than 16 million American homes have a programmable videogame system hooked up to the family television set. That's 14 million game machines—and that number is still rising at a rapid rate.

The market for gaming software and accessories is also booming. Sales of videogame cartridges reached 60 million units in 1982, and there's another hefty volume increase on tap for 1983.

Sales of personal computers, used by many primarily for electronic gaming, are also soaring. More than one million home arcaders will buy a microcomputer in the next 12 months.

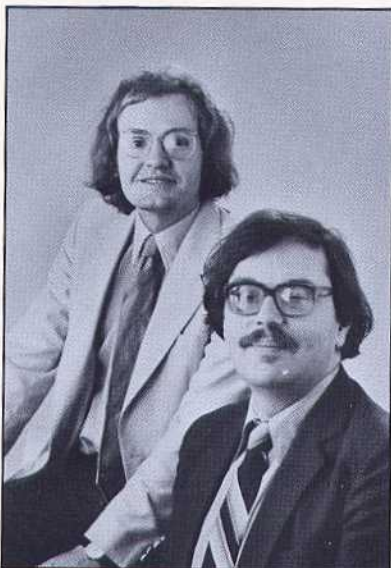
Electronic amusement centers have become social focal points for young and old alike over the last couple of years, and total revenue has jumped to well over \$5 billion annually. Arcaders pour more than 12 million quarters a day into the most popular coin-op machine. And each arcade hit like "Pac-Man" creates its own immense spin-off market that includes clothing, jewelry, records, films and more.

Stand-alone electronic games lost ground back in 1981, but rebounded to more than \$1 billion in sales in 1982. Technological breakthroughs resulting in better games have pushed the popularity of hand-held and tabletop games to an all-time high.

ELECTRONIC GAMES was the first magazine to recognize and promote the emerging hobby of electronic gaming. As the first-ever periodical exclusively devoted to the subject, it did much to launch the recreation revolution.

MEET THE GURUS OF GAMING

Bill Kunkel
Executive Editor



Arnie Katz
Co-publisher & Editor

Who could possibly have a better handle on what electronic gamers want than the pair who practically invented the idea of writing about this space-age hobby five years ago? Through their books, monthly "Arcade Alley" column in VIDEO magazine, newspaper and magazine articles and appearances on television and radio, Katz and Kunkel have become the leading consumer spokesmen for the entire hobby of electronic gaming.

Joyce Worley—Senior Editor

The foremost female writing about electronic gaming today, Joyce Worley's cogent comments on every facet of America's fastest-growing pastime have won her credibility with a hard-to-impress audience.


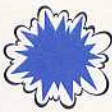

Henry Cohen—Technical Director






He's the man who knows what makes electronic games tick—and he can explain it entertainingly in layman's terms. Cohen's "Test Lab" analyses of new hardware are unsurpassed.

THE PLAY'S THE THING

EG believes in its subject; that's why it's 100% electronic gaming from cover to cover. This glossy colorful monthly is the bible for over one million enthusiastic hobbyists who agree that "the play's the thing!"

Regular features include:

-  **"ELECTRONIC GAMES Hotline."**—Fast-breaking news from the gaming world and the latest word on new games of every description.
-  **"Programmable Parade."** Katz and Kunkel guide readers through the jungle of new videogame cartridges.
-  **"Computer Gaming."** Reviews of the latest game software for the popular micro-computers.

-  **"Players Guide."** EG's magazine-within-a-magazine targets one major topic each month, from maze games to electronic adventures.
-  **"Stand-Alone Scene."** Joyce Worley reviews everything from palm-size sports simulations to the state-of-the-art mini-arcades.
-  **"Q&A."** The irrepressible Game Doctor answers readers' gaming questions with a dash of humor as part of his prescription.
-  **"Pinball Palace."** World-renowned flipper fan Roger C. Sharpe evaluates the latest coin-op pinballs.
-  **"Strategy Session."** Playing is fun, but playing well is even more enjoyable. That's why this column of winning strategies is a monthly "must" for EG readers.



THE FACT IS...

The EG reader profile is impressive. A growing body of demographic data indicates that electronic gaming fans are a surprisingly literate, free-spending bunch representing a cross section of geographic, educational and age categories.

Recent readership study results reflect an upscale market that's still hungry for more:

- 7 out of 10 readers come from households earning 20M annually.
- 25% belong to families with annual income in excess of 40M.
- 12% own a second home video game unit.
- 27% own one of the popular microcomputers.
- 31% of EG readers are over 26 years of age, and the figure is growing with the expanded market.
- 96% of our readership is male; however, recent trends suggest that electronic gaming is fast becoming a favorite with women of all ages as well.

Players Guide to Video Maze Games

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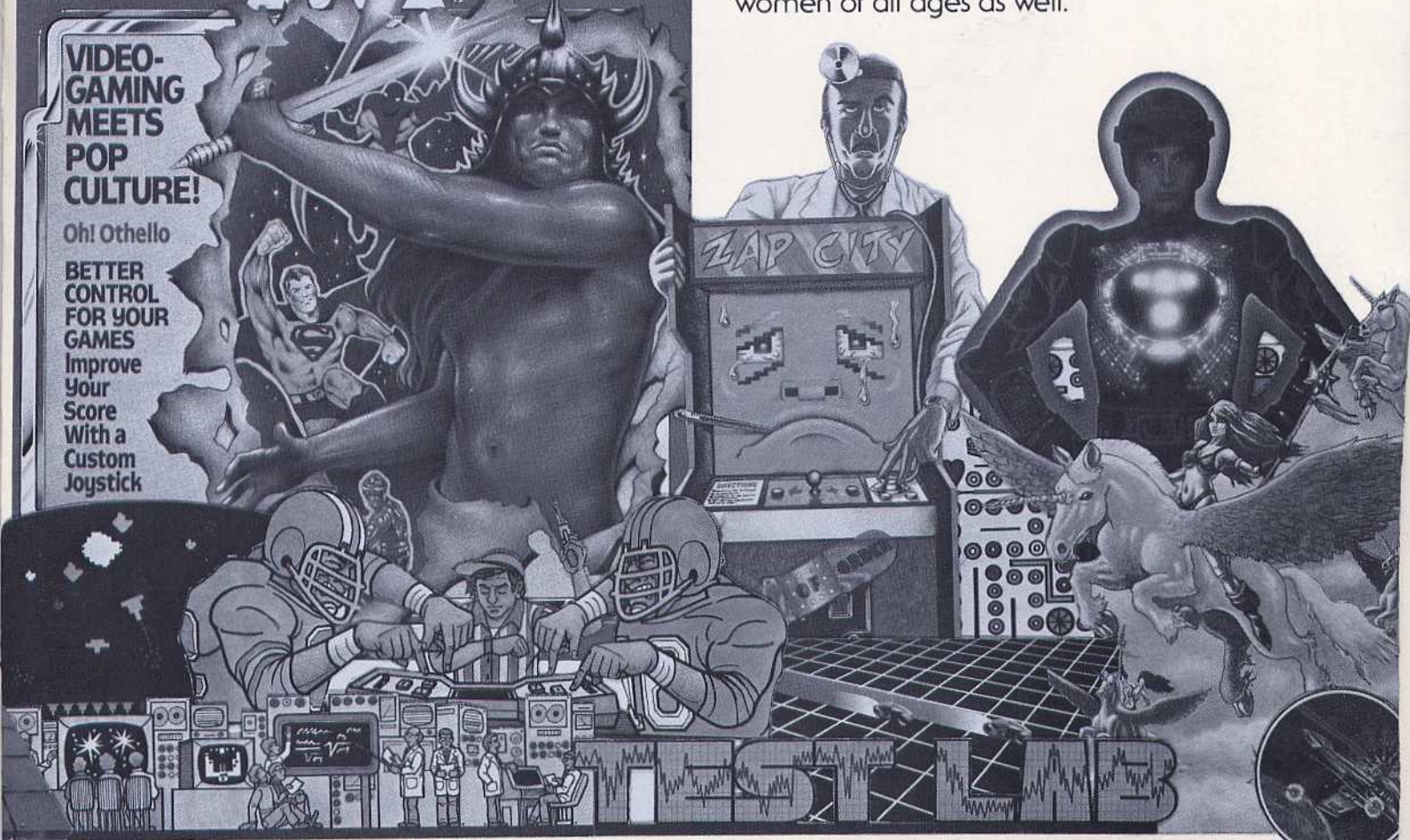
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VIDEO-GAMING MEETS POP CULTURE!

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BETTER CONTROL FOR YOUR GAMES
Improve Your Score With a Custom Joystick



PEOPLE FIGURE HIGHLY IN electronic GAMES

SEX

Male	96.0%
Female	4.0%

INCOME

Under \$12K	10.0%
\$12K-\$19K	15.0%
\$20K-\$39K	47.0%
Over \$40K	23.0%
No answer	5.0%

EQUIPMENT

Atari VCS	66.0%
Odyssey (2)	11.0%
Intellivision	31.0%
Astro Arcade (Bally)	2.0%
Other videogame	3.0%
Chess Computer	6.0%
Atari 400/800	12.0%
Apple II	3.0%
TRS-80 Color	4.0%
VIC-20	2.0%
Other microcomputer	6.0%

OWN

SPENDS ON HOBBY PER WEEK

Less than \$2	13.0%
\$2-\$5	37.0%
\$6-\$10	22.0%
Over \$10	28.0%

AGE

Under 16	34.0%
16-25	32.0%
26-40	31.0%
Over 40	3.0%

EDUCATION

High school student	24.5%
High school graduate	24.5%
College student	12.0%
College graduate	22.0%
Graduate student	2.5%
Associate degree	0.5%
Advanced degree	6.0%
Less than high school	8.0%

PLAN TO PURCHASE COMPUTER EQUIPMENT IN THE NEXT 12 MONTHS

Atari 400/800	27.0%
Apple II	8.0%
TRS-80 Color	3.0%
VIC-20	2.0%
Other microcomputer	11.0%

HOURS PER WEEK SPENT PLAYING VARIOUS ELECTRONIC GAMES

Less than 2 hours	6.0%
2-5 hours	31.0%
6-10 hours	39.0%
More than 10 hours	24.0%



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THE PLAY'S THE THING

New York Office:

Ann Martino, Advertising Manager
235 Park Avenue South
New York, N.Y. 10003
(212) 777-0800

Los Angeles Office:

Jim Bender, National Advertising Director
6215 Rustling Oaks Drive
Agoura, California 91301
(213) 873-3416

Chicago Office:

Milton Gerber, Midwest Representative
2607 North Prindle
Arlington Heights, Illinois 60004
(312) 398-3032