

CASINO *Style*

2ND EDITION • JULY 2017

Casino Style magazine is an annual publication focused on non-gaming amenities in today's casino resort. Because we believe that design is at the heart of every casino experience, *Casino Style* covers not only the architecture, design and construction of gaming properties around the world, but encompasses every aspect of the guest experience:

- Food & Beverage
- Hotel Operations
- Nightlife & Bars
- Entertainment Options
- Casino Design
- Meetings & Conventions
- Shopping & Retail
- Pools & Spas
- Franchise Opportunities
- Other Non-Gaming Amenities

Casino Style looks at non-gaming customers, what attracts them to your property, what marketing seems to work best, and how analytics are changing the way casino resorts operate.

Casino Style is published to coincide with the dates of **Global Gaming Expo (G2E)** and its co-located trade show and conference, the **Integrated Resort Experience**. With an indefinite shelf-life, *Casino Style* is the go-to guide for trends that shape the future of the casino resort experience.

CIRCULATION & DEADLINES

Casino Style is a 4-color, glossy magazine printed annually. Mailed with the July issue of *GGB* magazine (*Global Gaming Business*), *Casino Style* reaches more than 15,000 executives in the global casino and hospitality market. In addition, *Casino Style* will be included in a special mailing to all of the purchasing departments of every North American gaming property.

PUBLICATION DATE:
July 2017

SPACE DEADLINE:
May 26, 2017

MATERIALS DEADLINE:
May 31, 2017

BONUS DISTRIBUTION:
Casino Style is distributed to more than 25,000 attendees of **G2E** and the **Integrated Resort Experience**.

ADVERTISING RATES

***FULL PAGE - PREMIUM POSITION:** \$4,125

***FULL PAGE:** \$3,750

TWO-THIRDS PAGE: \$2,650

HALF PAGE: \$2,250

ONE-THIRD PAGE: \$1,750

*Full page ads include a one-third page product in our "Spotlight on Style" section.
Contact your representative for special pricing on two-page advertising spreads.



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