



Network Sites | Entertainment & Lifestyle

Ausgamers



www.ausgamers.com.au

Site Description

Australia's largest game file archive can be found at AusGamers

With more than 142,000 registered members, the site features the latest gaming news, reviews, gamer events and downloads¹.

AusGamers' market is young males, with those under 35 accounting for 6 out of 10 users and males making up 9 out of 10 users².

High-impact, interactive media placements are available, including rich media and advertorials. So if you're looking to advertise on a popular youth media site, you've just found it!

Site Statistics

Page Impressions	1,372,020
Unique Visitors	481,069

Site Highlights

- 64% are single
- 59% live with their parents at home
- 50% have children under 16 years in the household
- 43% own their own home
- 67% are considered heavy internet users and they consume it more than any other media
- 41% find the internet the most useful medium for purchasing a new motor vehicle, 49% for selecting travel and holiday bookings, 54% for selecting financial investments and loans and 22% for purchasing groceries online
- 235,000 users intend to purchase a plasma or LCD television in the next 12 months
- 31% have a major credit card
- 8% have private health insurance, this represents 4,000 users
- 59% use the internet to download software, 47% for banking transactions, 49% for IT information and 35% for travel information and services

Source: Google Analytics Jul09 - Sep09 (Site Statistics), Roy Morgan Single Source Report Jul08 - Jun09 (Demographics and Site Highlights), ¹Ausgamers internal statistics,