



## EDITORIAL SCHEDULE 2017

### JANUARY

#### 25 People to Watch

Tribal Compacts: Coming Due  
Kingdom Casinos: What's Up With UK Gaming  
Online Slots: Making a Market

**TECHNOLOGY:** Computer Hardware/Platforms

**BONUS DISTRIBUTION:** ICE 2017, NCLGS Conference

**AD DEADLINE:** Dec. 9 • **MATERIALS:** Dec. 14

### FEBRUARY

#### Big Data: The Numbers Game

Going Mobile: How Will It Affect Casinos?  
Hacking Prevention and Guest Data Security

**SPECIAL SECTION:** Security & Surveillance

**TECHNOLOGY:** Community Gaming

**BONUS DISTRIBUTION:** ICE 2017, World Game Protection Conference

**AD DEADLINE:** Jan. 6 • **MATERIALS:** Jan. 11

### MARCH

#### New Table Games: From the Drawing Board to the Floor

Slot Route Operations  
AML-KYC: Letters of Compliance  
The Affiliate Market for iGaming

**TECHNOLOGY:** Evolving Gaming Business Software

**AD DEADLINE:** Feb. 8 • **MATERIALS:** Feb. 13

## TRIBAL Government Gaming

#### Top 5 Tribal Casinos

The Faces of Tribal Gaming  
Tribal Gaming & the New President  
Quirks of Native American Design

**BONUS DISTRIBUTION:** Indian Gaming 2017, G2E, OIGA Conference and Trade Show, Arizona Indian Gaming Association Trade Show, mailed to coincide with April GGB

**AD DEADLINE:** Feb. 22 • **MATERIALS:** Feb. 27

### APRIL

#### Virtual Reality

Adjusting Your Slot Floor Real Estate  
Macau: Cotai Remade

Bricks & Mortar Benefits from iGaming

**TECHNOLOGY:** Touchscreens/Touch Technology

**BONUS DISTRIBUTION:** Indian Gaming 2017

**AD DEADLINE:** March 10 • **MATERIALS:** March 15

### MAY

#### Japan: Will It Ever Happen?

The Evolving and Optimal Players Clubs  
Skill Games

Macau Vs. Singapore: The Better Template?

Player ID Systems in iGaming

**TECHNOLOGY:** Table TITO

**BONUS DISTRIBUTION:** G2E Asia

**AD DEADLINE:** April 13 • **MATERIALS:** April 17

### JUNE

#### State of the Tourney: Player Competition

What Can Lottery Teach Casinos?

Betting on Brazil

Social Gaming: The Thrill is Gone?

**TECHNOLOGY:** Revenue Management Systems

**AD DEADLINE:** May 12 • **MATERIALS:** May 15

### JULY

#### Gaming Education: UNLV = Harvard

Marketing-B2C: How Do Players Find Your Game

Native American Management Companies

Data Analytics

**TECHNOLOGY:** Non-Gaming Ratings

**BONUS DISTRIBUTION:** OIGA Conference and Trade Show

**AD DEADLINE:** June 9 • **MATERIALS:** June 14

## CASINO<sup>Style</sup>

#### Non-Gaming Trends

Guest Self Service: Good Idea?

Casino Seating and Furniture

Chic & Boutique: Is Smaller Better?

**BONUS DISTRIBUTION:** G2E 2017, Indian Gaming 2018, BDNY 2017, BDWest 2018, mailed with the July issue of GGB

**AD DEADLINE:** May 26 • **MATERIALS:** May 31

### AUGUST

#### Electronic Table Games

Playing Together: Slot Cooperation

Class II Developments

Online Gaming Systems

Advances in Responsible Gaming

**TECHNOLOGY:** Biometrics in Gaming

**AD DEADLINE:** July 7 • **MATERIALS:** July 12

## G2E PREVIEW

#### AGEM: Leadership Changes

Communicating with the Player

Progressive Products

**BONUS DISTRIBUTION:** G2E, mailed with the September issue of GGB

**AD DEADLINE:** July 28 • **MATERIALS:** Aug. 2

### SEPTEMBER

#### Global Gaming Women

Promotional Play and its Consequences

Calculating the New ROIs

How Big is Too Big?: The Unwieldy Corporate Structure

iGaming Tables

**TECHNOLOGY:** Player Tracking

**AD DEADLINE:** Aug. 11 • **MATERIALS:** Aug. 16

### OCTOBER

#### Global Games 2017

China's Key Role in Asian Gaming

Sustainability in Gaming

Responsible Gaming in Massachusetts

**TECHNOLOGY:** ATM & Cash Access

**BONUS DISTRIBUTION:** G2E 2017, Arizona Indian Gaming Association Trade Show

**AD DEADLINE:** Sept. 8 • **MATERIALS:** Sept. 13

### NOVEMBER

#### The Crowded East: Saturation & Competition

The Regulatory Impact on Gaming Technology

Where Are the New Gaming Visionaries?

2018's 40 Under 40

**TECHNOLOGY:** Is Bigger Better: Those Very Large Slot Machines

**AD DEADLINE:** Oct. 6 • **MATERIALS:** Oct. 12

### DECEMBER

#### 10 Trends for '18

Virtual Sports Betting

3 Operators to Watch


The Macau Moment

**TECHNOLOGY:** Debit and Cashless

Systems/Payments

**AD DEADLINE:** Nov. 8 • **MATERIALS:** Nov. 13

*Schedule is tentative and subject to change*

| ISSUE  | AD SPACE DEADLINE | AD MATERIAL DEADLINE |
|--|-------------------|----------------------|
| JANUARY  | December 9, 2016  | December 14, 2016    |
| FEBRUARY   | January 6, 2017   | January 11, 2017     |
| MARCH  | February 8, 2017  | February 13, 2017    |
| APRIL  | March 10, 2017    | March 15, 2017       |
| MAY  | April 13, 2017    | April 17, 2017       |
| JUNE   | May 12, 2017      | May 15, 2017         |
| JULY   | June 9, 2017      | June 14, 2017        |
| AUGUST   | July 7, 2017      | July 12, 2017        |
| SEPTEMBER  | August 11, 2017   | August 16, 2017      |
| OCTOBER  | September 8, 2017 | September 13, 2017   |
| NOVEMBER   | October 6, 2017   | October 12, 2017     |
| DECEMBER   | November 8, 2017  | November 13, 2017    |
| <b>TRIBAL</b><br>Government Gaming   |                   |                      |
| APRIL  | February 22, 2017 | February 27, 2017    |
| CASINO <i>Style</i>  |                   |                      |
| JULY   | May 26, 2017      | May 31, 2017         |
|  <b>PREVIEW</b> |                   |                      |
| SEPTEMBER  | July 28, 2017     | August 2, 2017       |