

# GGB

Global Gaming Business

## MEDIA KIT

2023



## TRUSTED. RESPECTED. PREFERRED.

*Global Gaming Business Magazine* is the gaming industry's premier trade publication. *GGB* offers an unsurpassed level of visibility with a multimedia presence of more than **26,000** monthly readers across multiple platforms.

*GGB* is truly worldwide. 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 the only trade publication with a monthly print circulation covering the international gaming industry.

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

*Informing Your Industry Since 2002.*



# GGB 2023 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 **26,000 executives** in the **global casino market**, including **operators, manufacturers** and **distributors**.  
*(11,500 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 / 35,000 page views

### GGB DIGITAL EDITION

Subscribers: *Over 2,000 across 35 countries*

### GGB PODCAST

Listeners & Viewers: *Over 8,700 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](http://TribalGovernmentGaming.com)

### CASINO STYLE

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

[CasinoStyleMagazine.com](http://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 2023

## EDITORIAL SCHEDULE

### JANUARY

#### 25 People to Watch

Sports Betting: Hit or Miss for Casinos?  
Responsible Gaming: Treatment Option  
Under the Influence: Those Cagey Slot  
YouTubers

**TECHNOLOGY:** Hotel Software

**BONUS DISTRIBUTION:** ICE London 2023

### FEBRUARY

#### Secrets of Social Media

Will Crypto Ever Work for Gaming?  
California Sports Betting: What's Next  
Free Play: The Latest Thoughts  
**SPECIAL SECTION:** Security &  
Surveillance

**TECHNOLOGY:** Payment Processing for  
iGaming

**BONUS DISTRIBUTION:** ICE London 2023,  
Indian Gaming Tradeshow 2023

### MARCH

#### Bartop Battle: Who Owns the Territory

Cashless Regulation  
Hacking the System: Can It Be Stopped  
Slot Themes: Known Brands or Proprietary

**TECHNOLOGY:** Gifting Solutions

**BONUS DISTRIBUTION:** World Game

Protection Conference, Indian Gaming  
Tradeshow 2023

### TRIBAL Government Gaming

#### Tribal Casinos 3.0

Tribal Collaboration: Gaming & Non-  
Gaming Compact Renewals

RG In Indian Country

Tribes Online: Working With  
Commercial Gaming

**BONUS DISTRIBUTION:** Indian Gaming  
2023, OIGA Conference & Trade Show,  
G2E 2023

*Mailed separately to entire list in March*

### APRIL

#### Texas Tea: Gaming in the Lone Star State

Covid Leftover: When Will It Be Gone

Battling Illegal Skill Games

Metaverse Gaming: Threat or Opportunity

**TECHNOLOGY:** Sports Micro Betting

### MAY

#### Gaming Boomtown: The Philippines

Table Game Innovations

Cashless Nuts & Bolts

Recruitment & Retention

M&A in Sports Betting (TIG)

**TECHNOLOGY:** Data Solutions

**BONUS DISTRIBUTION:** East Coast Gaming  
Congress, SBC North America

### CASINOStyle

#### The Next Greatest IR

Food & Beverage Trends

Modern Meetings & Conventions

The Digital Hotel Room

**BONUS DISTRIBUTION:** Indian Gaming  
2024, G2E 2023

*Mailed with June GGB Magazine*

### JUNE

#### Online Gaming in Asia

Live Dealers & Games

Gray or Black?: Illegal Online Gaming

Dealing with Diversity

**TECHNOLOGY:** Analytics Software

**BONUS DISTRIBUTION:** Canadian Gaming  
Summit

### JULY

#### Betting on Brazil

Platform Integration: The More the Merrier

Sporting Chance: Partnerships Between

Operators and Franchises

Social Casinos Going Strong

**TECHNOLOGY:** Gaming Apps

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

### AUGUST

#### The Smoking Conundrum: It's a Movement

Cashless Consolidation

Bringing Online Players In House

Oklahoma Market Review

**TECHNOLOGY:** Responsible Gaming Tech

### P3 PROGRESSIVE PRODUCTS PREVIEW

ANNUAL

#### G2E Preview: The Latest on the Largest Trade Show

Cashless Kiosks

Let Us Entertain You: Trends in  
Showrooms

Progressive Products

**BONUS DISTRIBUTION:** G2E 2023

*Mailed separately in September to  
entire list*

### SEPTEMBER

#### Women's Work: Upward Mobility in Gaming

Bye-Bye Reels: Arcade Slot Games for  
Money

RG Treatment Breakthroughs

Australian Aftershocks: How Have

Casinos Responded

**TECHNOLOGY:** Digital Signage

**BONUS DISTRIBUTION:** G2E 2023

### OCTOBER

#### Global Games 2023: Top New Slot Games

Hacking the Hackers

Rising Esports

Gaming in Thailand: Impact on the  
Region

**TECHNOLOGY:** Table Game Technology

**BONUS DISTRIBUTION:** G2E 2023

### NOVEMBER

#### 40 Under 40 Emerging Leaders

Electronic Table Games

AI & Marketing: Building Your Best  
Player

Land Into Trust: How Fluid is the  
Situation?

**TECHNOLOGY:** Facial Recognition &

Phone Apps

### DECEMBER

#### 10 Trends for '24

RG Alphabet Soup: Who Does What

Asian Gaming Markets: Bouncing Back?

Gaming Education: University Programs

**TECHNOLOGY:** Advanced Kiosks

SCHEDULE SUBJECT TO CHANGE

ISSUE	AD SPACE DEADLINE	AD MATERIAL DEADLINE
JANUARY	December 7, 2022	December 13, 2022
FEBRUARY	January 5, 2023	January 11, 2023
MARCH	February 8, 2023	February 14, 2023
APRIL	March 8, 2023	March 14, 2023
MAY	April 5, 2023	April 11, 2023
JUNE	May 3, 2023	May 9, 2023
JULY	June 7, 2023	June 13, 2023
AUGUST	July 6, 2023	July 12, 2023
SEPTEMBER	August 3, 2023	August 9, 2023
OCTOBER	September 6, 2023	September 12, 2023
NOVEMBER	October 4, 2023	October 10, 2023
DECEMBER	November 8, 2023	November 14, 2023

## GGB ANNUAL PUBLICATIONS

### TRIBAL Government Gaming



**MARCH**

**AD DEADLINE:** February 22, 2023

**MATERIAL DEADLINE:** Feb. 28, 2023

### CASINOStyle



**JUNE**

**AD DEADLINE:** April 19, 2023

**MATERIAL DEADLINE:** April 25, 2023

### P3 PROGRESSIVE PRODUCTS PREVIEW



**SEPTEMBER**

**AD DEADLINE:** August 23, 2023

**MATERIAL DEADLINE:** Aug. 29, 2023

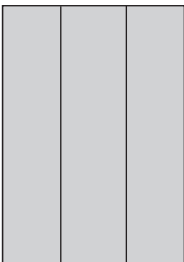
**GGB MAGAZINE AND SUPPLEMENT SPECIFICATIONS:** Trim Size: 8.375" x 10.875". Please allow .125" additional on all sides for full page with bleed. Files need to be submitted CMYK, high-resolution, 300dpi PDF preferred. For smaller ads, or additional information, please contact your sales representative. Submit materials to GGB magazine Art Director Monica Cooley at [mcooley@ggbmagazine.com](mailto:mcooley@ggbmagazine.com).

4-COLOR ADVERTISING RATES (MONTHLY NET IN USD)			
Size <i>(all prices net)</i>	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*

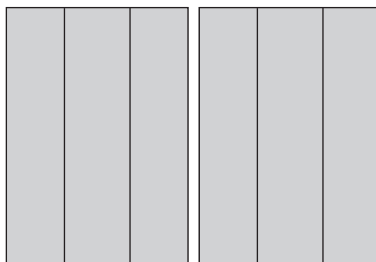
## GGB MAGAZINE AD SIZES

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



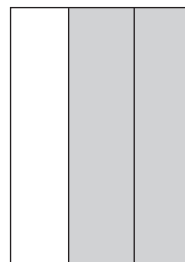
### Full Page

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



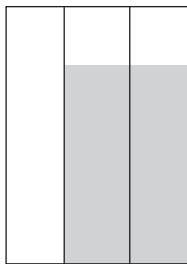
### 2 Page Spread

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



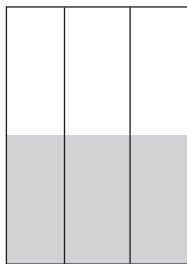
### 2/3 Vertical

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



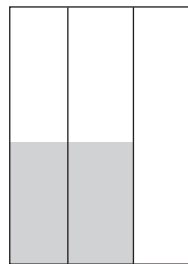
### Junior page

Non-bleed 5" x 7.4375"



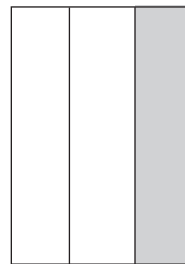
### 1/2 Horizontal

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](mailto:mcooley@ggbmagazine.com). If over 25 MB, an FTP site is available. Please email [mcooley@ggbmagazine.com](mailto:mcooley@ggbmagazine.com) for FTP instructions.

### MAILING ADDRESS

1000 Nevada Way, Suite 204  
 Boulder City, NV 89005  
[info@ggbmagazine.com](mailto:info@ggbmagazine.com)

## TERRI BRADY

Director of Sales & Marketing • [Tbrady@ggbmagazine.com](mailto:Tbrady@ggbmagazine.com)

702-248-1565 x227 o. • 702-493-6964 m.

**728 x 90 Leaderboard**

**728 x 90 #2**

**728 x 90 #3**

**300 x 250 (1st Sq.)**

**300 x 250 (2nd Sq.)**

**300 x 250 (3rd Sq.)**

**300 x 600**

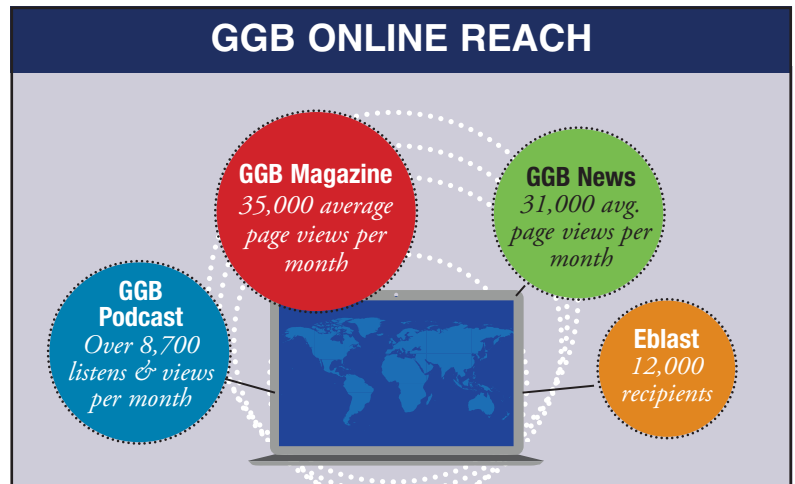
**120 x 480**

**120 x 240**

**120 x 90**

**728 x 180 Banner**

**300 x 120 (Mobile)**



### GGBMAGAZINE.COM (Rates per month)

SIZE	RATES	GGB & GGBNEWS COMBO RATE
<b>728 x 90 (Leaderboard)</b>	\$850	\$1,190
<b>728 x 90 (2nd, 3rd, 4th &amp; Footer)</b>	\$750	\$1,050
<b>728 x 180 (2nd, 3rd, 4th, Footer)</b>	\$1,150	\$1,650
<b>300 x 250 (Top Square)</b>	\$850	\$1,190
<b>300 x 250 (2nd or 3rd Square)</b>	\$750	\$1,050
<b>300 x 600 (Half Page)</b>	\$1,200	\$1,740
<b>120 x 480 (Skyscraper)</b>	\$600	\$850
<b>120 x 240 (Vertical Banner)</b>	\$400	\$575
<b>120 x 90 (Button)</b>	\$300	\$435

**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
<b>728 x 90</b> (Leaderboard)	\$750
<b>728 x 90</b> (2nd, 3rd, 4th & Footer)	\$655
<b>728 x 180</b> (2nd, 3rd, 4th, Footer)	\$1,100
<b>300 x 250</b> (Top Square)	\$750
<b>300 x 250</b> (2nd or 3rd Square)	\$655
<b>300 x 600</b> (Half Page)	\$1,200
<b>120 x 480</b> (Skyscraper)	\$575
<b>120 x 240</b> (Vertical Banner)	\$375
<b>120 x 90</b> (Button)	\$280

## DAILY & WEEKLY GGB NEWS EBLAST ADS

Daily Eblast Ad Slot 1	\$3,750
Daily Eblast Ad Slot 2	\$3,150
Daily Eblast Ad Slot 3	\$2,650
Daily Eblast Ad Slot 4	\$2,250
Weekly Eblast Ad Slot 1	\$2,150
Weekly Eblast Ad Slot 2	\$1,950
Weekly Eblast Ad Slot 3	\$1,650
Weekly Eblast Ad Slot 4	\$1,450
Weekly Eblast Ad Slot 5	\$1,175
Weekly Eblast Ad Slot 6	\$1,050

*Rates per month. All ads are 728x90. Click-through analytics provided.*

## DIGITAL AD SUBMISSION REQUIREMENTS

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: [ross@casinoconnection.com](mailto:ross@casinoconnection.com)

## PODCAST SPONSORSHIP OPPORTUNITIES



.....  
**In-Depth. Face to Face. Off the Cuff.**  
**That's the GGB Podcast Series.**  
 .....

Established over 18 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 **100,000 high-value listeners** each year, GGB has the ear of the industry.

## PODCAST SPONSORSHIPS (RATES PER MONTH)

<b>1 MONTH</b>	\$3,000	<b>6 MONTHS+</b>	\$2,500
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**Get the Inside Track. Listen to GGB Podcasts.**

“*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 Manufacturers*

## GGB EBLASTS



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.

**\$3,000 PER EBLAST**

**TERRI BRADY, DIRECTOR OF SALES & MARKETING**

[Tbrady@ggbmagazine.com](mailto:Tbrady@ggbmagazine.com) • 702-248-1565 x227 • 702-493-6964 mobile

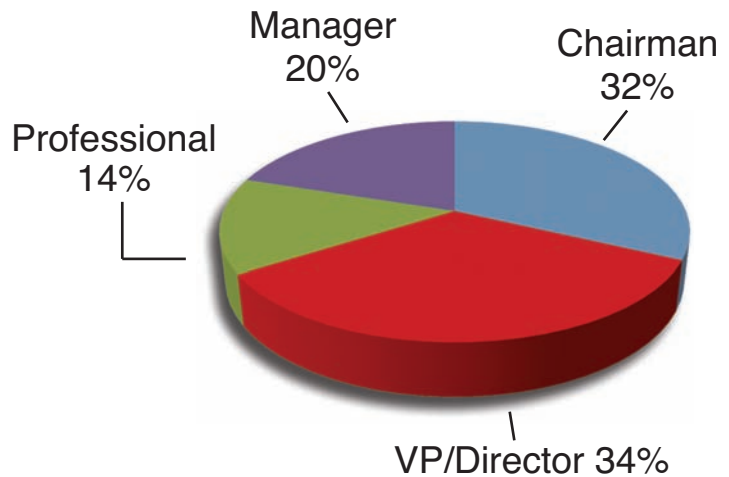
### GGB READERSHIP

Global Gaming Business reaches nearly **26,000 executives** in the **global casino market**—including **operators, manufacturers** and **distributors**.

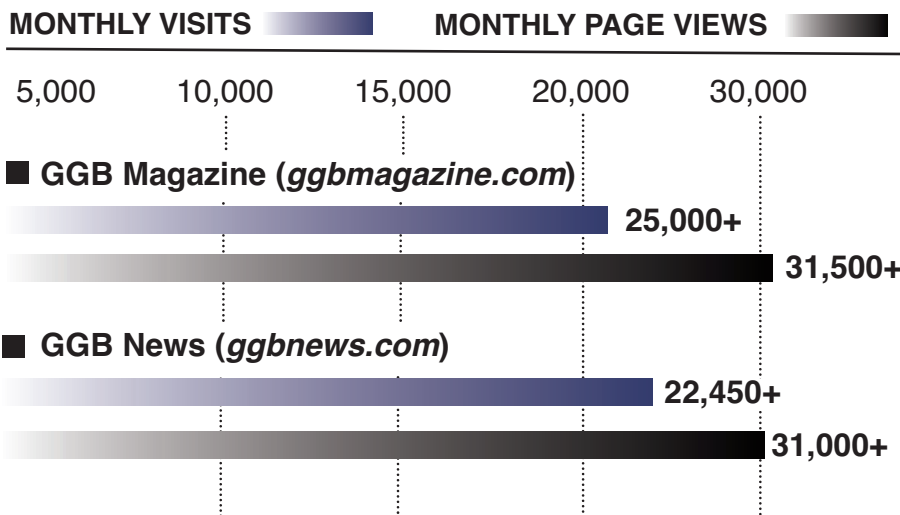
**PRINT SUBSCRIBERS: 11,500**

**DATABASE SUBSCRIBERS: 12,000**

**DIGITAL SUBSCRIBERS: 2,000**



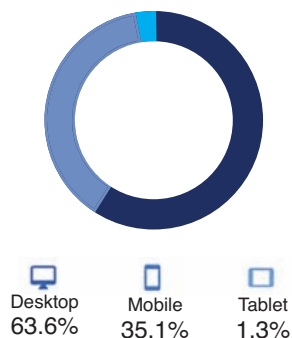
### GGB WEBSITE AVERAGE



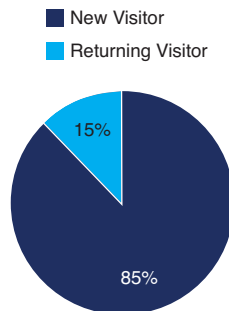
#### TOP 10 COUNTRIES

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

#### SESSIONS BY DEVICE



#### VISITORS



“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’s Weekly Podcasts are available on both the **GGBmagazine.com** and **GGBNews.com** websites as well as **iTunes** and **Spotify**. In addition videos are available on GGB’s **YouTube** channel.

**MONTHLY LISTENS/VIEWS: 8,700+**

### GGB DIGITAL EDITION

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

**TOTAL DIGITAL READS: 100,000+**  
**DIGITAL SUBSCRIBERS: 2,000**

### GGB EBLASTS

GGB sends both **weekly** and **monthly eblasts** to a database of **12,000 subscribers**. In addition, customized eblasts for advertisers and press releases for trade show events are sent on a regular basis.



# GGB

## GAMING SUPPLIER SHOWCASE

In our mission to highlight cutting-edge products and technologies, **GGB** introduces **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.

### 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 WE NEED

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

### GGB REACH

- 26,000 Monthly Readers
- 35,000 monthly web page views
- 8,700 monthly podcast listeners

### 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.

**1** Your video link appears on the GGB Homepage

GGB GAMING SUPPLIER SHOWCASE



**Ainsworth Game Technology**  
The new A-Star Curve debuts with a full suite of exclusive game content

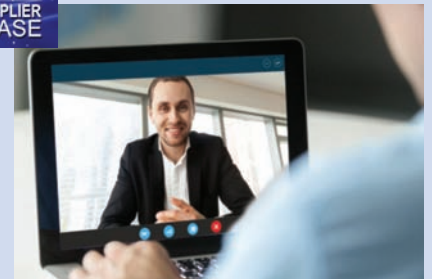


**IGT**  
International Game Technology gives players a unique fusion of favored content and jackpots for an electrifying experience.



**2** Your Zoom video is featured on it's own page for 3 months on the *GGB* website

**3** Your video can feature a branded interview and/or a product demonstration



**4** 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.

**GAMING SUPPLIER SHOWCASE: \$3,800**

**GAMING SUPPLIER MINI-SERIES \$11,500**

**TERRI BRADY, DIRECTOR OF SALES & MARKETING**

Tbrady@ggbmagazine.com • 702-248-1565 x227 • 702-493-6964 mobile



*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	\$2,150
TGG 1/3	\$1,625

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

**BONUS DISTRIBUTION:**

Indian Gaming 2023, G2E 2023, OIGA Conference and Trade Show, Arizona Indian Gaming Association, ICE North America; Stand alone mailing in March to all GGB subscribers

**AD DEADLINE: February 22, 2023**  
**MATERIALS: February 28, 2023**



*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.

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.

**BONUS DISTRIBUTION:**

G2E 2023, Indian Gaming 2024; mailed with June issue of GGB magazine

**AD DEADLINE: April 19, 2023**  
**MATERIALS: April 25, 2023**



*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 moving the casino market forward.

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:**

G2E 2023, Indian Gaming 2024; Stand alone mailing in September to all GGB magazine subscribers

**AD DEADLINE: August 23, 2023**  
**MATERIALS: August 29, 2023**

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