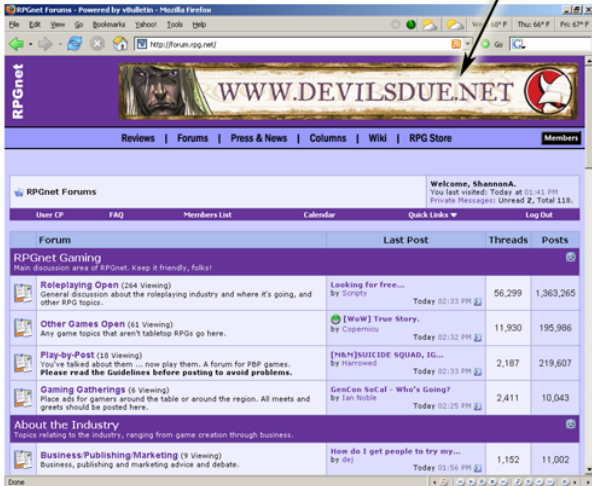


# Skotos Entertainment: RPGnet & Xenagia Media Kit

**RPGnet** is the oldest independent roleplaying site on the Internet. Active since 1996, it is a top 25,000 Alexa-ranked site and the largest roleplaying site on the Internet other than industry leader, Wizards of the Coast.

## 728x90 Leader Board



All ads are displayed above the fold in a prominent position at the top of each page. Flash and animated GIFs are allowed as rich media, though audio ads, pop-ups, pop-unders, and other intrusive advertising types are not supported.

The Skotos sites are prime locations for advertisers looking for readers interested in entertainment properties. The core RPGnet demographic is people who enjoy *tabletop roleplaying*, but other successful RPGnet ad campaigns have been for *board and card games* (Atlas Games), *computer games* (The Bard's Tale, Guild Wars, Rubies of Eventide), *computer software* (Hero Labs, ProFantasy Software), *television programming* (Animal Planet), *comic books* (Devil's Due Publishing, Heroic Publishing), and *book publishing* (Random House). The core Xenagia demographic is people interested in *genre books*, *genre TV shows*, and *genre movies*.

For more information or to create an insertion order, please contact Vice President of Advertising and Business Development, Shannon Appelcline, at [shannona@skotos.net](mailto:shannona@skotos.net) or 510-647-2760. Though most ads are run across both sites, advertisers can request exclusive runs on RPGnet or, in limited quantities, on Xenagia.

### Top Indie Roleplaying Sites\*

Rank	Site	Reach
#22,808	<a href="http://rpg.net">rpg.net</a>	41.0
#35,416	<a href="http://enworld.org">enworld.org</a>	26.0
#173,674	<a href="http://rpghost.com">rpghost.com</a>	6.7
#174,012	<a href="http://pen-paper.net">pen-paper.net</a>	5.4
#216,906	<a href="http://gamewyrd.com">gamewyrd.com</a>	7.4
#286,800	<a href="http://gamingreport.com">gamingreport.com</a>	4.5

### Top Publisher Roleplaying Sites\*

Rank	Site	Reach
#1,340	<a href="http://wizards.com">wizards.com</a>	503.5
#22,808	<a href="http://rpg.net">rpg.net</a>	41.0
#31,448	<a href="http://white-wolf.com">white-wolf.com</a>	39.0
#43,655	<a href="http://sjgames.com">sjgames.com</a>	35.0
#73,652	<a href="http://alderac.com">alderac.com</a>	16.5
#74,140	<a href="http://fantasyflightgames.com">fantasyflightgames.com</a>	14.5

### Key Demographics

- 57% of users have a college degree.
- 40% of users have incomes of \$50,000+.
- 51% of users work in technical or professional jobs.
- 55% of users are aged 25-34.

Recently, Skotos Tech has expanded the popular "Other Media" section of RPGnet into its own site, the rapidly growing *Xenagia*, which supports the science-fiction, fantasy, and horror genres. Advertising opportunities are now being offered across both sites simultaneously.

The sites support four formats for ads, to best meet any advertiser's needs and means.

Type	Static Image	Rich Media
468x60 Banner	\$1.00 CPM	\$2.00 CPM
728x90 Banner	\$2.00 CPM	\$4.00 CPM

### RPGnet Key Statistics

**Monthly Impressions:** 24.5 million  
**Monthly Unique Users:** 300,000  
**Alexa Rank:** #22,808

### Xenagia Key Statistics

**Monthly Impressions:** 0.5 million  
**Monthly Unique Users:** 90,000  
**Alexa Rank:** #172,407

\* All stats based upon Alexa reporting, current as of 11/29/07. Traffic and reach are based upon three-month averages. Reach shows reach per million Internet users.