

GGB

Global Gaming Business

2024

MEDIA KIT



Informing Your Industry Since 2002.

GGB 2024 MEDIA KIT

WWW.GGBMAGAZINE.COM



CIRCULATION & FORMAT

GGB is a 4-color, glossy magazine (8.5" x 11") printed **monthly**.

GGB is converted into a high-resolution, interactive **digital edition** offered **free** to online readers.

GGB reaches nearly **24,000 High-Quality executives** in the **global casino market**, including **operators, manufacturers** and **Regulators**.

(10,000 print subscribers, 12,000 database subscribers, 2,000 digital subscribers.)

GGB influences **key ancillary industries** such as **lodging, lottery** and **entertainment**.

The **GGB Magazine** website offers banner ads, video ads, custom eblasts and overlay ads for additional exposure. (see **Online Rates & Specs** for details).

GGBMAGAZINE.COM _____
Monthly Avg.: 25,000 visits / 30,000 page views

GGB DIGITAL EDITION _____
Subscribers: Over 2,000 across 35 countries

GGB PODCAST _____
Listeners & Viewers: Nearly 7,500 per month

GGB EBLASTS _____
Recipients: Nearly 12,000 casino professionals

ANNUAL SUPPLEMENTS

TRIBAL GOVERNMENT GAMING



Mailed in **March**, **Tribal Government Gaming** is the definitive resource on Native American gaming.

TribalGovernmentGaming.com

CASINO STYLE



Casino Style magazine is an annual supplement dedicated to non-gaming amenities and design.

CasinoStyleMagazine.com

P3 MAGAZINE



Progressive Products Preview showcases the cutting-edge technologies, products and services that are shaping the future of the casino industry.

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

GGB partners with **The Innovation Group** on the annual **Emerging Leaders of Gaming 40 Under 40**, profiling the rising stars in the gaming industry.



GGB 2024

EDITORIAL SCHEDULE



January

Fontainebleau Opens in Vegas
 25 People to Watch
 Payment Gateways
 ICE Preview
 Will the New York Licenses Ever Get Awarded?

TECHNOLOGY: Combatting Cyber Attacks
Bonus Distribution: ICE 2024, NCLGS Winter Meeting

February

Konami
 Free Play: The Latest Thoughts
 The Hypocrisy of Opposing Smoking Bans

SPECIAL SECTION: Security & Surveillance
TECHNOLOGY: Payment Processing for iGaming
Bonus Distribution: ICE 2024, World Game Protection Conference

March

Simon Thomas and London's Hippodrome
 Florida Sports Betting Is Live!
 Australian Aftershocks: How Have Casinos Responded?
 Cashless Cannibalization

TECHNOLOGY: Micro Sports Betting
Bonus Distribution: Indian Gaming 2024, Casino Marketing Bootcamp

Tribal Government Gaming

Tribal Casinos 3.0
 Class II Revival
 Washington State Market Review
 Sports Betting in Indian Country

Bonus Distribution: Indian Gaming 2024

April

Station Casinos & the Vegas Strategy
 Game Studios and Online Slots
 Formula 1 in Vegas
 M&A in Sports Betting

TECHNOLOGY: AI & the Personal Touch
Bonus Distribution: East Coast Gaming Congress, Indian Gaming 2024, iGB Live North America

May

The Philippine Miracle & PAGCOR
 Gray or Black?: Illegal Online Gaming
 Responsible Gaming Online
 Slow US Online Gaming Growth

TECHNOLOGY: Slot Systems
Bonus Distribution: SBC Summit North America

Casino Style

Grand Opening, Vegas Style
 Rio Renovation
 The Digital Hotel Room

June

Marker Trax, Koin
 Dealing with Diversity
 History of ETGs
 Gaming in Ontario

TECHNOLOGY: Players Club Apps
Bonus Distribution: Canadian Gaming Summit 2024, IAGA 2024 International Summit, NAGRA Conference 2024

July

The Evolution of AGS
 Social Casinos Going Strong
 Hold & Spin Slots
 Cashless Customer Acceptance
 Sports Betting and Online Casino Taxes

TECHNOLOGY: Online Bonuses
Bonus Distribution: Oklahoma Indian Gaming Show, NCLGS Summer Meeting

August

The Smoking Conundrum: Defending the Casinos
 Bringing Online Players In House
 DFS & Sweepstakes Online
 Sports Betting in Brazil

TECHNOLOGY: Responsible Gaming Technology
Bonus Distribution: Oklahoma Indian Gaming Show

Progressive Products Preview (P3)

G2E Preview: The Latest on the Largest U.S. Industry's Trade Show
 The Vegas Office
 The Growing HHR Community
 Progressive Products

Bonus Distribution: G2E 2024

September

Gaming in the Arab World
 Women's Work: Upward Mobility in Gaming
 Downfall of Junkets
 The Price of Gaming

TECHNOLOGY: Using Social Media
Bonus Distribution: G2E 2024

October

Global Games
 ETGs Surge
 After the Trop: Bally's Stadium
 Netflix and Disney in Gaming?

TECHNOLOGY: Data Solutions
Bonus Distribution: G2E 2024

November

40 Under 40 Emerging Leaders
 Reel Revisionists
 Scandinavian Success
 Cabinets or Content?

TECHNOLOGY: Kiosks

December

Ainsworth
 10 Trends for '25
 RG Research
 Reno Revival

TECHNOLOGY: Sports Betting Platforms

ISSUE	AD SPACE DEADLINE	AD MATERIAL DEADLINE
January	12/6/2023	12/12/2023
February	1/5/2024	1/11/2024
March	2/6/2024	2/12/2024
April	3/6/2024	3/12/2024
May	4/5/2024	4/12/2024
June	5/7/2024	5/13/2024
July	6/5/2024	6/11/2024
August	7/5/2024	7/10/2024
September	8/6/2024	8/12/2024
October	9/4/2024	9/10/2024
November	10/4/2024	10/14/2024
December	11/6/2024	11/13/2024

GGB ANNUAL PUBLICATIONS



APRIL

AD DEADLINE: March 13, 2024
AD MATERIAL: March 19, 2024



JUNE

AD DEADLINE: May 22, 2024
AD MATERIAL: May 28, 2024



SEPTEMBER

AD DEADLINE: August 21, 2024
AD MATERIAL: August 27, 2024

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 mcooley@ggbmagazine.com.

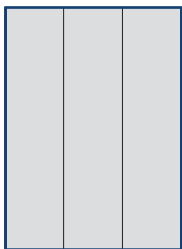
4-COLOR ADVERTISING RATES (MONTHLY NET IN USD)

Size	12x	6x	1x
Full Page	\$3,905	\$4,255	\$4,695
Two-page Spread	\$7,250	\$7,900	\$8,710
2/3 Vertical	\$2,900	\$3,160	\$3,485
Jr. Page or 1/2 Page Horiz.	\$2,245	\$2,450	\$2,700
1/3 Vertical or Square	\$1,675	\$1,825	\$2,010

*Premium Ad Placement: Add an additional 10% to rate

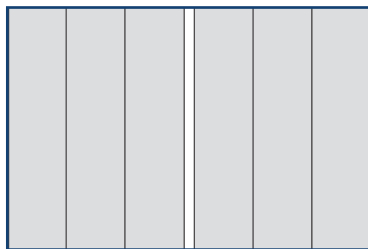
GGB MAGAZINE AD SIZES

Magazine trim size 8.375 x 10.875. For bleeds, add 1/8" (.125) on all sides from trim.



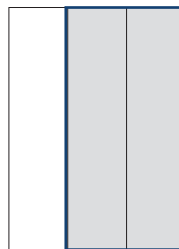
Full Page

Bleed 8.625" x 11.125"
Trim 8.375" x 10.875"
Live 7.625" x 10.125"
Non-bleed 7.625" x 10"



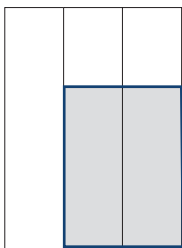
2-Page Spread

Bleed 17" x 11.125"
Trim 16.75" x 10.875"
Live 16" x 10.125"
Non-bleed 16" x 10"



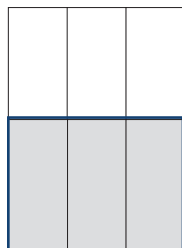
2/3 Vertical

Bleed 5.5" x 11.125"
Trim 5.375" x 10.875"
Live 5" x 10.125"
Non-bleed 5" x 10"



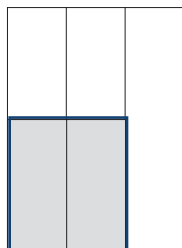
Junior Page

Non-bleed 5" x 7.4375"



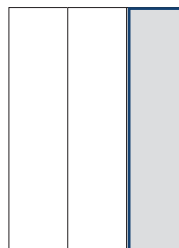
1/2 Horizontal

Bleed 8.625" x 5.5"
Trim 8.375" x 5.375"
Live 7.625" x 5"
Non-bleed 7.625" x 4.875"



1/3 Square

Non-bleed 5" x 4.875"



1/3 Vertical

Non-bleed 2.375" x 10"

THE POWER OF PRINT

With our Specialty Print Options, GGB Magazine provides additional opportunities to catch the eye of your audience.

COVER TREATMENTS:

- Reverse Gatefold
- French Cover Gatefold
- Barn Door Gatefold
- Half Gatefold

INTERIOR GATEFOLDS:

- 4-Page Foldout
- 6-Page Foldout
- 6 Page Z-Gate

OTHER OPTIONS:

- Bind In/Blow In Cards
- Post-Its
- Tipped Inserts
- Partial Pages

Custom marketing pieces can be designed to your specifications. Additionally, your custom piece can polybag with GGB Magazine. Contact your sales representative for details.

PRINT AD SUBMISSION REQUIREMENTS

DIGITAL FILE REQUIREMENTS

Adobe Acrobat PDF, 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 must be 300dpi saved as TIFF or EPS and CMYK only.

EMAIL/FTP SUBMISSIONS

Files under 25 MB, email Monica Cooley at mcooley@ggbmagazine.com. If over 25 MB, an FTP site is available. Please email mcooley@ggbmagazine.com for FTP instructions.

MAILING ADDRESS

1000 Nevada Way, Suite 204
Boulder City, NV 89005
info@ggbmagazine.com



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.



Casino Style is the only 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.



P3 Magazine or Progressive Products Preview showcases the cutting-edge technologies, products and services that are shaping the future of the international gaming industry. **P3** is published to coincide with the casino industry's most important trade show, G2E, and offers a comprehensive look at the innovations and technologies that are

TGG Full \$3,750

TGG 2/3 \$2,800

TGG 1/2 \$2,150

TGG 1/3 \$1,625

One-half page Corporate Profile included ONLY when a full page ad is purchased in this publication.

CS Full \$3,095

CS 2/3 \$2,300

CS 1/2 \$1,765

CS 1/3 \$1,350

One-half page Corporate Profile included ONLY when a full page ad is purchased in this publication.

P3 Full \$3,395

P3 2/3 \$2,525

P3 1/2 \$1,950

P3 1/3 \$1,500

One-half page Corporate Profile included ONLY when a full page ad is purchased in this publication.

BONUS DISTRIBUTION

Indian Gaming 2024, G2E 2024, OIGA Conference and Trade Show, Arizona Indian Gaming Association; Stand alone mailing in March to all GGB subscribers

AD DEADLINE: March 13, 2024
MATERIALS: March 19, 2024

BONUS DISTRIBUTION

G2E 2024, mailed with July issue of GGB magazine

AD DEADLINE: May 22, 2024
MATERIALS: May 28, 2024

BONUS DISTRIBUTION

G2E 2024, Indian Gaming 2025; Stand alone mailing in September to all GGB magazine subscribers

AD DEADLINE: August 21, 2024
MATERIALS: August 27, 2024

GGB
Gaming Business Magazine

728 x 90 Leaderboard

Home | Features | Columns | Departments | Archive | GGB Directory | Progressive Products Preview

IN THIS ISSUE: NOVEMBER 2023

LEARN FROM YOUTH The 2024 Emerging Leaders Of Gaming 40 Under 40 recognize the future of the gaming industry.

AWARDS SEASON Honoring innovation, gaming legends and the winners in gaming.

500 CLUB FOR EMERGING LEADERS OF GAMING 40 UNDER 40 Honoring the top 500 young professionals of the industry.

UNDER ATTACK How can the industry fight cyberattacks?

RISE OF THE MACHINES: HOW AI IS CHANGING GAMING OPERATIONS Artificial intelligence could revolutionize the casino, but will new customers?

TO LICENSE OR NOT? Strong regulatory standards have transformed the market since the bankruptcy 2010s.

728 x 90 Leaderboard #2

THE AGENDA

Going Too Far
Do sports betting operators need to pull back and to limit how much they advertise?
BY ROBERT GRAY, PUBLISHER

728 x 90 Leaderboard #3

GGB PODCASTS

GGB GAMING SUPPLIER SHOWCASE

Chetu Gaming Supplier Showcase with Chetu
ANB WORTH Answorth Gaming Supplier Showcase - G2E 2023
playtech Gaming Supplier Showcase with Playtech

COLUMNS

AMERICAN GAMING ASSOCIATION

Gaming's Impact Grows
Cray goes to Texas, gaming is making its mark in the state and Arkansas on the way.
BY ANTON SEVERIN

FRANKLY SPEAKING

Creepy and Crawly
Check out the creepy and crawly creatures - and the reasons behind them - in our feature column.
BY FRANK LEGATO

FANTASY'S FINANCE

Hurry Up and Wait
Get in operator slots can be an investment opportunity.
BY ROSE FINSTER

OPERATIONS

Real Reactions
Gaming's new ways to display solutions on real machines.
BY DAVID JACQUES FINSTER

728 x 180 Banner

FEATURES

From Cult Classic to Blockbuster
The process and challenge of expanding the OTG player base.

To License or Not?
Strong regulatory standards have transformed the market since the bankruptcy 2010s.

AI
Rise of the Machines: How AI is Changing Casino Marketing
Artificial intelligence could revolutionize how casinos win, lose and otherwise manage their businesses.

Under Attack
Cyberattacks and ransomware (ransomware) were just the latest gaming technologies to become targets of digital criminals. How can the industry fight these cyberattacks?

GGB ONLINE REACH

- GGB MAGAZINE**
30,000 average page views per month
- GGB PODCAST**
Nearly 7,500 listens & views per month
- GGB NEWS**
31,000 avg. page views per month
- Eblast**
12,000 recipients

GGBMAGAZINE (RATES PER MONTH)

SIZE	RATES	GGB & GGBNEWS COMBO RATE
728 x 90 (Leaderboard)	\$900	\$1,250
728 x 90 (2nd, 3rd, 4th & Footer)	\$790	\$1,100
728 x 180 (2nd, 3rd, 4th & Footer)	\$1,205	\$1,730
300 x 250 (Top Square)	\$900	\$1,250
300 x 250 (2nd or 3rd Square)	\$790	\$1,100
300 x 600 (Half Page)	\$1,260	\$1,825
120 x 480 (Skyscraper)	\$630	\$900
120 x 240 (Vertical Banner)	\$420	\$600
120 x 90 (Button)	\$315	\$455

PREMIUM EVENT LISTING

EVENT LISTING ON CALENDAR \$500

NOTE: all 728x90 ads require an additional ad sized 300x120 for mobile. All ads are set to rotate **EVENLY** to guarantee equal impressions. A maximum of 5 ads per slot.

GGBNEWS.COM (RATES PER MONTH)

SIZE	RATES
728 x 90 (Leaderboard)	\$790
728 x 90 (2nd, 3rd, 4th & Footer)	\$685
728 x 180 (2nd, 3rd, 4th & Footer)	\$1,155
300 x 250 (Top Square)	\$790
300 x 250 (2nd or 3rd Square)	\$685
300 x 600 (Half Page)	\$1,260
120 x 480 (Skyscraper)	\$600
120 x 240 (Vertical Banner)	\$395
120 x 90 (Button)	\$295

DAILY & WEEKLY GGB NEWS EBLAST ADS (Rates Per Month)

SIZE	RATES
Daily Eblast Ad Slot 1	\$3,935
Daily Eblast Ad Slot 2	\$3,305
Daily Eblast Ad Slot 3	\$2,780
Daily Eblast Ad Slot 4	\$2,360
Weekly Eblast Ad Slot 1	\$2,255
Weekly Eblast Ad Slot 2	\$2,045
Weekly Eblast Ad Slot 3	\$1,730
Weekly Eblast Ad Slot 4	\$1,520
Weekly Eblast Ad Slot 5	\$1,230
Weekly Eblast Ad Slot 6	\$1,100

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 repeats with each page refresh. All ads must be under 1mb. Email materials to: digital@ggbmagazine.com

PODCAST SPONSORSHIP



PODCAST SPONSORSHIP (RATES PER MONTH)

1 MONTH	\$3,000
6 MONTHS+	\$2,500

Established over 19 years ago, the **GGB Podcast** is the longest running podcast in the gaming industry. Every week, the **GGB Podcast** features candid conversations with gaming executives and insiders, public officials and industry suppliers, personalities and people in the news.

These original, unscripted audio interviews are easily accessible on **iTunes** and **Spotify** and are available on both the **GGBNews.com** and **GGBmagazine.com** websites. Additionally, they're promoted monthly in Global **Gaming Business Magazine**.

With over **85,000 high-value listeners** each year, GGB has the ear of the industry.

GGB EBLASTS



RATE PER DELIVERY

\$3,000

Gaming industry leaders around the world are busy. **GGB eblasts** make it easy for your message to reach them efficiently and affordably.

Since **2002**, GGB has been a trusted partner in the international gaming industry. We can help deliver your company's message to nearly **12,000 executives** and casino professionals – the complete Global Gaming Business database.

“ Global Gaming Business has partnered with AGEM for more than a dozen years and has provided valuable services to our members in getting their message out loud and clear. If you want to be noticed in the gaming business, GGB is the way ”

DARON DORSEY,

Executive Director, AGEM – Association of Gaming Equipment Manufacturer

GAMING SUPPLIER SHOWCASE

In our mission to highlight cutting-edge products and technologies, GGB offers **Gaming Supplier Showcase**. Our latest digital campaign, the Showcase includes a product video and interview with our publisher or editor and additional exposure to your niche market highlighting your product or service.

GAMING SUPPLIER SHOWCASE

SINGLE SHOWCASE \$3,800

MINI-SERIES* \$11,500

WHAT YOU GET

- 10 minute Zoom interview
- Logo on GGB website with link to Showcase page for 90 days
- Eblast to 12,000+ subscribers
- Video posted to GGB Social Pages
- Twitter post linked to video

WHAT YOU NEED

- Your MP4 product file for integration if desired
- Logo of Company
- Thumbnail of a product shot
- Access to Zoom

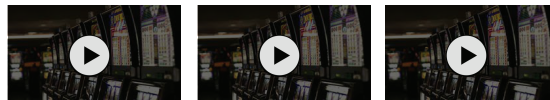
GGB REACH

- 24,000 Monthly Readers
- 30,000 monthly web page views
- 7,500 monthly podcast listeners

BENEFITS

- Your video link appears on the GGB Homepage

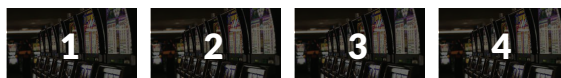
GGB GAMING SUPPLIER SHOWCASE



- Your Zoom video is featured on it's own page for 3 months on the GGB website
- Your video can feature a branded interview and/or a product demonstration
- Your **Gaming Supplier Showcase** is shared on the GGB Twitter, Facebook and LinkedIn accounts and sent as a personalized eblast to 12,000+ GGB subscribers.

SHOWCASE MINI-SERIES*

Go for the gold with the **GGB Supplier Showcase Mini-Series**. The Mini-Series consists of four Supplier Showcases. Showcases must all be recorded on the same day and can be released four weeks in a row or four days in a row.



NEW FOR 2024

GAMING SUPPLIER RESOURCE CENTER

Upload any resource, such as a whitepaper or report, to our newly established resource page. Access to this resource will be restricted, and we will provide you with a list of all individuals who have accessed it by the end of the month. Our website receives 24,000 monthly readers and garners 30,000 monthly web page views.

RATES PER MONTH

WHITEPAPER/REPORT \$900

NEW FOR 2024

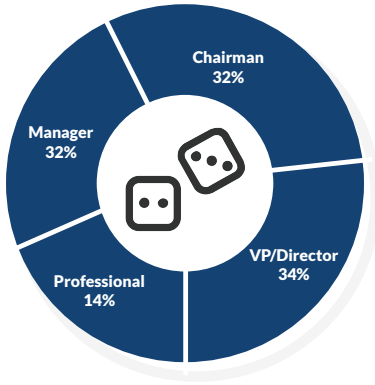
PRESS RELEASES

Gain access to our database with a Press Release, and we will feature it on GGBNews and across our various social media platforms. With an audience comprising 12,000 eblast subscribers and 30,000 web page views, we will ensure your message reaches a substantial audience within the gaming industry.

PRESS RELEASES

(1) PRESS RELEASE \$500

(3) PRESS RELEASES \$1,200



GGB READERSHIP

Global Gaming Business reaches nearly **24,000 executives** in the **global casino market**-including **operators, manufacturers and regulators.**

PRINT SUBSCRIBERS: 10,000
DATABASE SUBSCRIBERS: 12,000
DIGITAL SUBSCRIBERS: 2,000

“ As a hospitality and gaming executive who is passionate about continuing to learn and grow, Global Gaming Business is my ‘go to’ place to read up on what’s trending in our business. It’s a must read every month! ”

MARK BIRTHA,
 President, Hard Rock Hotel & Casino Sacramento at Fire Mountain

GGB WEBSITE AVERAGE

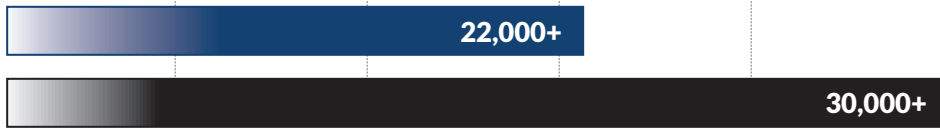
■ MONTHLY VISITS ■ MONTHLY PAGE VIEWS

5,000 10,000 15,000 20,000 25,000 30,000

GGB MAGAZINE (*ggbmagazine.com*)



GGB NEWS (*ggbnews.com*)



TOP 10 COUNTRIES

- United States*
- China
- Norway
- United Kingdom
- Canada
- Sweden
- Australia
- India
- Indonesia
- Singapore

*80% from the United States

DIGITAL SUBSCRIBERS: 2,000

MONTHLY LISTENS/VIEWS: 8,700+

12,000 SUBSCRIBERS