



**Consumer
Magazines**

Standard Certificate of Circulation

For the 13 issues distributed between 1st January 2007 and 31st December 2007

Games TM

games™

Contents

- 2 Analysis of Circulation
- 3 Supporting Data
- 4 Supporting Data
- 5 Supporting Data

Audit Report

Revised Data

ABC issued a Standard Certificate based on a Circulation Return submitted by the publisher
Imagine Publishing

ABC has now audited the data and the following is incorporated in this audit report dated 15th August 2008

- 1) 2,691 UK Single Copy Subscriptions at BAR have transferred to below BAR not less than 50%, Less than 50% not less than 20% and Less than 10% of BAR.
- 2) 210 UK single copy subscriptions at less than 20% not less than 10% of BAR have been transferred to less than 10% of BAR.
- 3) The overall Total Average Net Circulation per issue was unaffected by these changes.

This certificate expires on 31st March 2009 unless ABC has issued a new certificate before that date.

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For details of other audit or inspection reports, or the rules and procedures covering circulation audits and inspections, please contact ABC.

This certificate is the **copyright** property of the publisher and the Audit Bureau of Circulations Ltd (by Guarantee).

Published by
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Games TM

Certificate of Average Net Circulation for the 13 issues distributed between 1st January 2007 and 31st December 2007

TOTAL AVERAGE NET CIRCULATION PER ISSUE		Net Total	UK & RoI	Other Countries
		22, 284	19, 400	2, 884
Newstrade and other Single Copy Sales	Total	19, 197	16, 477	2, 720
At Basic Cover Price		19, 197	16, 477	2, 720
Below BCP but not less than 50%		-	-	-
Less than 50% of BCP but not less than 20%		-	-	-
Single Copy Subscription Sales	Total	3, 087	2, 923	164
At Basic Annual Rate		161	-	161
Below BAR but not less than 50%		2, 536	2, 533	3
Less than 50% of BAR but not less than 20%		97	97	-
Less than 20% of BAR but not less than 10%		-	-	-
Less than 10% of BAR		293	293	-
Multiple Copy Subscription Sales	Total	-	-	-
At Basic Annual Rate		-	-	-
Below BAR but not less than 50%		-	-	-
Less than 50% of BAR but not less than 20%		-	-	-
Less than 20% of BAR but not less than 10%		-	-	-
Less than 10% of BAR		-	-	-
Regular Bulk Sales	Total	-	-	-
Not less than 50% of Basic Cover Price		-	-	-
Less than 50% of BCP but not less than 10%		-	-	-
Less than 10% of BCP		-	-	-
Issue Specific Bulk Sales	Total	-	-	-
Not less than 50% of Basic Cover Price		-	-	-
Less than 50% of BCP but not less than 20%		-	-	-
Society / Association / Organisation Circulation	Total	-	-	-
Paid Optional Single Copies		-	-	-
Unpaid Single Copies Requested in Writing		-	-	-
Unpaid Single Copies Requested by Telecommunications		-	-	-
Non-Optional Single Copies		-	-	-
Controlled Free Circulation	Total	-	-	-
Individually Requested in Writing		-	-	-
Individually Requested by Telecommunications		-	-	-
Company Requested in Writing		-	-	-
Company Requested by Telecommunications		-	-	-
Non-Requested - by Name		-	-	-
Non-Requested - by Job Title / Function		-	-	-
Non-Controlled Free Circulation	Total	-	-	-
By Name		-	-	-
Not by Name		-	-	-
Monitored Free Distribution	Total	-	-	-
Individually Distributed		-	-	-
Bulk Distributed		-	-	-
		ACTIVELY PURCHASED % OF TOTAL		
Actively Purchased Circulation		100. 0	100. 0	100. 0

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Price: The following prices are accurate for the end of the audit period.	
Basic Cover Price:	£4.50
Published annual UK Subscription rate:	£46.80
Published annual RoI Subscription rate:	£65.00
Published annual Other Countries Subscription rate:	£65.00 to £75.00

Duplication:
The mailing list for the audit issue was tested, the level of duplication found was: 1%

Excluded Issues:
None

Regular Bulk Sales Analysis
None

Issue Specific Bulk Sales Analysis
None

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Society / Association / Organisation Circulation

None

Controlled Circulation - Terms of Control in Audit Period

None

Monitored Free Distribution

None

Editions Analysis

None

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Issue by Issue Analysis:					
Cover Date / Issue Identifier	Issue Variance from Total Average *	Issue Specific Bulk Sales	Monitored Free Distribution		
			Total	Individually Distributed	Bulk Distributed
53	-	-	-	-	-
54	-	-	-	-	-
55	-	-	-	-	-
56	-	-	-	-	-
57	-	-	-	-	-
58	-	-	-	-	-
59	-	-	-	-	-
60	-	-	-	-	-
61	16.8%	-	-	-	-
62	-	-	-	-	-
63	-	-	-	-	-
64	-	-	-	-	-
65	-	-	-	-	-

Variances are only shown where an issue exceeds the Avg Net Circ by (a) 10% for 12 month audit periods or (b) 20% for all other audit periods.
Variances will be displayed as (a) percentages for 12 month audit periods or (b) either the word 'above' or 'below' for all other audit periods.