

MEDIA KIT 2012

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All interesting facts around the Nintendo 3DS - anytime,
red-hot and professionally processed news!

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3dsnews.de (<http://www.3dsnews.de>, also with the domains .at and .ch) was integrated into the MediaXP group in March 2011, at the same time the handheld system Nintendo 3DS was launched in Europe. Evidenced by the January 2011 sales figures of the 3DS in Japan (appr. 400.000 pieces were sold within the first two days), there is great interest in this innovative console.

MediaXP anticipated this development and secured the deal for this attractive platform. With this acquisition the already broad online and print service spectrum of the publisher found a way to address another important target group.

3dsnews.de aims on providing its users with a high-quality overview on all Nintendo 3DS-related aspects. There will be daily news incl. video and graphical material, reports on various events or technical achievements. Also placing winnings and other actions will serve as a tool to reach the highly-interested target group.

Furthermore the website 3dsnews.de has an active community, amongst others using social networks like Facebook or Twitter, growing constantly.

Traffic Data

Date: 2012/01

Monthly Unique User: appr. 35.000

Monthly Visits: appr. 180.000

Monthly Pls: ca. 620.000

Average Time On Site: 6 minutes

Audience Profile

Age: 6 - 35 years

Gender:

45% female

55% male

Household Income: 3.000 Euro/ month

working population

3DS and DS fans as well as potential handheld buyers

Promotional Offer

We have specialised in preparing individual solutions for our customers. In most cases package offers are included. We provide you with comprehensive advice and professional practical support in order to meet your requirements and expectations for each specific advertisement such as site branding, special positioning of banners or individual portal and community features. Numerous references in the IT and gaming industry (e.g. Sony, Electronic Arts, Nintendo etc.), but also companies of other industries like automobile (e.g. Fiat, Opel, etc.) and lifestyle (movies, music, books, etc.) substantiate our longstanding expertise. A list of our references is available on demand.

Special Ad formats



Special formats and prices on request

Impressions of the website



www.3dsnews.de