

**The New Magazine...
For the New Industry...
For the Total Game Enthusiast**

It's About Time Someone Did It Right

DIEHARD
GAMEFAN
MAGAZINE

MEDIA KIT

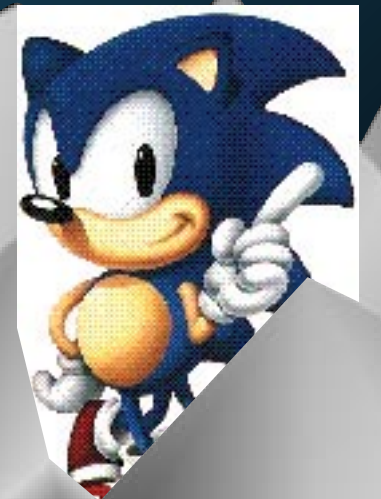




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WHY SHOULD YOUR COMPANY ADVERTISE IN GAME FAN?

Die Hard Game Fan is the all new magazine for an all new industry. New technology (16 bit, CD Rom) has created a whole new audience in the game market. It isn't just for kids any more. We at Die Hard entered this market on the brink of the 16 bit system and have watched (and hopefully helped) it evolve beyond just a hobby and into a passion for thousands of Die Hard gamers. Your new customers are more demanding. They want accurate reviews, more technical information, better release date information, and in-depth coverage. Basically, a magazine that is honest, unbiased and of course more graphically appealing. A magazine by gamers for gamers, and we're going to give it to them, and then some! You are about to see what real enthusiast game players can do with a magazine and your quality products. Here are just some of the ways we're doing it better: Reviews are one of the most important aspects of a game magazine. Decisions are crucial as this is where many gamers make their buying choices. They also provide insight for makers (if done properly). Each review will be done by a game player that specializes in that genre of games. We have action, shooting, sports, driving, and RPG specialists. Every game will be played extensively before review to assure that the player as well as the maker get a fair review. There will be two ways to read a review. Full page, featuring an in-depth look and our "At-a-Glance" feature.

WE UNDERSTAND YOU

It's time to educate the consumer. It's not so much delays that anger so many game players, but not knowing why a game is delayed. We realize the time and money that goes into developing a new title, you don't want to release it until it's perfect. The last few months can be the difference between a good game and a great game. Our schedule will keep readers up to date on what's coming and when ... accurately. If a game is delayed or tentative, we will report accordingly, so rather than anger, anticipation builds.

THE IMPORT ISSUE

Somehow, people have got the impression that there is a huge import game market in the U.S. At one time (back in '89) there was an incredible dry spell, a lack of U.S. software and an abundance of Mega Drive software was available. (That system had been out a full year.) For that reason, new 16 bit players clogged the phone lines looking for anything new they could get their hands on. They didn't necessarily like it. It was more money and you had to go without instruction. Since then the U.S. market has picked up substantially. There is an abundance of available games, and many more scheduled for release constantly, for that reason import game sales have dropped off dramatically. Not only do people prefer the U.S. version of a game, but most retailers would rather sell the U.S. version. Import buying is a major pain and usually ends up more trouble than it's worth. There are, however, certain people that will always buy the import version, be they Japanese Americans or just extreme enthusiasts, there are a few out there. (We usually sell 12-24 of an import title at Die Hard for that reason.)

EDITORIAL POLICY - A WORD ON INTERNATIONAL TITLES

Only games exclusive to Japan will be featured in the column. This way games that may not ever be seen can be scrutinized by the U.S. gamer, and with enough response, the game could be picked up thus profiting the U.S. market. Import games slated for U.S. release will be featured as Coming Soon and no import date will be given.



ADVERTISING POLICY

Advertising is restricted to 4 color process with a full page minimum (unless otherwise requested). Mail order companies are welcome if they are reputable and have proper credentials. Die Hard Gamers Club will limit it's advertising to the standard ad space. Die Hard Game Fan is produced by our magazine staff and is a separate company. There is no bias towards Die Hard Gamers Club. Die Hard Game Fan will pride itself on being the Gamers' magazine, providing them with the information they need to enjoy this incredible hobby to its fullest. Everyone involved, everyone, is a top player. We are fully dedicated to the preservation of our industry and to make sure the consumer is provided with the highest quality game magazine, assuring he will remain interested in gaming for many years to come!

ADVERTISING RATES

1 Page	\$1500.00
2 Page	\$2700.00

Each additional page \$1200.00

For special layouts or multi-page ads, call Tim or George at (818) 774-9213.

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