



The #1 Resource for Core Online Gamers

Reaching over 16 million gamers worldwide, our sites provide the tools and expertise gamers need to succeed in the most popular titles on the market.



Curse Delivers

Core online gamers are a unique, consumer-driven demographic that can't be found anywhere else on the web.

Unique Audience:

Low duplication rates across gaming and men's lifestyle sites

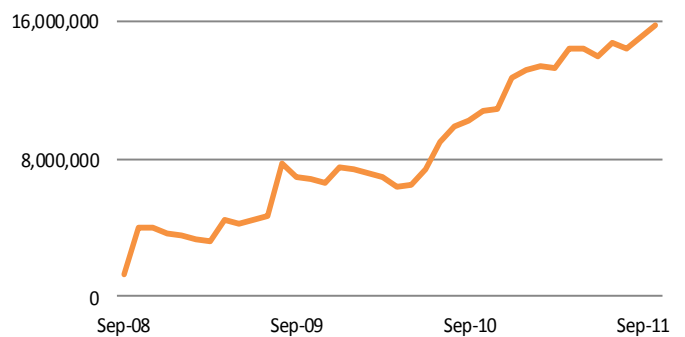
Loyal Userbase:

Gamers go to Curse exclusively for their gaming news and tools

Influential Users:

Early adopters and brand advocates to their friends and family

Unique Visitors



- 75% Male
- 50% Age 18-34
- 31% \$100k+ HH Income
- 12 Games per Year

The Curse Gamer

Curse delivers a heavy concentration of the powerful 18-34 year-old alpha male demographic who has a passion for the latest games on the market. The Curse gamer plays a range of the hottest titles, everything from World of Warcraft to Call of Duty. They buy the latest gadgets and gear to keep competitive with their friends and other gamers.

The Future of Entertainment

Video games are an integral part of the 18-34 year old's social and entertainment lifestyle. An audience of dedicated gamers has kept the market growing and profitable even during recessions. **10% of all internet time is dedicated to online games.** Online multiplayer games connects millions of gamers all over the world, and the exciting and dynamic video

- \$22 billion** Est. consumer spending on gaming hardware in 2011
- \$1.4 billion** Downloadable Content (DLC) market for Games
- \$40 million** Call of Duty: MW3 Record-breaking launch day revenue