



Media Kit

Revision 3.5 – October 2023

**CASUAL GAME
REVOLUTION**

Reach thousands of casual gamers and board game stores through our targeted print and online media channels!



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)



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

Game Reviews

To submit your casual games for review consideration, see our [game review policy](#).

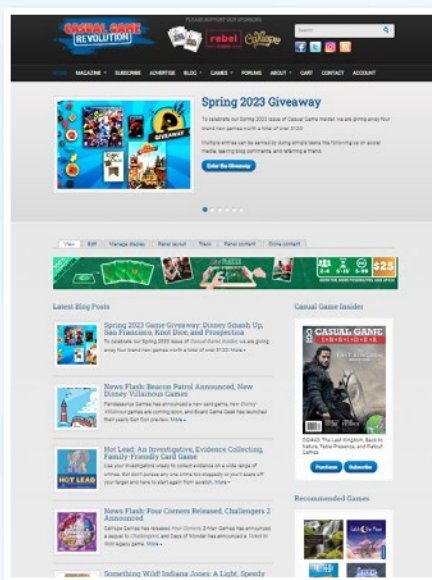
*"I have to say that you are **true professionals** at what you do; we're very impressed."*

— Analog Game Studios

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

— Bezier Games

CasualGameRevolution.com



- 20,000 unique monthly visitors
- 200,000 monthly page views
- 6,700 newsletter subscribers
- 11,000 social media followers
- Reviews, news, giveaways, etc.

Contact Us

sales@CasualGameRevolution.com
(520) 344-0095

*"We just received the printed copies of the Fall issue and it looks **GREAT**."*

— Asmodee USA

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

— Le Scorpion Masqué

Our Distributors

ACD
distribution

GTS
Distribution

PHE
Peachstate Hobby Distribution, LLC.

ORIGINS
GAME FAIR

GEN CON

BGG.COM

CHICAGO TOY & GAME FAIR

TANTRUM CON
St. Louis, MO

SaltC&N

Token Con

SFGE
San Francisco, CA

MACE

pressreader

Readly

MAGZTER
DIGITAL NEWSSTAND
TAP • READ • ENJOY

Flipster

BARNES & NOBLE
BOOKSELLERS

TNG BAM!
BOOKS-A-MILLION

a360media

Newborn Enterprises, inc.

2,500 game stores
receive a promotional copy

Thousands of copies
distributed at conventions

Published on many major
digital newsstands

Distributed and sold at
hundreds of book stores

Cover Ads (Print)

Front Cover and Cover Story



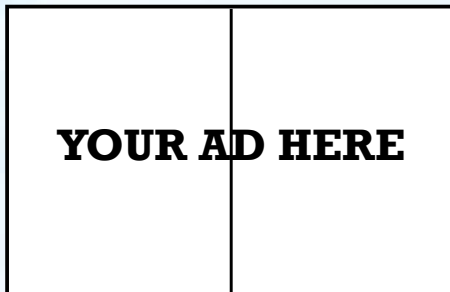
Back Cover, Inside Front/Back Cover (same format as Full Page Ad)

"Still the best gaming magazine I've ever read." — Gate Keeper Games

"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 Ad



Half Page Ad



"[CGI] is amazing. All those articles...and the graphical visual style. I just love it!" — Czech Games Edition

Sponsor Listing (Print & Online)

Online Ads

**YOUR
LOGO
HERE**

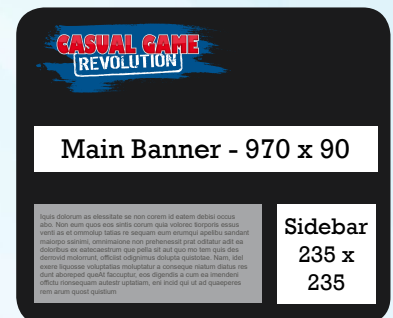
This is a sample company bio. Provide our readers with a brief description of your company, your games, your mission, when you were founded, and more.

[YourWebsite.com](#)



"Love the magazine! I rely on CGI as a tool to help educate my customers as well as me on what's new and playable for every age and skill. Thanks so much!"

— Kym Lindsey, Store Owner



Past Sponsors



Rate Card: Print Ads

Unlimited Limited

Ad Description	Price	Trim Size
Front Cover Ad & Cover Story	\$3,000	8.5" x 11", 11" x 17", 500 Words
Back Cover Ad	\$1,400	8.5" x 11"
Inside Cover Ad (Front or Back)	\$700	8.5" x 11"
2-Page Spread	\$1,000	11" x 17"
Full Page Ad	\$600	8.5" x 11"
Half Page Ad	\$400	8.5" x 5.5" (h) or 4" x 11" (v)
1-Year Sponsor Listing (Print and Online)	\$400	Company Logo, 30 Word Bio

Ad Deadlines

Issue	Material/Payment Due	Release
Winter (January – March)	1st Business Day in November	January
Spring (April – June)	1st Business Day in February	April
Summer (July – September)	1st Business Day in May	June/July
Fall (October – December)	1st Business Day in August	October

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.
- Ads must have a 1/8 (0.125) inch bleed on all sides, **no crop marks**.
- All images must be 300 DPI or higher.
- Ad rates are subject to change at any time. We reserve the right to refuse an ad for any reason.
- Please provide ad materials on or before the deadline or your ad space may be forfeited with no refund provided.

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

Rate Card: Online Ads

Ad Rates

Ad Description	Price	Ad Size
Giveaway Contest (1 Month)	\$200	1280 x 720 pixels
Email Newsletter Ad	\$100	640 x 360 pixels, 20 words
Kickstarter Preview w/ FREE Banner and Sidebar Ads	\$200	(see sizes below)
Banner Ad (1 Month)	\$75	970 x 90 pixels
Sidebar Ad (1 Month)	\$50	235 x 235 pixels
1-Year Sponsor Listing (Online only)	\$100	Logo: 100 x 75 pixels
Sponsored Article (Online, Published for 1 Year)	\$100	Up to 1,000 words

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
- Ad rates are subject to change at any time. We reserve the right to refuse an ad for any reason.
- Ad spots are not necessarily exclusive; ads that are reserved for the same spot at the same time will be rotated through automatically.

CASUAL GAME

I ■ N ■ S ■ I ■ D ■ E ■ R

Insertion Order & Contract Form

Advertiser Information

Company: _____

Phone: _____

Address: _____

Fax: _____

City/State/ZIP: _____

Email: _____

Ad Types and Positions

☐ Front Cover Ad & Cover Story

☐ Full Page Ad

Rate Per Issue: _____

☐ Back Cover Ad

☐ Half Page Ad (horizontal)

Number of Issues: _____

☐ 2 Page Spread

☐ Half Page Ad (vertical)

Starting Issue: _____

☐ Inside Front Cover Ad

☐ Other: _____

Discount*: _____

☐ Inside Back Cover Ad

*First-time advertisers qualify for a \$100 discount! (One time only)

Terms: _____

☐ Sponsor Listing

Total Due: _____

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: _____

Date: _____

Full Name: _____

Title: _____

Sales Rep: _____

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