

POKER PRO

M A G A Z I N E

HISTORY OF POKER – LEGENDARY TALES FROM THE WORLD SERIES

POKER PRO

SEPTEMBER 2008

Top of the World, Baby!
SCOTTY NGUYEN's
Amazing \$50k
H.O.R.S.E. Victory

JOHN PHAN
Two Bracelets
Are Better
Than One

JERRY YANG –
One Year Later

Our Series on
**CALIFORNIA
CARDROOMS**
Begins

Correct Play
With A
SHORT STACK

SPECIAL WORLD SERIES OF POKER IS

POKER PRO

Brooklyn
Who's
Tougher
for
DUGENE
TODAY
But Also
Tougher
at Poker

RAINING
KILIAN
Answers
Readers'
Questions

DEAL-MAKING
THEORY
By Howard Klein

DAVID WILLIAMS
Building Vig

THE 'NEW' MIKE MATUSOW WINS A BRACELET

POKER PRO

What a
Relief!
LINDGREN
WINS ONE

DAVID SINGER
New Bracelet,
New Baby

JOSH ARIEH'S
Big Laydown

Low-Blind
NL Hold'em:
**WINNING IN
WILD GAMES**

Top Pro Reveals
**WHY I DON'T
CONTINUATION
BET ANYMORE**

CRUSADE AGAINST 'BORING HOLD'EM'

POKER PRO

Playing in
LOS ANGELES
Biggest Rooms

SCOTTY NGUYEN, Y!
of Poker
about
's Secrecy

HISTORY OF
POKER: THE
WSOP Champ,
Who Was the
Most Liked All

How
THE DUKE
Had \$30k at
Risk in a \$1-\$2
Cash Game

2009

MEDIA KIT

ADVERTISING INFORMATION

RATES

STANDARD	1x	3x	6x
Full Page	\$11,500	\$11,000	\$10,450
Half Page	\$6,600	\$6,050	\$5,500
2 Page Spread	\$19,250	\$18,150	\$17,050
PREMIUM	1x	3x	6x
Center Spread	\$21,780	\$20,350	\$19,250
Back Cover	\$14,850	\$13,200	\$12,650
Inside Front	\$13,750	\$12,650	\$11,550
Inside Back	\$13,750	\$12,650	\$11,550

AD SUBMISSION

Poker Pro will accept the following digital file formats: PDF (preferred), EPS, TIFF, and Photoshop (PC). **Poker Pro** will not confirm content or color accuracy of final output if matchprints are not submitted with digital files. For Windows-based applications, include all fonts that were used in your ad. For Mac-based applications, all fonts must be converted to outlines. Images must be provided in CMYK format and have a resolution of 300 dpi or higher. Files can be submitted on CD-ROM or DVD-R. Smaller files (6 MB or less) can be e-mailed to our production department at ads@pokerpromedia.com.

PRODUCTION SCHEDULE

Dates subject to change.

ISSUE	PAYMENT DUE	CREATIVE DUE	ON-SALE DATE
January	November 10, 2008	November 20, 2008	December 30, 2008
February	December 10, 2008	December 17, 2008	January 27, 2009
March	January 10, 2009	January 20, 2009	February 24, 2009
April	February 10, 2009	February 20, 2009	March 24, 2009
May	March 10, 2009	March 20, 2009	April 28, 2009
June	April 10, 2009	April 20, 2009	May 26, 2009
July	May 10, 2009	May 20, 2009	June 30, 2009
August	June 10, 2009	June 20, 2009	July 28, 2009
September	July 10, 2009	July 20, 2009	August 25, 2009
October	August 10, 2009	August 20, 2009	September 29, 2009
November	September 10, 2009	September 20, 2009	October 27, 2009
December	October 10, 2009	October 20, 2009	November 24, 2009

NOTE

It is responsibility of the Advertiser to submit the Creative to the Publisher, on or before the Creative Due date specified in the Production Schedule above. If the Publisher does not receive the Creative by this due date, the Publisher retains the right to omit the ad or use any previously submitted Creative available.

AD SIZES

2 Page Spread

Live Area16.375" x 10.375"
 Trim16.875" x 10.875"
 Bleed17.125" x 11.125"

Full Page

Live Area7.875" x 10.375"
 Trim8.375" x 10.875"
 Bleed8.625" x 11.125"

Half Horizontal . . .7.875" x 4.75"



DEMOGRAPHICS

Demographics profile conducted by
an independent research company.

GENDER

Male79.8%
Female20.2%

MARITAL STATUS

Single53%
Married47%

AGE

18-3434%
35-4933%
50+33%

FREQUENCY OF ONLINE POKER

Once a day14.1%
4-5 Times per week23.4%
2-3 Times per week26.6%
Once a week10.9%
Once a month15.6%

SKILL LEVEL

Advanced/Pro19%
Intermediate55%
Amateur26%

TRAVEL OUTSIDE LOCAL AREA TO PLAY

3 Times or More Annually ...36%
1-2 Times Annually45%
Play Locally Only19%

MEDIAN HOUSEHOLD INCOME

\$85,000

OWN LUXURY ITEMS:

48%

Reader response has been marvelous, and our advertisers are equally happy with us. But then, we're not bluffing. **Poker Pro** has the goods...including sizzling articles on all facets of poker and the fascinating people who populate the world of Texas hold'em and other poker variations. In every issue, you'll find a "full house" of articles on a wide range of poker-related subjects, including interviews with popular poker personalities, poker travel destinations, strategies for specific games, a look at how poker has invaded mainstream colleges and universities, and even exclusive interviews about movie stars who play the game regularly. Our articles run the gamut from technique to human interest to lifestyle.

And there's lots more, too! In our Pro's Corner, in every issue, readers get a chance to have their questions answered by the Pros, while in other articles, poker professionals share their views and even some of their winning secrets. **Poker Pro** is your outlet if you are looking for an interactive publication that targets poker players!



Publisher of *Poker Pro Magazine*, *Poker Pro Europe*,
Online Poker Pro and *Online Poker Pro Scandinavia*

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CREATIVE/ADVERTISING SUBMISSIONS:

FTP Host: ftp://74.1.164.211
Username: pokerpro11
Password: pokerpro77

US Edition

PRINT ADVERTISING SPECIFICATIONS

AD SIZES

2 Page Spread

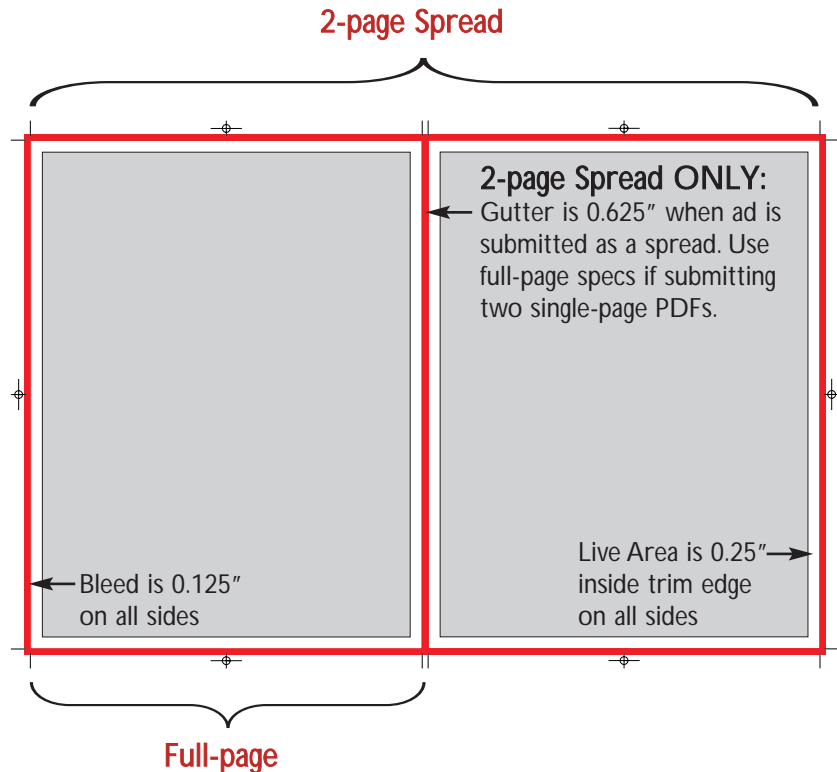
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Password: pokerpro77

Please send an email to ads@pokerpromedia.com to confirm receipt of your ad.