



MARKET POSITION:

PLAYSTATION Official magazine was launched in January, 2001 due to an exclusiveness agreement between Sony Computer Entertainment Spain and Grupo Zeta. This publication is the only official in the Spanish market and the only one giving a demo disc as a gift. A very homogenous reader profile: men (80,9%) aged 18 to 34 (56%), A+B1 Social Class (72,1%).

	Play Station
Circulation	32 012
Readership	457 000

Source: Last OJD /EGM 2ND CUM 2010

EDITORIAL PROFILE:

We are entering into a new wave of technology, in which the PS2 is the most advanced entertainment system of the moment ahead of DVD players and Internet connection. The Official **Play Station** Magazine will give coverage to video games consoles as well as all things of importance to users. It also covers cinema, music and Internet, to provide an excellent overview of all the types of product available. The magazine is made up of 116 pages, and costs 975 pts, which includes the demo disc.

TECHNICAL SPECIFICATIONS:

Please contact us for details

COPY DEADLINE:

Copy deadline: 4 weeks prior to issue date

Booking deadline: 6 weeks prior to issue date

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