



About: GameAxis Online (www.gameaxis.com)

With GameAxis Online (www.gameaxis.com), the reach to the gaming community expands globally altogether ushering in 200,000 unique visitors on a monthly frequency. GameAxis Online delivers the freshest news on the gaming scene along with a wide selection of gaming forums for gamers and the industry to actively interact with one another. Content is currently divided into 6 sections built to satisfy the appetites and attitudes of the info-hungry gamer.

GameAxis Network

An amalgamation of all GameAxis related portals; this section branches out to dedicated console communities with XboxAxis (www.xboxaxis.com) and N-Gage Axis (ngage.gameaxis.com/home/) portals.

GameAxis Portal

The GameAxis portal features the latest news, previews, reviews, release dates, events and interviews of all gaming platforms – PC, console and mobile.

XboxAxis Portal

The XboxAxis portal features the latest Xbox news, Xbox game releases, Xbox previews, Xbox reviews, Xbox feature stories and how-to guides. With the launch of Xbox Live, more exciting stories are in store in this dedicated Xbox content channel to excite all gamers. X-Squads are clans supported by XboxAxis to enhance the growth of the Xbox community.

N-Gage Axis Portal

The N-Gage Axis portal features the latest N-Gage news, N-Gage game releases, N-Gage previews, N-Gage reviews, N-Gage feature stories and how-to guides. Updates of N-Gage clans are in place for these communities to grow and engage one another in friendly battles.

Daily Dosages (News, previews, reviews, games release dates)

The latest release dates, announcements, news and reviews for the gamer seeking for his daily fix of gaming content.

Feature Stories (Events, interviews, launches)

Regular feature stories comprising of exclusive interviews with personalities from the gaming industry, local and international gaming events coverage, highly anticipated game launches and more.

Games by platform

This section divides all gaming previews and reviews by gaming platforms (such as PC, Xbox, PS2, GameCube, Mobile phone, N-Gage) that are available in the market.

Games by genre

For the discerning gamers, the previews and reviews are divided into their genre of choice, from FPS (First-Person Shooter) to Strategy to Sports and everything in between.

Gaming Forums

GameAxis Online provide 14 selection of gaming forums, each focusing on one subject of discussion and interaction. Always interactive, this is the place to discuss and discover the insights of the gaming scene.

Newsletters

GameAxis Axis updates are delivered fresh to our gaming community in a weekly and/or monthly newsletter. XboxAxis and N-Gage Axis updates are also sent in a dedicated newsletter each on a monthly basis.



Viewership Information For GameAxis Online

Monthly Pageviews	4,161,900
Monthly Unique Visitors	200,000
Traffic Breakdown	Singapore (33.28%) Vietnam (2%) Malaysia (8.86%) China & Taiwan (1.87%) Thailand (8.15%) Hong Kong (4.43%) Philippines (3.29%) Europe (4.57%) Indonesia (4.43%) U.S.A (4%) Australia & New Zealand (12.86%) Others (11.26%)

Readership Demographics For GameAxis Online

Gender	Female (15%) Male (85%)
Age Group	< 18 (20%) 18 - 25 (35%) 26 - 32 (30%) > 32 (15%)
Income Level (Monthly)	S\$2,500 and below (30%) S\$2,500 – S\$5,000 (45%) Above S\$5,000 (15%) No income (10%)
Level of Gaming Interest (Not mutually exclusive)	Hardcore Gamers (30%) Leisure Gamers (52%) Occasional gamers (15%) Gaming Industry (5%)
Time Spent On GameAxis Gaming Sites Per Week	Less than 2 hours (10%) 2 – 5 hours (25%) 6 – 10 hours (30%) 11 hours or more (35%)
Type of Gamers (Not mutually exclusive)	PC Gamers (90%) Console Gamers (55%)
Ownership of consoles among the console gamers	Own only 1 console (74%) Owns at least 2 consoles (26%)
Types of Consoles Owned (Not mutually exclusive)	Nintendo GameCube (5%) PS1 (34%) PS2 (28%) Xbox (21%) Others (61%)
Type of Games Played (Not mutually exclusive)	Real Time Strategy (Age of Mythology) (80%) Role Playing (e.g. Final Fantasy series) (63%) First-Person Shooters (e.g. Half-Life) (56%) Sports (e.g. FIFA Soccer series) (51%) Adventure (e.g. Metal Gear Solid series) (37%) Fighting (e.g. Dead or Alive series) (31%) Turn-Based Strategy (e.g. Civilization III) (31%) Simulations (e.g. Combat Flight sims) (28%) MMORPG (e.g. Asheron's Call 2) (22%) Puzzle (e.g. Puzzle Bubble) (22%) Platform (e.g. Blinx, Mario Bros series) (21%) Others (19%)



Advertising Rates For GameAxis Online

Banners	Ad Unit	Size	Rate (CPM) SGD
Gateway Landings			
Homepage	Leaderboard	728x90	40
News Mainpage	Skyscraper	160x600	40
Previews Mainpage	Boombbox	300x250	40
Reviews Mainpage	Square banner	120x120	20
Forums Mainpage	Rich Media	*	60
Run of Content Pages			
News	Leaderboard	728x90	20
Previews	Skyscraper	160x600	20
Reviews	Square banner	120x120	10
Forums	Rich Media	*	30
Run of site			
	Leaderboard	728x90	10
	Skyscraper	160x600	10

Forum Channel Sponsorship

Sponsorship Entitlements	Rate (SGD)
a) Exposure to GameAxis Online gaming community b) Permanent branding banners at targeted forum channel c) Sponsorship acknowledgement "Brought To You By SPONSOR" d) 3 x high visibility sticky threads in the sponsored forum to create hype e) 1 x dedicated email blast to drive traffic to the sponsored forum f) Giveaways to participants of the sponsored forum to increase activity	5000/mth per channel

Other Media Options

Items	Rate (SGD)
Survey	Contact us for more information.
Contests	
Featured Game/Download	
Other creative ideas (we have plenty!)	



Contact Information

Please feel free to contact us for any sales & editorial information.

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