

2018 Global Gaming Business GGB MEDIA KIT

www.GGBMagazine.com



THE MAGAZINE

GGB Magazine is the **gaming industry's** most **comprehensive trade publication**. Designed to serve the communication needs of the international casino industry, **GGB** offers a mix of news, features, trend analysis, expert columns, legislative updates, Wall Street financial data, executive interviews and news on operational efficiencies.

GGB is truly **worldwide**, with coverage of **all segments** of the gaming industry—commercial casinos, Native American gaming, government-operated casinos, riverboat casinos, racinos, online

CIRCULATION & FORMAT

- **GGB** is a **4-color, glossy** magazine (8.5" x 11") printed **monthly**.
- **GGB** reaches approximately **15,000 executives** in the **global casino market**—including operators, manufacturers and distributors.
- **GGB** reaches **key ancillary industries** such as **lodging, pari-mutuels, lottery** and **entertainment**.

INDUSTRY RELATIONSHIPS



• **GGB** is the official North American publication of the **Association of Gaming Equipment Manufacturers (AGEM)**.



• **GGB** is an official publication of the casino industry's premier trade show, **Global Gaming Expo (G2E)**, Asia's most important trade show, **G2E Asia**, and **Global Gaming Women**.



• **GGB** is the only official publication of the **American Gaming Association**.



• **GGB** has a strategic partnership with the **National Center for Responsible Gaming**.

gaming, social gaming, suppliers, regulators, lotteries and gaming commissions.

Our mission is to showcase cutting edge products and technologies emerging throughout every segment of the casino industry.

Above all, **GGB** is timely, objective and interesting, focusing on slots, table games, eSports, iGaming and sports wagering. **GGB** is the "voice" of the international casino industry.

GGB ONLINE

The **GGB Magazine** website (**GGBMagazine.com**) offers banner ads, buttons, custom eblasts and overlay ads for additional exposure. Our digital edition is mobile friendly and offered free to online readers.

GGB News is the industry's only weekly online e-magazine. (**GGBNews.com**) **GGB News** is sent to approximately 13,000 casino executives and gaming industry professionals.

OTHER PRODUCTS

Under the **GGB** brand, the company offers **GGB News**, a subscription-based weekly e-news magazine; **Casino Style** magazine, an annual supplement dedicated to non-gaming amenities and attractions; **Tribal Government Gaming**, an annual supplement designed to be the definitive resource on Native American gaming and **G2E Preview**, an annual sneak peek at the gaming industry's most important trade show and conference.



ADVERTISING CONTACTS

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EDITORIAL SCHEDULE 2018

Schedule subject to change

JANUARY

25 People to Watch

When PASPA Crumbles
 Pennsylvania Gaming Expansion
 ICE Preview

TECHNOLOGY: Lights, Camera, Action:
 Lighting Options for Casinos

BONUS DISTRIBUTION: ICE 2018, NCLGS
 Conference

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

FEBRUARY

The Scientific Games Miracle

The Changing Slot Floor
 How to Retain Upper Management
 Opportunities in Live (In Running) Betting

TECHNOLOGY: Cash Handling

BONUS DISTRIBUTION: ICE 2018

AD DEADLINE: Jan. 5 • **MATERIALS:** Jan. 10

MARCH

3 Operators to Watch

eSports and Sports Betting as Non-Gaming Amenities
 Social Casinos
 NIGA Preview

SPECIAL SECTION: Security & Surveillance

TECHNOLOGY: Purchasing Systems and Inventory
 Control

BONUS DISTRIBUTION: World Game Protection
 Conference

AD DEADLINE: Feb. 7 • **MATERIALS:** Feb. 13

APRIL

Ainsworth: The Novomatic Factor

Blockchain 101 & Gaming Implications
 Cashback to Freeplay: Getting From Here to There

TECHNOLOGY: Table Game Technology

BONUS DISTRIBUTION: Indian Gaming 2018,
 GIGSE & Juegos Miami

AD DEADLINE: March 7 • **MATERIALS:** March 13

MAY

State of Gaming in Japan

Slot Hold Percentage
 Way Down South: Competition in Southern
 California

TECHNOLOGY: Sports Betting Platforms

BONUS DISTRIBUTION: G2E Asia, Southern
 Gaming Summit, East Coast Gaming Congress

AD DEADLINE: April 4 • **MATERIALS:** April 10

JUNE

Where Are the New Gaming Visionaries?

Sidebar: After the Moguls
 PASPA Erased: What Now?
 Macau: Beyond the VIP

TECHNOLOGY: Playing Cards: State of the Art

BONUS DISTRIBUTION: Canadian Gaming
 Summit

AD DEADLINE: May 2 • **MATERIALS:** May 8

JULY

Brazil: Pain, Joy and Reality

The Live Casino: Making the Most of iGaming
 Why Casino Taxes Matter

TECHNOLOGY: Casino Management Systems

BONUS DISTRIBUTION: OIGA Conference
 and Trade Show

AD DEADLINE: June 6 • **MATERIALS:** June 12

AUGUST

Caesars Entertainment: Back From the Brink

Food and Beverage Profitability in Casinos
 Gaming in Australia
 Regulatory Reform in Gaming

TECHNOLOGY: The New Pit

AD DEADLINE: July 6 • **MATERIALS:** July 12

SEPTEMBER

At Your Service: More Automation, Fewer Hosts

Global Gaming Women: Great Women of Gaming
 Reel Vision: The Resurgence of the Mechanical
 Reel

TECHNOLOGY: Screens & Monitors, Slot Add Ons

BONUS DISTRIBUTION: G2E 2018 GGW Sessions

AD DEADLINE: Aug. 8 • **MATERIALS:** Aug. 14

OCTOBER

Everi: Best of Both Worlds

eSports regulation
TECHNOLOGY: Modern Marketing: Social Media,
 Digital Ads

BONUS DISTRIBUTION: G2E 2018, Arizona Indian
 Gaming Association Trade Show

AD DEADLINE: Sept. 5 • **MATERIALS:** Sept. 11

Every issue of GGB also includes an extensive feature on Native American gaming, iGaming, legal and compliance, and other cutting edge topics.

NOVEMBER

Aristocrat: Global Powerhouse

Casinos in Africa
 Blockchain & Gaming: Perfect Together?

TECHNOLOGY: Franchising Restaurants in
 Gaming

BONUS DISTRIBUTION: SAGSE Buenos Aires;
 Eastern European Gaming & Entertainment
 Expo

AD DEADLINE: Oct. 3 • **MATERIALS:** Oct. 9

DECEMBER

10 Trends for '19

Electronic Table Games
 Affiliates in iGaming

TECHNOLOGY: iGaming Platforms

AD DEADLINE: Nov. 7 • **MATERIALS:** Nov. 13

GGB ANNUAL PUBLICATIONS

TRIBAL Government Gaming

IGRA 30 Years Later

Tribal Gaming Expertise – What Has Been
 Accomplished?

Architectural Trends in Indian Country

BONUS DISTRIBUTION: Indian Gaming 2018,
 G2E, OIGA Conference and Trade Show,
 Arizona Indian Gaming Association Trade
 Show, Mailed Separately to North American List

DEADLINE: March 15 • **MATERIALS:** March 21

CASINO *Style*

Bar Technology

Integrated Resort Seating & Furnishings
 Super Amenities: How to Distinguish Your
 Property

BONUS DISTRIBUTION: G2E 2018, Mailed with
 July issue of GGB

DEADLINE: May 22 • **MATERIALS:** May 30

G2E PREVIEW

The Green Casino

Progressive Products
BONUS DISTRIBUTION: G2E, Mailed separately
 to entire list one month before G2E

DEADLINE: July 31 • **MATERIALS:** Aug. 6

ISSUE	AD SPACE DEADLINE	AD MATERIAL DEADLINE
JANUARY	December 6, 2017	December 12, 2017
FEBRUARY	January 5, 2018	January 10, 2018
MARCH	February 7, 2018	February 13, 2018
APRIL	March 7, 2018	March 13, 2018
MAY	April 4, 2018	April 10, 2018
JUNE	May 2, 2018	May 8, 2018
JULY	June 6, 2018	June 12, 2018
AUGUST	July 6, 2018	July 12, 2018
SEPTEMBER	August 8, 2018	August 14, 2018
OCTOBER	September 5, 2018	September 11, 2018
NOVEMBER	October 3, 2018	October 9, 2018
DECEMBER	November 7, 2018	November 13, 2018

GGB ANNUAL PUBLICATIONS

TRIBAL Government Gaming



APRIL
AD DEADLINE: March 15, 2018
MATERIAL DEADLINE: March 21, 2018

CASINO Style



JULY
AD DEADLINE: May 22, 2018
MATERIAL DEADLINE: May 30, 2018

G2E PREVIEW



AUGUST
AD DEADLINE: July 31, 2018
MATERIAL DEADLINE: August 6, 2018

GGB magazine and supplement specifications: Trim Size: 8.375" x 10.875". Please allow .125" additional on all sides for full page with bleed. Files need to be submitted CMYK, high-resolution, 300dpi PDF preferred. For smaller ads, or additional information, please contact your sales representative. Submit materials to GGB magazine Art Director Monica Cooley at cooley7@sunflower.com.

GGB Global Gaming Business Magazine

RATES & SPECS 2018

4-COLOR ADVERTISING RATES (MONTHLY NET IN \$USD)

Size (all prices net)	12x	6x	3x	1x
Full Page	\$3,905	\$4,255	\$4,510	\$4,695
Two-page Spread	\$7,250	\$7,900	\$8,375	\$8,710
1/2 Horiz. 2 Page Spread	\$4,450	\$4,850	\$5,140	\$5,350
2/3 Vertical	\$2,900	\$3,160	\$3,350	\$3,485
Jr. Page or 1/2 Page Horiz.	\$2,245	\$2,450	\$2,595	\$2,700
1/3 Vertical or Square	\$1,675	\$1,825	\$1,935	\$2,010

AD SIZES Magazine trim size 8.375 x 10.875.

For bleed ads, add 1/8" (.125) on all sides from trim and/or the 2/3 V (top, sides & bottom), 1/2 H 2 page spread, and 1/2 H, (sides & bottom).

Full Page

Bleed 8 5/8 x 11 1/8 (8.625 x 11.125)
 Trim 8 3/8 x 10 7/8 (8.375 x 10.875)
 Live 7 5/8 x 10 1/8 (7.625 x 10.125)
 Non-bleed 7 5/8 x 10 (7.625 x 10)

2 page spread

Bleed 17 x 11 1/8 (17 x 11.125)
 Trim 16 3/4 x 10 7/8 (16.75 x 10.875)
 Live 16 x 10 1/8 (16 x 10.125)
 Non-bleed 16 x 10

1/2 Horiz. 2 page spread

Bleed 17 x 5 1/2 (17 x 5.5)
 Trim 16 3/4 x 5 3/8 (16.75 x 5.375)
 Live (16 x 5)
 Non-bleed 16 x 4 7/8 (16 x 4.875)

2/3 Vertical

Bleed 5 1/2 x 11 1/8 (5.5 x 11.125)
 Trim 5 3/8 x 10 7/8 (5.375 x 10.875)
 Live 5 x 10 1/8 (5 x 10.125)
 Non-bleed 5 x 10

Junior page

Non-bleed 5 x 7 7/16 (5 x 7.4375)

1/2 Horizontal

Bleed 8 5/8 x 5 1/2 (8.625 x 5.5)
 Trim 8 3/8 x 5 3/8 (8.375 x 5.375)
 Live 7 5/8 x 5 (7.625 x 5)
 Non-bleed 7 5/8 x 4 7/8 (7.625 x 4.875)

1/2 Vertical

Bleed 4 3/8 x 11 1/2 (4.375 x 11.125)
 Trim 4 1/8 x 10 7/8 (4.125 x 10.875)
 Live 3 5/8 x 10 1/2 (3.625 x 10.5)
 Non-bleed 3 6/8 x 10 (3.75 x 10)

1/3 Square

Non-bleed 5 x 4 7/8 (5 x 4.875)

1/3 Vertical

Non-bleed 2 3/8 x 10 (2.375 x 10)

Millimeters | Full Page

Bleed 219.075 x 282.575
 Trim 212.725 x 276.225
 Live 193.675 x 257.175
 Non-bleed 193.675 x 254

Millimeters | 2 page spread

Bleed 431.8 x 282.575
 Trim 425.45 x 276.225
 Live 406.4 x 257.175
 Non-bleed 406.4 x 254

Millimeters | 1/2 Horiz. 2 pg. spread

Bleed 431.8 x 139.7
 Trim 425.45 x 136.525
 Live 406.4 x 127
 Non-bleed 406.4 x 123.825

Millimeters | 2/3 Vertical

Bleed 139.7 x 282.575
 Trim 136.525 x 276.225
 Live 127 x 257.175
 Non-bleed 127 x 254

Millimeters | Junior page

Non-bleed 127 x 188.9125

Millimeters | 1/2 Horizontal

Bleed 219.075 x 139.7
 Trim 212.725 x 136.525
 Live 193.675 x 127
 Non-bleed 193.675 x 123.825

Millimeters | 1/2 Vertical

Bleed 111.13 x 282.58
 Trim 104.78 x 276.23
 Live 92.08 x 266.7
 Non-bleed 95.25 x 254

Millimeters | 1/3 Square

Non-bleed 127 x 123.825

Millimeters | 1/3 Vertical

Non-bleed 60.325 x 254

ALL AD MATERIALS SUBMITTED TO GLOBAL GAMING BUSINESS SHOULD BE FORMATTED AS FOLLOWS:

• **Postal Mail Submission:** All page layouts, images, art and fonts should be supplied on a Mac-formatted CD or zip. (Color proof must be provided.) Send to: John Buyachek, Director of Sales, 901 American Pacific Dr., Suite 180, Henderson, Nevada 89014.

• **PDFs preferred, Print Optimized:**

Document size must include crop marks offset 15 pts and 1/8-inch bleed for all ad bleed pages. Fonts and images must be embedded. (All images and text CMYK and 300 dpi at final size.) Color Management must be turned off. Compress files with Automatic Compression and Quality Set to Maximum. (Acrobat 4 or 5, and 6 compatible, resolution at 2438.) **Color proof must be provided.**

• **Email/FTP Submission:** If under 25 MB, email to cooley7@sunflower.com. If over 25 MB, an FTP site is available. Please email Monica Cooley at cooley7@sunflower.com for the FTP instructions.

• All page layouts, images and art should be built in: QuarkXpress 4.0 or higher, Adobe Illustrator 6 or higher, Adobe Photoshop 5 or higher. (We cannot accept ads built in Corel Draw, Microsoft Publisher, Microsoft Word, Excel or PowerPoint.)

• All images and art should be 300dpi/150lpi saved as EPS or TIFF for the Mac and CMYK only. If additional (PMS) color is used, please note this when the ad materials are submitted.

• We can only accept Adobe postscript fonts. (We cannot accept forced and/or true type fonts.) Without color proof, publisher cannot be responsible for the outcome of the ad colors.

• With all ads, please include publication name, advertiser's name, ad size and a contact's phone number.

ANY QUESTIONS REGARDING AD SALES, PLEASE CONTACT:

LAUREN BYRGE

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FLOYD SEMBLER

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For questions regarding production please email
 Monica Cooley at cooley7@sunflower.com.



GGB MAGAZINE WEBSITE ONLY (Rates per month)

- 1 728 x 90 (Leaderboard banner)**
 - \$2,600 exclusive
 - \$650 to rotate with 5 other advertisers
 - + \$15/1K page views
- 2 728 x 90 (2nd Position)**
 - \$1,450 exclusive
 - + \$15/1K page views
- 3 728 x 90 (3rd Position)**
 - \$1,250 exclusive
 - + \$15/1K page views
- 728 x 90 (Footer banner)**
 - \$1,000 exclusive
 - \$250 to rotate with 5 other advertisers
 - + \$15/1K page views
- 4 300 x 250 (Top square)**
 - \$2,600 exclusive
 - \$650 to rotate with 5 other advertisers
 - + \$15/1K page views
- 5 300 x 250 (2nd square)**
 - \$2,200 exclusive
 - \$550 to rotate with 5 other advertisers
 - + \$15/1K page views

GGB MAGAZINE OR GGB NEWS WEBSITES

- 6 120 x 240**
 - \$375 month per site
 - + \$15/1K page views
- 7 120 x 90**
 - \$150 month per site
 - + \$10/1K page views

GGB MAGAZINE & GGB NEWS SITES (Combo Rate)

- 120 x 240**
 - \$550 month both sites
 - + \$15/1K page views
- 120 x 90**
 - \$250/month both sites
 - + \$10/1K page views/site

Cost per page view will be capped at 20,000 page views.

All files should be submitted in RGB color, 72dpi resolution in JPEG, GIF, or SWF format. Ad may be animated, with a maximum of two full animation sequence repeats with each page refresh.

SPECIALTY ADS & EBLAST

GGB OVERLAY AD

Overlay ad appears over a GGB web page every time a person goes to the site. Overlay ads will also appear on **Mobile** and other **handheld devices**.

- **Horizontal Overlay Ad Size: 850 x 486**
- **Vertical Overlay Ad Size: 300 x 600**
- **Mobile Ad Size: 200 x 400**

Exclusive purchase only at \$5,000 per month

GGB EBLAST

Deliver your message directly to the GGB database, with approximately 13,000 executives and casino professionals. GGB fully supports all html formats.

\$3,000 per eblast





Tribal Government Gaming is the definitive resource on Native American gaming. More than just a comprehensive guide to Class II and Class III Indian casinos, **Tribal Government Gaming** features editorial coverage of cutting-edge issues such as tribal sovereignty, Indian gaming regulation, economic diversification, nation-building, compacts and more.

TGG Full	\$3,750
TGG 2/3	\$2,800
TGG 1/2	\$2,250
TGG 1/3	\$1,650

One-third page Tribal profile included ONLY when a full page ad is purchased in this publication.

BONUS DISTRIBUTION:

Indian Gaming 2018, G2E, OIGA Conference and Trade Show, Arizona Indian Gaming Association Trade Show, stand alone mailing in April to North American GGB subscribers
AD DEADLINE: March 15, 2018
MATERIALS: March 21, 2018



Casino Style is the first magazine dedicated to non-gaming amenities in today's casino industry. Highlighting every aspect of the guest experience, **Casino Style** focuses on revenue streams of the non-gaming customer—from architecture to analytics, nightlife to restaurants, meetings and conventions, shopping to spas, and everything in between.

CS Full	\$3,095
CS 2/3	\$2,300
CS 1/2	\$1,900
CS 1/3	\$1,400

One-third page Style profile included ONLY when a full page ad is purchased in this publication.

BONUS DISTRIBUTION:

G2E 2018, BDNY 2018, mailed with the July issue of GGB magazine
AD DEADLINE: May 22, 2018
MATERIALS: May 30, 2018



G2E Preview is the most comprehensive publication highlighting the world's most significant gaming event, Global Gaming Expo (G2E). **G2E Preview** provides advance information about keynote speakers, conference sessions, A-Z exhibitor listings, details on the Integrated Resort Experience (IRE), Security & Surveillance, panel discussions, igaming, show floor plans and more.

G2E Full	\$3,095
G2E 2/3	\$2,300
G2E 1/2	\$1,900
G2E 1/3	\$1,400

One-half page Corporate profile included for advertisers running six or more ads in GGB magazine

BONUS DISTRIBUTION:

G2E, stand alone mailing in August to all GGB subscribers
AD DEADLINE: July 31, 2018
MATERIALS: Aug. 6, 2018