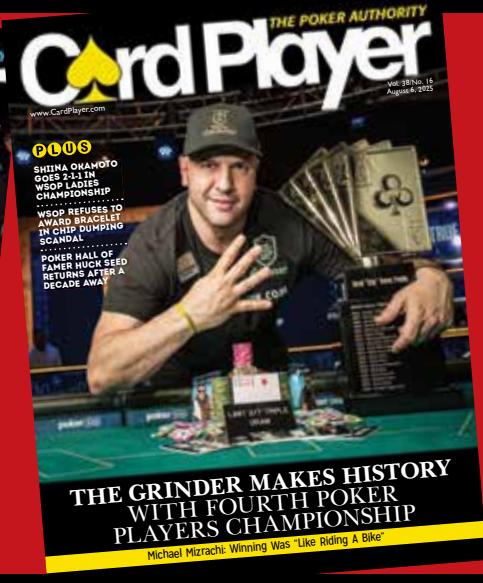


# Card Player

MEDIA

WWW.CARDPLAYER.COM



*Card Player* is dedicated to poker players of all skill levels, ranging from beginner to professional. Whether through *Card Player* magazine or the CardPlayer.com website, the feature, strategy, player, and tournament content is fresh and focused on those who love the game of poker. Our readers are serious about poker, and so are we.

## CARD PLAYER

The definitive publication for poker. Published biweekly, for a total of 26 issues per year, since 1988. *Card Player* is distributed to casinos and poker rooms nationwide and has thousands of digital and print subscribers.

## CARDPLAYER.COM

Established as a full-service website in 2002, CardPlayer.com is the premier website for poker-related news, statistics, and poker tournament updates.



## DEMOGRAPHICS

*Card Player*, "The Poker Authority," captures the poker lifestyle like no other publication. Featured poker players have won millions and are the rock stars of the gambling industry. Our readers emulate them by traveling to vacation destinations to play poker and by spending freely on fashions, accessories, and electronics that accompany the excitement of gaming.

Mostly college educated, *Card Player* readers seek expert strategy and in-depth articles to help them improve their game and become winning players.

### GENDER

Male: 83%  
Female: 17%

### AGE

Under 21: 2%  
21-35: 36%  
36-55: 38%  
56+: 24%

### HOUSEHOLD INCOME (HHI)

Less than \$50,000: 28%  
\$50,000-\$100,000: 43%  
More than \$100,000: 29%  
Average HHI is \$50,000+

### EDUCATION

Completed College: 45%  
Completed Graduate School: 14%

### MISCELLANEOUS

- More than 66% of our readers have a net worth of \$100,000+
- More than 55% are married with one child
- More than 58% have a professional/managerial position or are self-employed

# ADVERTISING OPPORTUNITIES

## 1) Magazine Print Advertising

- Print Ads
- Cover Blurbs
- Advertorial

## 2) Banner Impressions

## 3) Online Advertorial

- News stories with hyperlinks

## 4) Tournament Watch Banner

- Extra exposure leading up to tournament
- An average of more than 300,000 visitors monthly



## 5) Press Releases

- Creation of press releases with hyperlinks

## 6) Social Media

- Facebook posts
- Twitter mentions

## 7) Exclusive E-Blasts

- Editorial, graphics, and links
- Database of around 57,000 opt-in subscribers



[facebook.com/cardplayer](https://facebook.com/cardplayer)  
67,000 followers



[twitter.com/CardPlayerMedia](https://twitter.com/CardPlayerMedia)  
23,700 followers

# CARD PLAYER MAGAZINE

*Card Player* is the premier poker magazine, established in 1988. *Card Player* is published biweekly, for a total of 26 issues per year. It is distributed to the largest poker rooms across the country, and also is available through print and online. Every issue provides expert strategy and analysis, covers the tournament circuit, and addresses important issues within the poker industry.

**INSIDE EACH ISSUE OF  
*CARD PLAYER*, YOU WILL FIND:**

## Strategies & Analysis

Poker's top players provide detailed strategy discussions and opinions on various aspects of the game, making *Card Player* the most informative learning tool in the poker industry. In-depth articles help readers improve their game and become winning players.

## Commentaries & Personalities

The greatest names in the game offer different viewpoints and perspectives on the important issues affecting the poker industry.

# News and Feature Content on the Poker Lifestyle

Every issue covers all the important headline stories in the poker world and features articles about the hottest players in the game today, capturing the poker lifestyle like no other publication.

## Player of the Year

Considered the industry standard, *Card Player* tabulates standings for poker's most prestigious award in every issue.



# CARDPLAYER.COM FEATURES

## Poker Content

- Daily poker news, tournament results, player biographies, and online poker-related content
- *Card Player's* Player of the Year Award, established in 1997, is the oldest and most respected poker ranking system in the industry
- Largest selection of poker blogs online
- Exclusive poker photos and videos
- Poker television on *Card Player TV*
- Searchable archived articles from past issues of the entire family of *Card Player* magazines

## Poker Tools

- Odds Calculator: Calculates hand odds for Texas hold'em, Omaha eight-or-better, Seven-card Stud, Razz, and Deuce-to-Seven



# CARDPLAYER.COM

CardPlayer.com was established as a full-service interactive website in 2002. Site feature includes: industry news, tournament coverage, player profiles, tips/tools, and much more. In addition, CardPlayer.com has more than 57,000 opt-in subscribers in its eBlast database.

## Fast Facts

### CardPlayer.com ...

... is the **PREMIER** poker-related online site

... averages **300,000** visits per month

... averages more than **10,000**  
**VISITORS DAILY**

