Casual Game Revolution aims to reach the most targeted audience of casual board game enthusiasts anywhere. We are passionate about casual games — quick, fun, accessible games that offer interesting choices and light strategy. We publish Casual Game Insider, a quarterly print and digital magazine, and run a popular board gaming website.

Casual Game Insider (CGI)

CasualGameRevolution.com

Our Distributors

- Shipped to 2,500 game stores
- Distributed at major game cons
- Sent to thousands of subscribers
- Sold at hundreds of book stores

Barnes & Noble
Barnes & Noble Books & More
BAM!

ACD distribution
GTS Distribution
PDH

Media Kit
Revision 3.3 – June 2022

Reach thousands of casual gamers and board game stores through our targeted print and online marketing services!

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Contact Us

sales@CasualGameRevolution.com
(520) 344-0095

Game Reviews

To submit your casual games for review consideration, see our game review policy.

"I have to say that you are true professionals at what you do; we're very impressed."
— Analog Game Studios

"We just received the printed copies of the Fall issue and it looks GREAT."
— Asmodee USA

"Casual Game Insider showcases the games our customers are interested in using a super-accessible format that's both welcoming and engaging."
— Bezier Games

"CGR is one of the few gaming press specialists that focus on lighter games. And it is refreshing!"
— Le Scorpion Masqué

Hundreds of magazine stands for consumer sales
Thousands of copies distributed at conventions
Hundreds of game stores receive a promotional copy

Digital editions for individuals & libraries
Reach thousands of casual gamers and board game stores through our targeted print and online marketing services!
Cover Ads (Print)

Front Cover and Cover Story

Back Cover, Inside Front/Back Cover

"The best mag in the field."
— Boardgames & Bourbon

"I absolutely love the level of quality you produce, the paper quality and production quality are just flat out better than most publications in tabletop." — Ultra PRO

Interior Ads (Print)

2-Page Spread

Full Page

Half Page

"I really like your style and content of the articles." — Czech Games Edition

Sponsor Listing (Print & Online)

Online Ads

"Being covered in CGR brought a lot of attention to Epic Roll, and having your recommendation will mean a great deal as we enter the holiday season."
— Summon Entertainment

Past Sponsors
### Rate Card: Print Ads

**Details**
- Contact us for ad availability and file delivery instructions.
- CGI ads should be directed to the end consumer, with limited promotional or contact information for retail stores permitted.
- We accept the following file formats (CMYK color mode recommended): PDF, JPG, TIF, PNG.
- Ads must be flattened to ensure proper printing.

Discounts are available for ad bundles or for small publishers (5 or fewer games). Please contact us for a quote.

<table>
<thead>
<tr>
<th>Ad Description</th>
<th>Price</th>
<th>Trim Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover Ad &amp; Cover Story</td>
<td>$3,000</td>
<td>8.5” x 11”, 11” x 17”, 500 Words</td>
</tr>
<tr>
<td>Back Cover Ad</td>
<td>$1,400</td>
<td>8.5” x 11”</td>
</tr>
<tr>
<td>Inside Cover Ad (Front or Back)</td>
<td>$700</td>
<td>8.5” x 11”</td>
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<tr>
<td>2-Page Spread</td>
<td>$1,000</td>
<td>11” x 17”</td>
</tr>
<tr>
<td>Full Page Ad</td>
<td>$600</td>
<td>8.5” x 11”</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>$400</td>
<td>8.5” x 5.5” (h) or 4” x 11” (v)</td>
</tr>
<tr>
<td>1-Year Sponsor Listing (Print and Online)</td>
<td>$400</td>
<td>Company Logo, 30 Word Bio</td>
</tr>
</tbody>
</table>

### Issue Material/Payment Due Release

<table>
<thead>
<tr>
<th>Issue</th>
<th>Material/Payment Due</th>
<th>Release</th>
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</thead>
<tbody>
<tr>
<td>Winter (January – March)</td>
<td>1st Business Day in November</td>
<td>January</td>
</tr>
<tr>
<td>Spring (April – June)</td>
<td>1st Business Day in February</td>
<td>April</td>
</tr>
<tr>
<td>Summer (July – September)</td>
<td>1st Business Day in April</td>
<td>June/July</td>
</tr>
<tr>
<td>Fall (October – December)</td>
<td>1st Business Day in August</td>
<td>October</td>
</tr>
</tbody>
</table>

### Rate Card: Online Ads

**Details**
- For up-to-date website traffic statistics, please contact us.
- Pay-Per-Click (PPC) and Pay-Per-Impression (PPM) campaigns are also available upon request. Please contact us for details.
- We accept the following file formats (in RGB color mode): PNG, JPG, Gif.

<table>
<thead>
<tr>
<th>Ad Description</th>
<th>Price</th>
<th>Ad Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Giveaway Contest (1 Month)</td>
<td>$200</td>
<td>1280 x 720 pixels</td>
</tr>
<tr>
<td>Email Newsletter Ad</td>
<td>$100</td>
<td>640 x 360 pixels, 20 words</td>
</tr>
<tr>
<td>Kickstarter Preview w/ FREE Banner and Sidebar Ads</td>
<td>$200</td>
<td>(see sizes below)</td>
</tr>
<tr>
<td>Banner Ad (1 Month)</td>
<td>$75</td>
<td>970 x 90 pixels</td>
</tr>
<tr>
<td>Sidebar Ad (1 Month)</td>
<td>$50</td>
<td>235 x 235 pixels</td>
</tr>
<tr>
<td>1-Year Sponsor Listing (Online only)</td>
<td>$100</td>
<td>Logo: 100 x 75 pixels</td>
</tr>
<tr>
<td>Sponsored Article (Online, Published for 1 Year)</td>
<td>$100</td>
<td>Up to 1,000 words</td>
</tr>
</tbody>
</table>
Please sign this agreement and return to us by email or postal mail at the address listed below. We will then provide an invoice and further information within 1-2 business days. For ad availability, please contact us before signing.

Casual Game Revolution
18521 E Queen Creek Rd
Suite 105-321
Queen Creek, AZ 85142

sales@CasualGameRevolution.com
(520) 344-0095

Agreement

This contract is an agreement to place advertising in Casual Game Insider magazine. By signing this contract, the Advertiser hereby agrees to the following terms:

1. Advertiser agrees to supply to Casual Game Revolution (the Publisher) all elements of the advertising to be published, including properly formatted files, by the deadline indicated.

2. No cancellations are allowed after the deadlines indicated in the Casual Game Insider Media Kit. If materials are not delivered on time or a reservation is cancelled after the material deadline, the ad space will be forfeited and the advertiser will be billed.

3. Publisher reserves the right to place the word "ADVERTISEMENT" or "SPONSORED" on any material the Publisher believes to resemble or to be confusingly similar to the publication's editorial or article format.

4. Publisher accepts no responsibility for any errors in advertisements prepared or approved by the advertiser. Publisher will not proofread or edit materials submitted by Advertiser.

5. Publisher shall not be liable for any consequential damages of any kind if for some reason the advertisement is published incorrectly. Publisher cannot be held responsible for the quality of reproductions when specifications are not adhered to or when materials are not received by specified dates. Art/ad specifications pertain to any/all of the following: art/ad size, resolution of output or items submitted for output, color mode, line screen, etc.

Advertiser Signature: ____________________________
Full Name: ____________________________
Sales Rep: ____________________________

Date: __________________
Title: __________________