

#7 OCT-DEC 2024

YOUR COMPLETE INDIE GAMING GUIDE

debug



MEWGENICS?

EDMUND MCMILLEN AND TYLER GLAIEL SPEAK TO US ABOUT THEIR FOLLOW UP TO INDIE DARLING *THE BINDING OF ISAAC*

WELCOME TO DEBUG MAGAZINE

WHAT IS DEBUG MAGAZINE?

Debug is a well established quarterly magazine designed to help independent game developers and publishers get their titles seen by a large, focused audience.

Every issue of *Debug* gives the reader a complete view of the indie gaming community, featuring reviews and previews for modern consoles and PC, retro consoles/computers, and mobiles.

Debug is a professionally produced magazine with high production values, created by a team with years of experience in gaming journalism and publishing. Members of our team have been key in establishing brands such as *Lost In Cult*, and creating highly regarded video game tomes such as the [lock-on] gaming journal and coffee table book *A Handheld History*.

WHY IS DEBUG MAGAZINE?

Debug believes that the most interesting, creative, and experimental gaming experiences are found in the indie gaming sector. Over 1,000 games were released every month in 2022 just on Steam alone*, so gamers need a reliable source to help them find the best titles. *Debug* is that source.

The *Debug* team love AAA titles as much as the next gamer, but given the enormous costs now associated with game development, it's become harder for publishers to take risks. Online stores are clogged up with remakes, remasters and sequels, while many are asking: where are the original games? The risk takers? The titles that genuinely surprise you? They're out there, but they're not always easy to find.

So how do you make sure these titles get the exposure they deserve? *Debug* is that bridge between independent games and the gamer. A magazine that is 100% focused on indie games and the people who make them.



Debug's previews and reviews not only cover the specific games they're focused on, but also promote other similar indie titles, too – and, whenever possible, a QR code linking to gameplay footage or storefronts. The purpose of this is to expand the readers' knowledge of the indie gaming sector by linking together as many related games as possible.

A BIGGER GAME PLAN...

While the team is largely based in the UK, we look outward at the global stage, with a view to cover games and developers from all around the world. We've already been invited to visit Spain and Sweden to discover new and exciting titles, and intend to keep on shining our light worldwide.

We have also launched our Indie Game Awards, an initiative borne from our desire to showcase the best of indie, and celebrate the people who make it all happen.

*Source: www.vginsights.com

IRL EVENTS

INDIE GAME AWARDS

Our inaugural awards show took place in Nottingham on 2nd February 2024, dedicated to indie games and the people who make them, celebrating the best and brightest globally.

The Indie Game Awards brought together hundreds of nominees from around the world, joined by a common passion for creating unique game experiences.

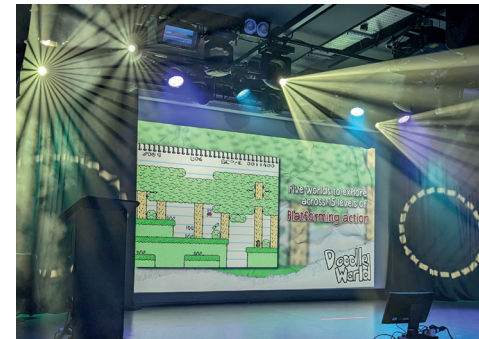
Showcasing the work of solo developers and small teams has long been an important part of *Debug's* mission, and hosting this night of appreciation exclusively for indies allowed us to literally shine a light on the sometimes underappreciated work being done in this part of the industry.

Designed in collaboration with the team at Frame-A-Game, a total of 20 physical awards were given out on the night, which was made possible thanks to the generous and highly appreciated sponsorship of Press Engine.



Winners on the night include John Riggs and Alastair Low for puzzler *Chew Chew Mimic*, OutOfTheBit for their retro side-scroller *Full Void*, and Geometric Interactive who took home several awards including special recognition from Everyone Can for their attention to accessibility in *COCOON*.

Our first ceremony was a resounding success and plans are currently underway to bring the awards back for a second year in February 2025.



DEBUG U + SHOWCASE

Taking place on the same date and at the same venue as the Indie Game Awards, Debug U is our spin on the games industry networking event and is welcoming to newcomers and established names alike

Learn from the best with in-depth talks and panels from indie success stories and industry legends on the Debug U stage. Our February 2024 event saw Harry Potter developer Simon Phipps and Bullfrog alumni Alex Trowers wow the crowd with tales from their decades-long careers in the games industry.

Join us in the Indie Showcase area to play work-in-progress and recently released games from students to established studios... And then meet the people who made them!

Our Indie Showcase events are completely free, and are funded by sales of Debug magazine and the generosity of our sponsors and partners.





Antonblast



World Of Horror



Broken Sword Reforged



Snufkin

WHO IS DEBUG MAGAZINE?

Debug is published by Daniel Crocker and edited by Andrew Dickinson.

Daniel Crocker

Daniel has been closely involved with the world of indie game development since the early 2000s. After two decades of appreciating what lesser-known developers are able to bring to the table, he founded WAVE Game Studios (www.wavegamestudios.com) with the goal of spreading the indie love to a wider audience.

Andrew Dickinson

Andrew has worked in gaming journalism for several years, with pieces published by the likes of Wireframe and TalentHouse. He became editor-in-chief of the [lock-on] gaming journal in 2021, and soon after was appointed Operations Director of Lost In Cult (www.lostincult.co.uk). He took over as editor of *Debug* magazine in late 2023, starting with issue 4. Andrew has a wealth of experience in all aspects of creating and distributing print media.

WHEN IS DEBUG MAGAZINE?

The first issue of *Debug* was released in April 2023, and has continued to be available quarterly ever since. The decision to release on a three-monthly basis was a deliberate one to maximise the strengths of print media. Feedback from our readers reveals a crystal clear picture; the modern print audience appreciates having time to digest the content within. It also means our content stays current for several months, giving games a longer exposure time.

2024

- Issue 4** January 21st
- Issue 5** April 21st
- Issue 6** July 21st
- Issue 7** October 21st

2025

- Issue 8** January 21st
- Issue 9** April 21st
- Issue 10** July 21st
- Issue 11** October 21st

Debug magazine ships worldwide and is available to buy online at www.teamdebug.com

AT A GLANCE: DEBUG MAGAZINE

- The world's biggest print publication focused on indie games
- Covers new releases for PC, consoles, mobile, and alternative platforms
- A strong, well respected brand with a very focused objective
- Professionally produced with the highest production values
- Veteran games journalists with decades of experience
- Meticulously planned to cover the most titles in the best way
- A physical gaming publication for the modern audience
- Affordable opportunities for promotion and advertising



WORK WITH DEBUG MAGAZINE

So that's *Debug* in a nutshell. We're incredibly proud of what we've achieved so far, and we're only just getting started. You may have questions, and the team are always contactable to give you the answers.

Got a game coming out that you think we should know about? Want to ensure the maximum exposure? Speak to us about how we can put together an editorial/advertising package at very competitive rates.

To discuss advertising or sponsorship opportunities contact Daniel Crocker (Marketing Director) via daniel@teamdebug.com For magazine and editorial enquiries, get in touch with

Andrew Dickinson (Editor) via andrew@teamdebug.com And for enquiries relating to our in-person events contact Alex Hunt (Events Manager) via alex@teamdebug.com

ADVERTISING IN DEBUG MAGAZINE

If you're looking to showcase your game or product to a focused and highly engaged market, there's no better advertising option than *Debug* magazine. *Debug* is the only publication that covers the indie sector to such a wide degree, meaning that our readers expect and receive a completely unrivalled view of the market that no other magazine can offer. One of the key strengths of print media is the high ROI; everyone viewing your advert is not only a fan of video games, but they're committed enough to purchase a magazine on the subject.

Debug reaches around 4,000 people each quarter, and that number increases with every new issue we publish. We've worked with companies such as Team17, Raw Fury and Revolution Software to bring exciting games to the cover of *Debug*. In addition to our regular readers, our covers are also seen across social media and at events, with an estimated reach of well over 100,000 per issue. We believe this makes being on the cover a great proposition for ensuring the right people learn about your game. Get in touch to discuss - covers book up fast!

Over 2,500 people read our digital version, and we're always exploring ways to increase our digital readership through subscription platforms. We're also happy to discuss ways that we can help promote your game via our social media platforms - just get in touch for details and pricing.

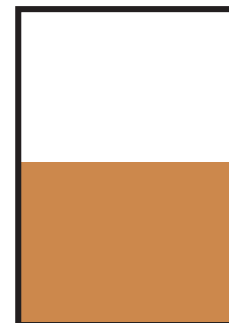


FULL PAGE

210mm x
297mm

Inside Cover
£350

Internal
£250



HALF PAGE

210mm x
297mm

Internal
£150

WANT TO BE ON THE COVER?

Front and Back Cover
2x Internal Full Page Adverts*

from **£1000**

*Internal adverts can be postponed to future issues