

THE UK'S MOST VISITED MEN'S LIFESTYLE SITE

WEBSITE ESSENTIALS JANUARY 2012

**THE HIGHEST-RANKED SITE
IN NEW MEDIA AGE LAST YEAR**

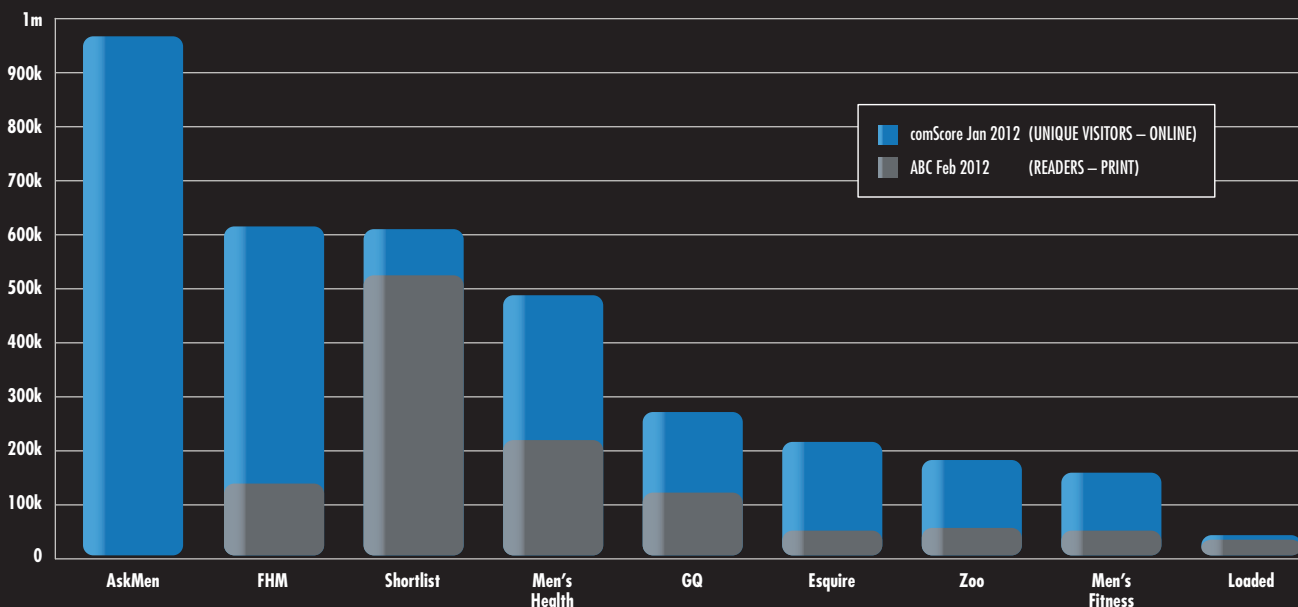
▪ Site Inspection ▪ 91/100 ▪ New Media Age ▪



per visit
48% higher than
industry average

1m UNIQUE VISITORS
10m PAGE VIEWS
145k VIDEO VIEWS
302k MOBILE UNIQUES

MEN'S LIFESTYLE REACH JANUARY 2012



18-34 year old
ABC1 males

with an average
HHI of £42,000
per annum



WHO VISITS AskMen?

Health & fashion conscious, career-oriented
and highly social consumers

90% of AskMen's readers visit the site
at least once every three days

LAST YEAR AskMen USERS SPENT



over
£800 million
on fashion



over
£1 billion
on electronics

AskMen UK

LOOKBETTER

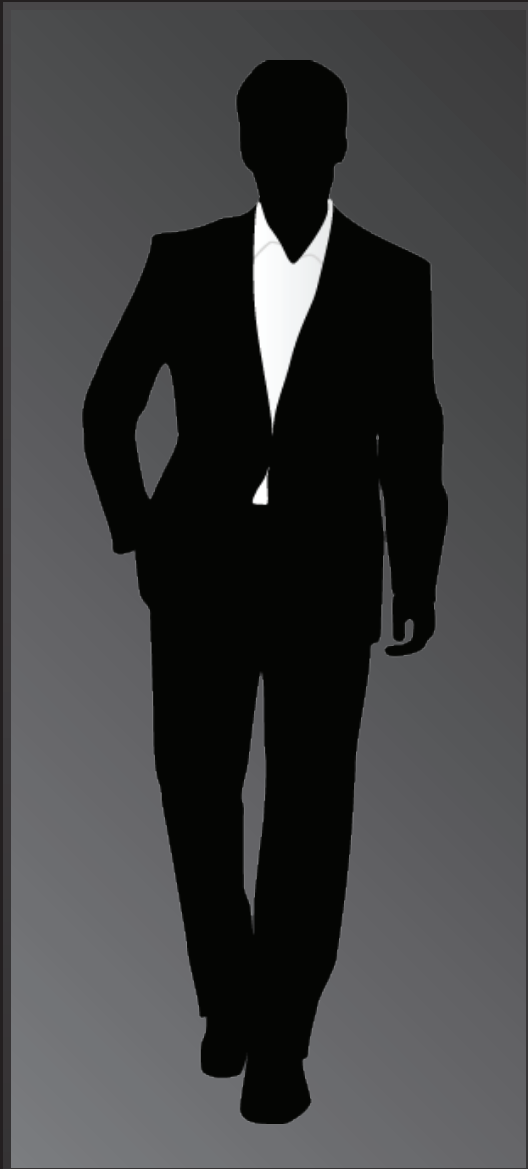
LIVEBETTER

KNOWBETTER

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ASKMEN AUDIENCE GAMING INSIGHT

67% of AskMen readers regularly play games every month (Index 110*)



TOP GAMES OF 2011

1. The Elder Scrolls V: Skyrim
2. Call of Duty: Modern Warfare 3
3. FIFA 12
4. Battlefield 3
5. Assassin's Creed: Revelations

MOST PLAYED GENRES

1. FPS
2. Sports
3. RPG
4. Platform
5. Puzzle

DEVICE OWNERSHIP

- | | |
|------------|------------|
| 1 PS3 | Index 206* |
| 2 Xbox 360 | Index 175* |
| 3 Wii | Index 33* |

*against UK males 18-35

AskMen UK

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