

亞博匯 inside asian gaming  
**iag**

# MEDIA KIT 2019

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# Brand Statement

*Inside Asian Gaming* is Asia's premier B2B print and digital industry publication for the LENGTH industries – Leisure, Entertainment, Nightlife, Gaming, Tourism and Hospitality.

Founded in 2005, *IAG* is a monthly magazine with a broad business editorial focus on the Asian gaming and integrated resort industry. It is widely distributed to industry executives throughout Macau and the rest of Asia.

*IAG* is renowned for publishing "The Asian Gaming Power 50." Anxiously awaited each year, The Asian Gaming Power 50 is an annual ranking of the 50 most influential and prominent Asian Gaming industry leaders and executives. On 23 November 2018, *Inside Asian Gaming* will host the inaugural Asian Gaming Power 50 Gala Dinner. With the Asian Gaming Power 50 having celebrated 10 years in 2017, the inaugural Gala Dinner will launch the second decade of this highly anticipated annual ranking of the Asian gaming industry's most influential leaders, many of whom will be present as *IAG* counts down 2018's "Big 50."

*IAG* also produces *IAG Breakfast Briefing* – a daily email newsletter sent to around 20,000 inboxes at 8am Macau time each Macau business day. Served piping hot with two cups of coffee each morning, *IAG Breakfast Briefing* contains the four or five biggest industry news stories of the day, in brief stories, iGaming news, up to date stock prices of around 50 publicly listed gaming stocks and a list of upcoming industry events. *IAG Breakfast Briefing* is where the Asian gaming and hospitality industry turns each and every morning for the news of the day.

*IAG* has a substantial presence at all of the major gaming industry trade shows and conferences across Asia and beyond including G2E Asia, MGS Entertainment Show, Japan Gaming Congress, iGaming Congress Asia, Australasian Gaming Expo and Gaming, Racing and Wagering Australia as well as international trade shows ICE in London and G2E in Las Vegas.

# Reach

## 30,000+

MONTHLY AUDIENCE REACH



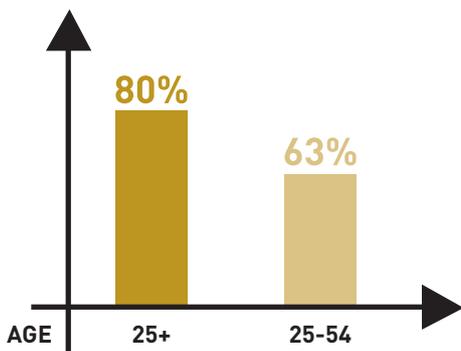
# Macau Gaming

## Tourist visits to Macau 2017

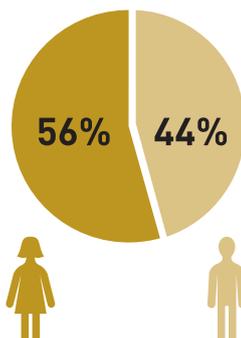
- Almost 33 million visitors



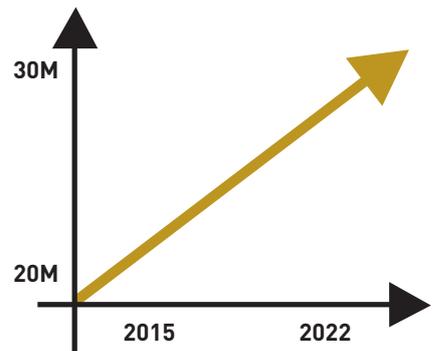
- Purchasing power:



- Gender:



- Growing visitation:



# Readership



## Readers are:

- Asian gaming, integrated resort and hospitality industry executives and professionals
- iGaming professionals and service providers
- Investors, policymakers, analysts and operators
- Professionals from the financial, legal and technological sectors

# Digital

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YouTube



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亞博匯早報  
BREAKFAST  
BRIEFING



# 2019 Editorial Calendar

January  
2019

## Macau re-tendering

With just nine months remaining before the official deadline passes for release of the Macau government's re-tendering plans, little information has been publicly released.

February  
2019

## Incheon, Korea

*IAG* visits Incheon in Korea to check on the progress of recently opened IR Paradise City, with updates on two other coming developments by Mohegan Gaming and Caesars Entertainment.

March  
2019

## Vladivostok, Russia

*IAG* takes you inside Russia's intriguing new IR hub in Vladivostok, where up to six IRs are planned in the coming years.

April  
2019

## Kangwon Land

The busiest casino in the world is located in a remote area around 150 kilometers from Seoul. *IAG* visits this fascinating property – the only casino in Korea at which locals are allowed to play.

May  
2019

## G2E Asia Special

Our first "super-sized" edition of 2019 features an in-depth preview of G2E Asia including conference and exhibition insights and a product showcase.

June  
2019

## Japan IR progress

In the wake of the 2019 Japan Gaming Congress, *IAG* takes an in-depth look at the latest developments from Japan's burgeoning IR industry.

## ➔ 2019 Editorial Calendar

July  
2019

### Executive interview (TBC)

*Inside Asian Gaming* sits down with one of the big names of the Asian gaming industry as they give their thoughts and feelings on local and company developments.

August  
2019

### Crown Sydney

As the Australasian Gaming Expo gets underway, we take an in-depth look at Crown Resorts' AU\$2.2 billion Crown Sydney project, due to open in 2021, and how the company plans to tackle the rise of local rival Star Entertainment Group.

September  
2019

### Philippines gaming

What is the short-term and long-term outlook for the Philippines? *IAG* delves into the latest developments and forecasts for this rapidly expanding slice of Asia.

October  
2019

### Vietnam insight

With Suncity having launched its new IR, Hoiana, in Vietnam, *Inside Asian Gaming* makes a visit to give our verdict on this game-changing property and what the future looks like for the local industry.

November  
2019

### Macao Gaming Show

*Inside Asian Gaming* previews the 2019 MGS Entertainment Show, including a feature article on latest developments in Macau's gaming industry.

December  
2019

### 2019 Asian Gaming Power 50

*Inside Asian Gaming's* annual ranking of the 50 most influential people in Asian gaming over the past 12 months continues to attract enormous interest from all the key stakeholders.

# IAG Power 50 Gala Dinner

To celebrate the start of the second decade of the Asian Gaming Power 50, IAG hosted the inaugural Asian Gaming Power 50 Gala Dinner on 23 November 2018 in Macau, China.

The Asian Gaming Power 50 Gala Dinner is an exclusive black tie event in which IAG counts down the Asian Gaming Power 50 – culminating in our announcement of the year's number one.

Anxiously awaited each year, The Asian Gaming Power 50 is an annual ranking of the 50 most influential and prominent Asian Gaming industry leaders and executives and is anxiously anticipated each December.

The 2019 Asian Gaming Power 50 Gala Dinner will be held in Macau on **Friday 29 November 2019**.

A range of sponsorship packages are available for this exciting new annual event.



# G2E ASIA Daily

*G2E Asia Daily* is a daily newspaper produced by *Inside Asian Gaming* at G2E Asia each May in partnership with the show's organizers, the American Gaming Association and Reed Exhibitions.

*G2E Asia Daily* is printed and distributed each morning of the show at the entrance and various locations around the exhibition halls and conference areas at The Venetian Macao. It is also personally delivered to every booth each morning.

*G2E Asia Daily* provides comprehensive coverage of G2E Asia and is a unique opportunity for exhibitors to get directly into the hands of visitors.

## What is G2E Asia?

G2E Asia is an international gaming trade show and conference for the Asian gaming industry. Organized by the American Gaming Association (AGA) and Reed Exhibition, it provides a one-stop platform to industry professionals to network, forge fresh connections, source new products and solutions and gain a deeper insight into the latest global industry trends. It is the sister show of Global Gaming Expo (G2E) which is held in Las Vegas, Nevada each year. G2E Asia made its debut in 2007 and has since defined itself as the preeminent show for the Asian gaming-entertainment industry.

2018亚洲国际娱乐展规模增30%  
G2E Asia hits 30% growth in 2018



2018年5月15日星期二

SG GAMING PINK PANTHER SG GAMING

创新推动新濠博亚娱乐向前发展：何猷龙  
Innovation driving Melco forward:  
Lawrence Ho



2018年5月16日星期三

SG GAMING SHUFFLEFLAIR SG GAMING

港珠澳大桥将“重塑”澳门旅游业：盛智文  
H2M Bridge to “transform”  
Macau tourism: Zeman



2018年5月17日星期四

SG GAMING



# Contact Us

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