

亞博匯 inside asian gaming  
**iag**

MEDIA KIT  
2 0 2 0



[asgam.com](http://asgam.com)



[zh.asgam.com](http://zh.asgam.com)



[asgam.jp](http://asgam.jp)

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# About IAG

*Inside Asian Gaming* is Asia's **premier B2B digital and print industry media brand for the leisure and gaming sector. Founded in 2005**, IAG has 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 in two formats: **a monthly English and traditional Chinese fully bilingual digital and print magazine** and **a daily English language e-newsletter titled *IAG Breakfast Briefing***, delivered at 8am Macau time each weekday. IAG also **publishes special magazine editions for G2E Asia each May and the Asian Gaming Power 50 each November**.

In January 2019, *Inside Asian Gaming* launched ***IAG Japan*** to cover the burgeoning Integrated Resort industry in Japan. *IAG Japan* publishes in two formats: a monthly Japanese and English fully bilingual digital magazine and a Japanese language daily e-newsletter titled *IAG Daily Briefing*, which is sent at midday Tokyo time each weekday.

The main IAG website [asgam.com](http://asgam.com) was launched in 2006, and our web traffic has grown substantially over the past two years. In 2019 we received around 3.3 million website hits, which is equivalent to around 9,000 hits per day.

In May 2019, *Inside Asian Gaming* launched in **traditional Chinese**, again in two formats: a monthly Chinese and English fully bilingual digital and print magazine and a Chinese language daily e-newsletter which is sent at 11am Macau time each weekday.

## ➔ About IAG

Since 2008 *IAG* has been 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. The Asian Gaming Power 50 is celebrated each November with *IAG* organizing a glamorous Black Tie Gala Dinner in a Macau Integrated Resort ballroom. The gala dinner ballroom location rotates annually amongst Macau’s six Integrated Resort concessionaires.

*IAG* produces **Macau After Dark (MAD)**, a series of casual industry networking social events held in Macau every few months which brings together key industry decision-makers.

*IAG* is the lead media partner for **G2E Asia** (held each May in Macau) and G2E Asia @ the Philippines, which held its inaugural event in December 2019 in Manila. We also publish *G2E Asia Daily*, the daily newspaper of G2E Asia, and co-organize the G2E Asia Awards with Reed Exhibitions.

*IAG* is the lead media partner for the **MGS Entertainment Show** (held each November in Macau). We also publish *MGS Daily*, the daily newspaper of the MGS Entertainment Show.

In addition to being the lead media partner for various major industry trade shows throughout Asia, *IAG* is an **official media partner of dozens of leisure and gaming industry events held across every continent in the world.**



## ➔ About IAG

IAG attends numerous industry trade shows and international conferences and seminars across Asia and throughout the world, including **ICE** in February in London, **G2E Asia** in May in Macau, **AGE** in August in Sydney, **G2E** in October in Las Vegas, **G2E Asia @ the Philippines** in November in Manila, **MGS** in November in Macau and **SIGMA** in November in Malta. Our CEO Andrew W Scott and our Managing Editor Ben Blaschke variously chair, moderate and speak at such conferences and seminars.

**IAG has produced a range of industry conferences and seminars** such as the Cambodia International Gaming Conference on behalf of the Ministry of Economy and Finance and the Ministry of Interior of the Kingdom of Cambodia, sessions for the G2E Asia conference and the Macao Gaming Show conference, and the highly acclaimed “Strategy and Leadership for Personal and Business Success” seminar series.

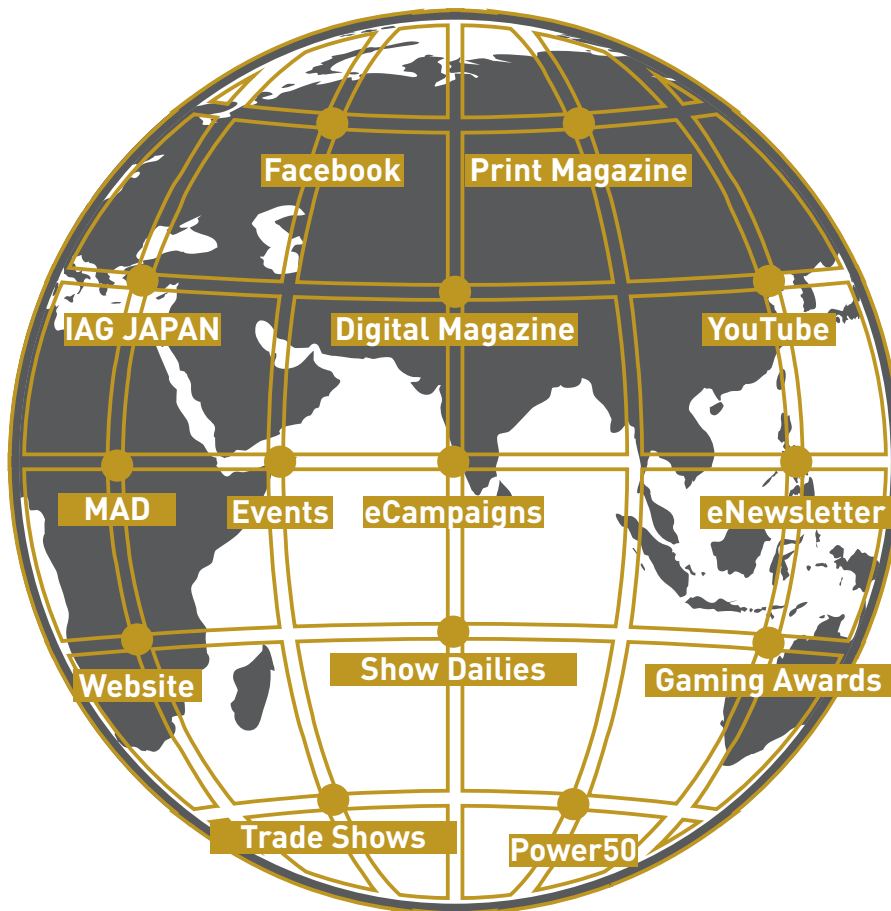
**IAG Consulting** is IAG’s consulting business unit, which offers consulting and revenue support services for businesses exploring or operating in the Asian gaming and Integrated Resort industry. IAG Consulting also produces tailor-made training and education programs (and has been commissioned by Philippines regulator PAGCOR to do so) and organizes events on behalf of our clients, such as product launches, seminars and social events.



# Reach

## 80,000+

MONTHLY AUDIENCE REACH



# Readership



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

# Digital Channels

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亞博匯 iag



YouTube



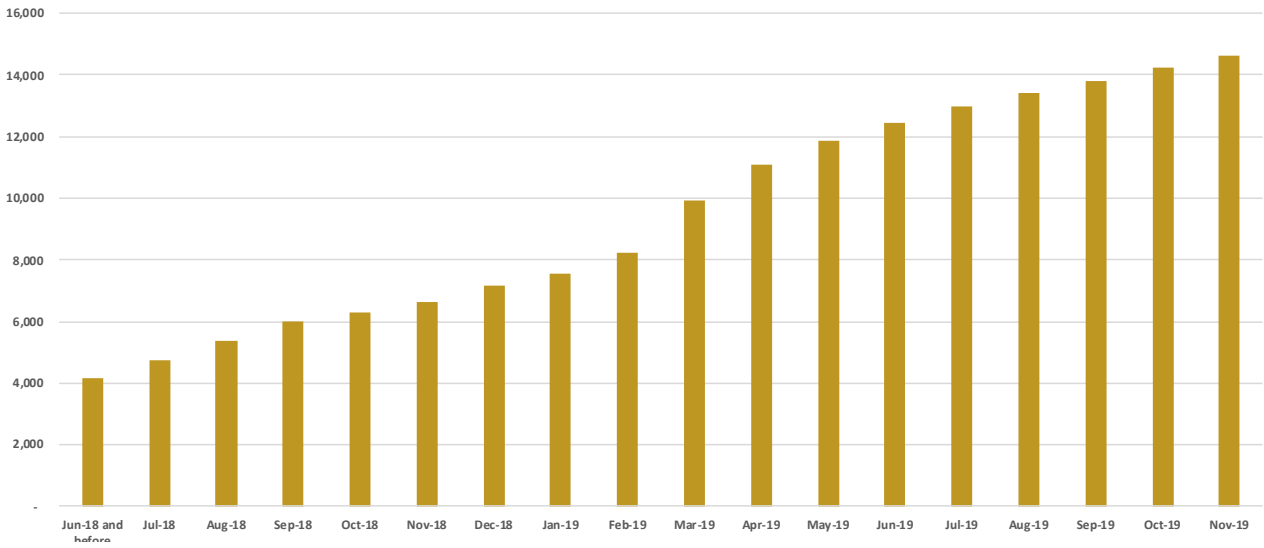
inside asian gaming  
iag 亞博匯早報  
BREAKFAST BRIEFING



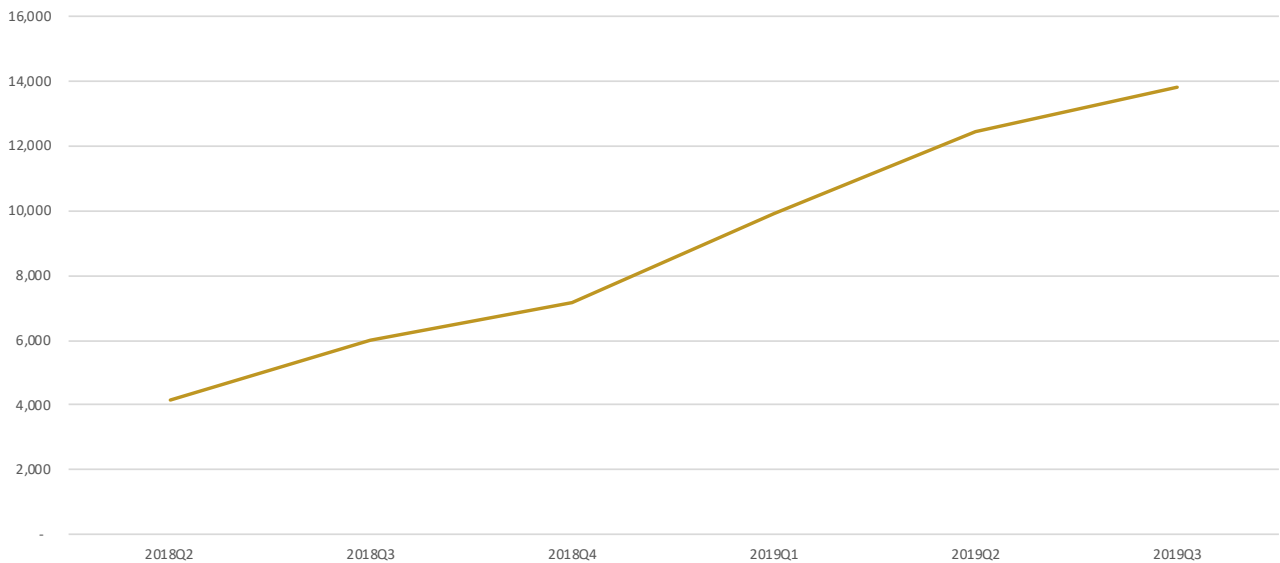


# Social Media

## LinkedIn IAG LinkedIn followers



## IAG Facebook followers



# 2020 Editorial Calendar

January  
2020

## Japan 2020

With 2020 shaping as the year in which many questions are finally answered for Japan's gaming industry, IAG takes a deep dive into where each of the candidate cities, prefectures and operators stand.

February  
2020

## Singapore IRs turn 10

IAG explores the history and future of Singapore's two world-renowned IRs – Marina Bay Sands and Resorts World Sentosa – as they celebrate their respective 10th anniversaries.

March  
2020

## Enrique Razon Jr.

IAG sits down with the man behind Manila's Solaire Resort & Casino, Bloomberg Corp Chairman and CEO Enrique Razon Jr.

April  
2020

## New Jeju

With Jeju Dream Tower set to open in 2020, what does this new kid on the block mean for the gaming landscape in Jeju?

May  
2020

## Japan / Macau

IAG's annual special explores the latest development in the Japan and Macau gaming markets as the eyes of the gaming world turn to Tokyo for the Japan Gaming Congress and Macau for G2E Asia.

June  
2020

## Suncity Hoiana

IAG takes you to Hoiana, Suncity Group's multi-billion integrated resort near Hoi An, Vietnam, to discover what all the fuss is about!

## ➔ 2020 Editorial Calendar

July  
2020

### Junkets 2.0

Asia's junket operators are about a lot more than just gaming these days. *IAG* spends time with Macau's "Big 4" to find out what today's VIP players can expect.

August  
2020

### Crown tells all

*IAG* travels to Melbourne to do a deep dive into Crown Resorts, following a tough two years in which the China VIP scandal, James Packer's departure and VIP woes have hit the company hard.

September  
2020

### Genting

*IAG* provides some clarity into Genting's global operations as we sit down with key executives to learn more.

October  
2020

### Alvin Chau

Our detailed Q & A with Alvin Chau, the much-feted Chairman of Suncity Group and number 6 on *IAG*'s 2019 Asian Gaming Power 50 list.

November  
2020

### 13th Asian Gaming Power 50

Our most eagerly anticipated edition of the year is back as we count down the 50 most influential people in Asian gaming over the past 12 months.

December  
2020

### Philippines market analysis

Is there any stopping the Philippines? *IAG* takes you to Manila, Clark and Cebu to find out how Asia's rising star has performed in 2020, and what's in store for 2021.

\* Working titles only. Subject to change due to current events.

# Print Rates

## STANDARD ADVERTISING

|               |            |
|---------------|------------|
| DPS ROP       | US\$ 8,000 |
| Full page ROP | US\$ 5,000 |
| Half page ROP | US\$ 3,000 |

## SPECIAL POSITIONS

|                    |            |
|--------------------|------------|
| Outside back cover | US\$ 8,000 |
| Inside front cover | US\$ 6,000 |
| Inside back cover  | US\$ 5,500 |

## SPECIAL FORMAT

|                     |            |
|---------------------|------------|
| Front cover banner  | US\$12,000 |
| Inside 4pp gatefold | US\$12,000 |



# Print Specs

## Full Page (ROP)

Trim: 210mm (w) x 275mm (h)  
Bleed: 216mm (w) x 281mm (h)

## Double Page Spread

Trim: 420mm (w) x 275mm (h)  
Bleed: 426mm (w) x 281mm (h)



## Half Page (Vertical)

Trim: 105mm (w) x 275mm (h)  
Bleed: 111mm (w) x 281mm (h)

## Half Page (Horizontal)

Trim: 210mm (w) x 137.5mm (h)  
Bleed: 216mm (w) x 143.5mm (h)

## KEY DATES

**Publishing Date:** 1st of the month (or earlier)  
**Booking Deadline :** 4 weeks before  
**Material Deadline:** 2 weeks before

## MATERIAL SUBMISSION


**Hi-res PDF 300 dpi**  
Use **WeTransfer.com** for large files

# Paid Editorial



## GET NOTICED!

- Targeted editorial about your business or product(s)
- Published in print magazine and distributed via IAG's extensive digital and social media channels
- High quality writing provided by IAG (if required)
- Photography available
- Translated and published in three languages – English, traditional Chinese and Japanese

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BREAKFAST BRIEFING 

- Daily industry newsletter sent to around 20,000 inboxes at 8am Macau time each weekday
- Asian gaming's most widely distributed and widely read newsletter
- Breaking news, company filings, industry updates, iGaming latest
- Up to date gaming industry stock prices
- List of upcoming industry events
- From the floor coverage of major industry exhibitions and conferences





# Rates

| AD TYPE              | WIDTH (px) | HEIGHT (px) | MONTHLY   |
|----------------------|------------|-------------|-----------|
| Banner               | 833        | 100         | US\$1,500 |
| Double Height Banner | 833        | 200         | US\$2,250 |

## KEY DATES

**Publishing Date:** 1st of the month  
**Booking Deadline:** 2 weeks before  
**Material Deadline:** 1 weeks before

## OTHER TERMS

Fixed positions incur 15% loading

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Contracts generally run by calendar year

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Advertising designed by IAG incurs a production fee

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Materials must comply with our standard operational guidelines

## MATERIAL SUBMISSION

**File Format:** GIF, JPEG

It is recommended that artwork submitted be sized at least twice as high and twice as wide as the actual ad size (please maintain the same aspect ratio as the actual ad size)

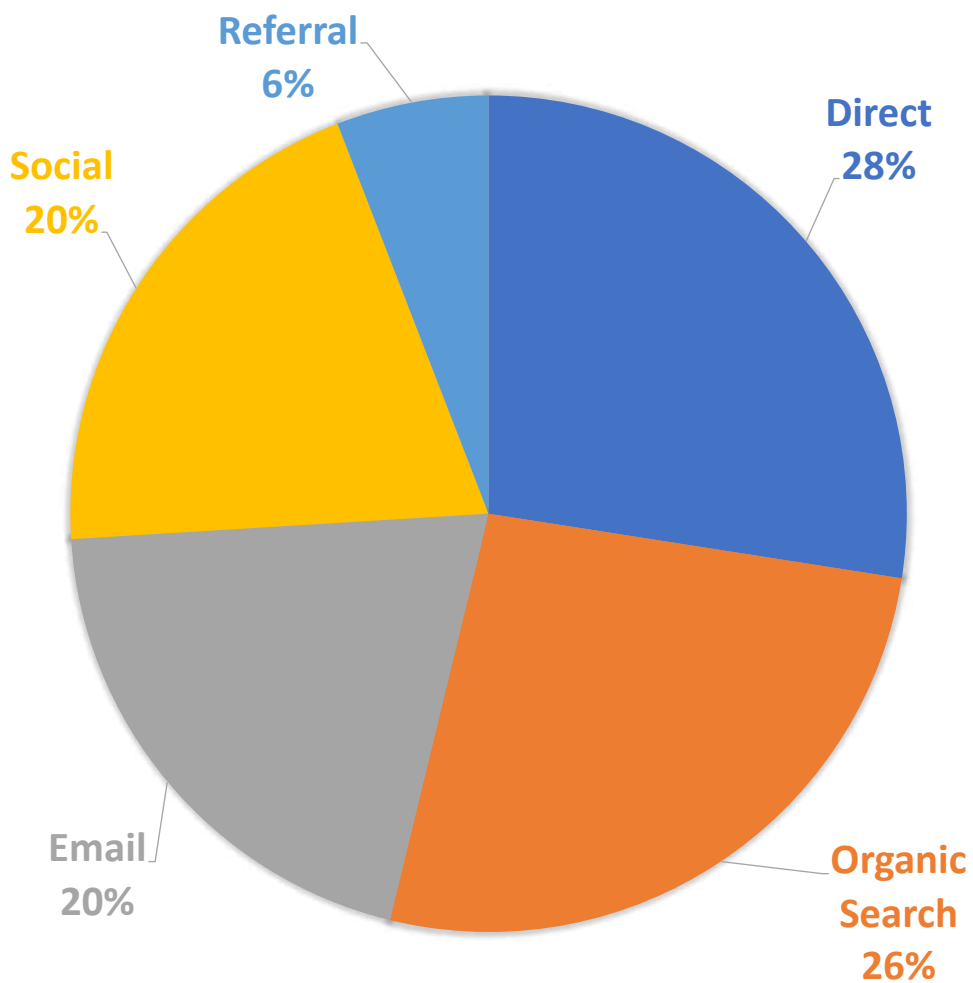
\*English rates only. Rates for traditional Chinese and Japanese shown elsewhere in this media kit.



# Website

asgam.com

## asgam.com website acquisition sources 1H 2019

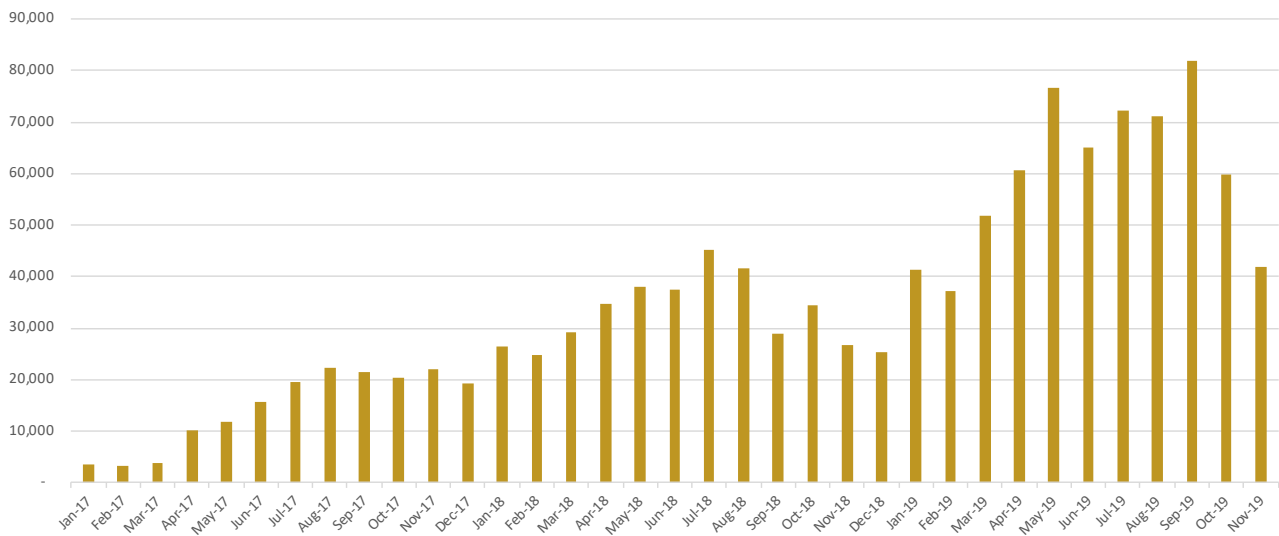


### Domain names

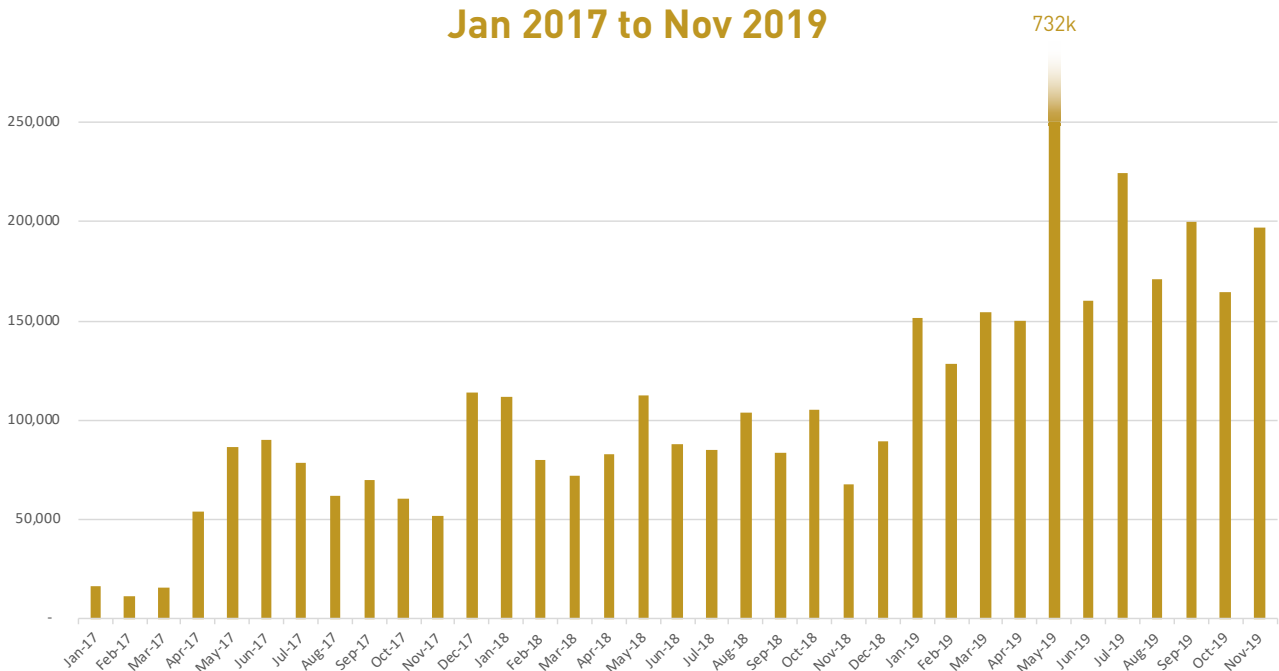
- asgam.com
- asgam.jp
- zh.asgam.com
- iagpower50.com
- omedia.mo
- G2EAsiaAwards.com
- G2EAsiaDaily.com
- MGSDaily.com

# Website Analytics

**asgam.com**  
**Monthly unique users**  
**Jan 2017 to Nov 2019**



**asgam.com**  
**Hits**  
**Jan 2017 to Nov 2019**



# Website Rates

www.asgam.com

| AD TYPE            | WIDTH (px) | HEIGHT (px) | MONTHLY   |
|--------------------|------------|-------------|-----------|
| Leaderboard        | 860        | 110         | US\$3,500 |
| Half Skyscraper    | 300        | 562         | US\$1,500 |
| Banner             | 750        | 90          | US\$1,250 |
| Quarter Skyscraper | 300        | 281         | US\$1,000 |

## KEY DATES

**Publishing Date:** 1st of the month  
**Booking Deadline:** 2 weeks before  
**Material Deadline:** 1 weeks before

## OTHER TERMS

- Fixed positions incur 15% loading
- Contracts generally run by calendar year
- Advertising designed by IAG incurs a production fee
- Materials must comply with our standard operational guidelines

## MATERIAL SUBMISSION

**File Format:** GIF, JPEG

It is recommended that artwork submitted be sized at least twice as high and twice as wide as the actual ad size (please maintain the same aspect ratio as the actual ad size)

\*English rates only. Rates for traditional Chinese and Japanese shown elsewhere in this media kit.

# Email Marketing campaigns



## Ask us about our tailor-made eDM packages:

- Send your message directly to IAG's industry-leading 20,000-strong database
- Campaigns designed to provide maximum impact
- Short-term or long-term options available
- Content production options available

# IAG in traditional Chinese



- Launched in May 2019
- All IAG print and digital content translated to traditional Chinese
- Daily industry newsletter in traditional Chinese sent to around 15,000 readers at 11am Macau time daily

# Traditional Chinese Digital Rates

zh.asgam.com

| AD TYPE            | WIDTH (px) | HEIGHT (px) | MONTHLY   |
|--------------------|------------|-------------|-----------|
| Leaderboard        | 860        | 110         | US\$2,500 |
| Half Skyscraper    | 300        | 562         | US\$1,000 |
| Banner             | 639        | 82          | US\$800   |
| Quarter Skyscraper | 300        | 281         | US\$700   |



## Chinese Rates

| AD TYPE              | WIDTH (px) | HEIGHT (px) | MONTHLY   |
|----------------------|------------|-------------|-----------|
| Banner               | 833        | 100         | US\$1,000 |
| Double Height Banner | 833        | 200         | US\$1,500 |

inside asian gaming  
**lag**  
 JAPAN



- Launched in January 2019
- First monthly magazine and daily newsletter covering developments in Japan's IR industry
- Japanese language website at [asgam.jp](http://asgam.jp)
- Specialist team of Japanese writers and translators based in Japan
- Daily industry newsletter sent to Japanese readers at 12noon Japan time daily



## Print Options

### STANDARD ADVERTISING

DPS ROP

Full page ROP

Half page ROP

### SPECIAL POSITIONS

Outside back cover

Inside front cover

Inside back cover

## Website Options

asgam.jp

| AD TYPE            | WIDTH (px) | HEIGHT (px) |
|--------------------|------------|-------------|
| Leaderboard        | 860        | 110         |
| Half Skyscraper    | 300        | 562         |
| Banner             | 639        | 82          |
| Quarter Skyscraper | 300        | 281         |



## Options

| AD TYPE              | WIDTH (px) | HEIGHT (px) |
|----------------------|------------|-------------|
| Banner               | 833        | 100         |
| Double Height Banner | 833        | 200         |



# IAG Power 50 Gala Dinner

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 full Asian Gaming Power 50 sponsorship package can be downloaded at the dedicated event website [iagpower50.com](http://iagpower50.com).



# SPONSORSHIP

| Sponsorship Level               | Price              | Benefits  |
|---------------------------------|--------------------|---|
| <b>Title Sponsor</b>            | <b>HK\$588,000</b> | <ul style="list-style-type: none"> <li>• 2 tables at P50 Black Tie Gala Dinner (premium position)</li> <li>• Individual backdrop at entrance to P50 Black Tie Gala Dinner</li> <li>• Logo to appear on all event collateral</li> <li>• DPS ad in event guide</li> <li>• Company article/interview in <i>IAG</i> print magazine</li> <li>• Many more benefits ...</li> </ul>       |
| <b>Welcome Cocktail Sponsor</b> | <b>HK\$248,000</b> | <ul style="list-style-type: none"> <li>• 1 table at P50 Black Tie Gala Dinner (premium position)</li> <li>• Individual backdrop at P50 Black Tie Gala Dinner Cocktail Reception</li> <li>• Logo to appear on all event collateral</li> <li>• DPS ad in event guide</li> <li>• Company article/interview in <i>IAG</i> print magazine</li> <li>• Many more benefits ...</li> </ul> |
| <b>Platinum Sponsor</b>         | <b>HK\$148,000</b> | <ul style="list-style-type: none"> <li>• 1 table at P50 Black Tie Gala Dinner</li> <li>• Logo to appear on all event collateral</li> <li>• FP ad in event guide</li> <li>• Social media promotion</li> <li>• Many more benefits ...</li> </ul>  |
| <b>Goodie Bag Sponsor</b>       | <b>HK\$128,000</b> | <ul style="list-style-type: none"> <li>• 1 table at P50 Black Tie Gala Dinner</li> <li>• Branded goodie bag given to all Gala Dinner attendees</li> <li>• Logo to appear on all event collateral</li> <li>• FP ad in event guide</li> <li>• Social media promotion</li> <li>• Many more benefits ...</li> </ul>   |
| <b>Gold Sponsor</b>             | <b>HK\$99,000</b>  | <ul style="list-style-type: none"> <li>• 1 table at P50 Black Tie Gala Dinner</li> <li>• Logo to appear on all event collateral</li> <li>• FP ad in event guide</li> <li>• Social media promotion</li> <li>• Many more benefits ...</li> </ul>  |

# G2E ASIA AWARDS

The G2E Asia Awards are co-organized by *Inside Asian Gaming* and G2E Asia.

Held each May on the first evening of the annual G2E Asia trade show and exhibition, the G2E Asia Awards are celebrated with a gala dinner recognizing excellence and innovation within Asian gaming while acknowledging the success and outstanding contributions of the non-gaming aspects of the entertainment industry in Asia.

The G2E Asia Awards presents awards in a total of 12 categories and is judged by a large jury of expert peers from a wide variety of industry sectors.

It is recognized as the most prestigious awards ceremony for the gaming industry in Asia.

The full G2E Asia Awards sponsorship package can be downloaded at the dedicated event website [G2EAsiaAwards.com](http://G2EAsiaAwards.com).

# SPONSORSHIP

|                                       | Welcome Area<br>Sponsor<br><b>HK\$188,000</b> | Platinum Sponsor<br><b>HK\$128,000</b> | Goodbye Bags<br>Sponsor<br><b>HK\$118,000</b> | Gold Sponsor<br><b>HK\$88,000</b> |
|---------------------------------------|---|--|---|-----------------------------------|
| <b>On the night</b>                   |   |  |   |                                   |
| • Sponsorship named at entrance       | x   |  |   |                                   |
| • Sponsor's bags to guests            |   |  | x   |                                   |
| • Literature at reception             | x   | x                                      | x   | x                                 |
| • Souvenir distribution (welcome)     | x   |  |   |                                   |
| • Souvenir distribution (ceremony)    | x   |  |   |                                   |
| • Photo opps with model/mascot        | x   |  |   |                                   |
| • Tables                              | 1 premium                                     | 1                                      | 1   | 1                                 |
| • Logo on ceremony backdrop           | at top  | x                                      | x   | x                                 |
| • Logo on ceremony signage            | at top  | x                                      | x   | x                                 |
| • Logo on "Thank you to our sponsors" | at top  | x                                      | x   | x                                 |
| <b>Awards event guide</b>             |   |  |   |                                   |
| • Logo                                | at top  | x                                      | x   | x                                 |
| • Organization description            | 100 words                                     | 100 words                              | 100 words                                     | 100 words                         |
| • Advertisement                       | double-page spread (premium position)         | full page ROP                          | full page ROP                                 | full page ROP                     |
| <b>Editorial</b>                      |   |  |   |                                   |
| • Article                             | x   |  |   |                                   |
| • Announcement of sponsors in eDMs    | x   | x                                      | x   | x                                 |
| • Media partners/ PRs your logo       | where app                                     | where app                              | where app                                     | where app                         |
| • Social media                        | where app                                     | where app                              |   |                                   |
| <b>Awards website</b>                 |   |  |   |                                   |
| • Banner ad                           | x   | x                                      |   |                                   |
| • Video on website                    | 2 minutes                                     | 1 minutes                              |   |                                   |
| • Sponsor logo                        | at top  | x                                      | x   | x                                 |
| • Organization description            | 100 words                                     | 100 words                              | 100 words                                     | 100 words                         |
| • Link to your website                | x   | x                                      | x   | x                                 |
| • Online announcement of sponsors     | x   | x                                      | x   | x                                 |

# MACAU AFTER DARK (MAD)

**Macau After Dark (MAD)** is a series of industry networking social events held in Macau every few months and hosted by Inside Asian Gaming. While primarily an informal networking event, MAD usually features one Showcase Sponsor offering a very brief presentation of a new product or service to the industry.



Presented by



## Who attends MAD?

Each MAD brings together key industry decision-makers with the people they want to meet in a relaxed and friendly environment. Attendees must work for an operator (land-based or online), a supplier to an operator, a VIP promoter or be connected to the industry in some way.

## Where is MAD held?

A new venue in Macau is chosen for each event, however free flow wine and beer plus snacks are provided at every venue. MAD 1 was celebrated at Duffy's Irish Pub, MAD 2 at Kidult Club, MAD 3 at Barcode Club and MAD 4 at Prem1er Bar & Tasting Room. Event venues range from casual pubs through to more upmarket cocktail lounges.

## When is MAD held?

Macau After Dark is always held on a Friday night in April, July and December. The inaugural MAD will hold on Friday 24 April 2019, with the 6th MAD on Friday 31 July 2019 and the 7th on Friday 11 December 2019.

## How can I get involved?

For those working either within the gaming industry or for associated businesses, tickets to each MAD can be purchased for HK\$500. There is also a VIP invited guest list for senior industry leaders.



**MAD 5**  
The maddest MAD



**MAD 6**  
Summer MADness



**MAD 7**  
MAD Santa

# SPONSORSHIP

|   | Showcase sponsor<br>US\$8,000 | Platinum sponsor<br>US\$4,000 | Gold sponsor<br>US\$2,500 |
|---|-------------------------------|-------------------------------|---------------------------|
| <b>Event tickets</b>  |                               |                               |                           |
| • 10 entry tickets included   | x                             |                               |                           |
| • 5 entry tickets included  |                               | x                             | x                         |
| <b>Onsite display</b>   |                               |                               |                           |
| • Dedicated signage at event entrance                                   | customisable                  | customisable                  | logo only                 |
| • Display literature, business cards and giveaway souvenirs at entrance | x                             | x                             |                           |
| • Product or service display in networking area                         | x                             |                               |                           |
| <b>Onsite spoken promotion</b>  |                               |                               |                           |
| • Showcase sponsor 10 minute presentation                               | x                             |                               |                           |
| • Emcee mention and thanks  | individual mention            | individual mention            | in aggregate              |
| <b>Print media</b>  |                               |                               |                           |
| • Logos in IAG advertisements for MAD                                   | x                             | x                             | x                         |
| • Post event article in IAG   | mention and logo              | mention and logo              | logo only                 |
| <b>Digital media</b>  |                               |                               |                           |
| • IAG Breakfast Briefing advertising promotions                         | x                             | x                             | x                         |
| • Pre event article in IAGBB and asgam.com                              | mention and logo              | mention and logo              | logo only                 |
| • IAG LinkedIn promotions   | mention and logo              | mention and logo              | logo only                 |
| • IAG Facebook promotions   | mention and logo              | mention and logo              | logo only                 |
| • Pre event press release   | mention and logo              | mention and logo              | logo only                 |

*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. *G2E Asia Daily* has a dedicated website at [G2EAsiaDaily.com](http://G2EAsiaDaily.com).

## 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.

**2019亚洲国际娱乐展更上一层楼 G2E ASIA LEVELS UP IN 2019**

2019年亚洲国际娱乐展在澳门威尼斯人度假村酒店会展中心拉开帷幕。本届展会以“更上一层楼”为主题，吸引了众多国际知名游戏厂商参展。展会期间，主办方还举办了多场高峰论坛和研讨会，为行业专业人士提供交流和学习的机会。

G2E Asia is excitedly reaching its 12th anniversary with a leading gaming industry trade show and conference in Macau. The show will feature a variety of industry segments, including Gaming, Hospitality, Technology and more.

The show will feature a variety of industry segments, including Gaming, Hospitality, Technology and more.

**何超凤：澳门应遵循瑞士酒店培训模式 MACAU SHOULD FOLLOW SWISS HOSPITALITY TRAINING MODEL: DAISY HO**

澳门博彩业在经历了多年的高速增长后，正面临着转型升级的关键时期。何超凤在演讲中指出，澳门应借鉴瑞士酒店业的培训模式，提升服务质量和员工素质，以增强竞争力。

“我们应学习瑞士酒店业在员工培训方面的经验，注重员工的职业素养和团队协作能力的培养。只有拥有一流的服务团队，澳门才能在激烈的市场竞争中脱颖而出。”

**澳门特区政府旅游局探索吸引游客的新途径 MCTO EXPLORING NEW METHODS OF BRINGING TOURISTS INTO MACAU**

澳门特区政府旅游局正积极探索吸引游客的新途径，包括推出更多特色旅游产品、加强与其他地区的合作等。旅游局表示，将致力于提升澳门的旅游吸引力，吸引更多国际游客。

“我们将通过举办更多元化的活动，提升澳门的旅游品牌形象。同时，我们也将加强与周边地区的合作，共同打造更具吸引力的旅游目的地。”

# G2E ASIA Rates

## STANDARD ADVERTISING

Full Page ROP **HK\$ 36,000**

Half Page Horizontal **HK\$ 30,000**

Half Page Vertical **HK\$ 27,000**

Quarter Page **HK\$ 21,000**

Banner **HK\$ 21,000**

## SPECIAL POSITIONS

Outside Back Cover **HK\$ 90,000**

Inside Front Cover **HK\$ 72,000**

Inside Back Cover **HK\$ 54,000**

Page facing IBC **HK\$ 45,000**

## TITLE SPONSORSHIP


- Logo on every page
- Front cover banner
- 2 ROP full page ads each day
- Editorial every day

**HK\$230,000**

## OTHER TERMS


- Advertising clients receive editorial coverage
  - No length guarantee
  - No proof reading provided
- Other creative advertising options available
- All bookings non-cancellable
- Non-exhibitors incur 20% loading
- Fixed positions incur 15% loading
- Advertising designed by *G2E Asia Daily* incurs a production fee
- Materials must comply with our standard operational guidelines



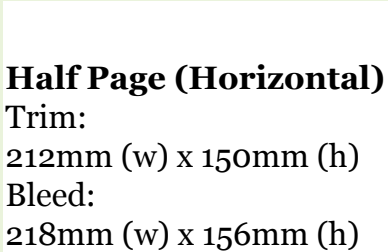


**Full Page (ROP)**  
 Trim:  
 242mm (w) x 335mm (h)  
 Bleed:  
 248mm (w) x 341mm (h)


**Half Page (Vertical)**  
 Trim: 103mm (w) x 305mm (h)  
 Bleed: 109mm (w) x 311mm (h)




**Half Page (Horizontal)**  
 Trim:  
 212mm (w) x 150mm (h)  
 Bleed:  
 218mm (w) x 156mm (h)



**Quarter Page**  
 Trim:  
 103mm (w) x 150mm (h)  
 Bleed:  
 109mm (w) x 156mm (h)



**Banner**  
 Trim:  
 212mm (w) x 58mm (h)  
 Bleed:  
 218mm (w) x 64mm (h)



**KEY DATES**

**booking deadline:** by 12 May 2020  
**Material deadline:** by 14 May 2020  
**Editorial Material Deadline:**  
 by 6 May 2020

**MATERIAL SUBMISSION**

**Hi-res PDF 300 dpi**  
 Use **WeTransfer.com** for large files

MGS Daily is a daily newspaper produced by Inside Asian Gaming at MGS Entertainment Show each November in partnership with the Macau Gaming Equipment Manufacturers Association.

MGS 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.

MGS Daily provides comprehensive coverage of MGS Entertainment Show and is a unique opportunity for exhibitors to get directly into the hands of visitors. MGS Daily has a dedicated website at MGSDaily.com.

### What is MGS Entertainment Show?

Organized by Macau Gaming Equipment Manufacturers Association, MGS Entertainment Show is a showcase for the Asia's most innovative and creative products related to casino, leisure and service sectors. Aside from technological developments, it also offers unique business networking opportunities. It is a show established and run by local Macau representatives with the support of the Macao SAR government.

**MGS 2018 加重科技色彩**  
**MGS 2018 boosts technology focus**

【本報記者王...】

在日前舉行的... 會上，多位與會者... 表示，隨著科技的進步，遊戲機台的設計與製作也趨向於更精緻、更人性化。...

此外，與會者亦對... 表示，隨著科技的進步，遊戲機台的設計與製作也趨向於更精緻、更人性化。...

SG GAMING PINK PANTHER

**DICJ对澳门的多元化发展成就表示满意**  
**DICJ satisfied with Macau's diversity achievements**

【本報記者王...】

澳門發展多元產業，是政府一直以來的重要政策。日前，澳門發展多元產業，是政府一直以來的重要政策。...

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SG GAMING

**旅游局希望放宽港珠澳大桥的旅行限制**  
**MGTO looking to ease HZMB travel restrictions**

【本報記者王...】

澳門旅遊局局長表示，隨著港珠澳大橋的建成，澳門與香港、珠海的聯繫將更加緊密。...

此外，與會者亦對... 表示，隨著科技的進步，遊戲機台的設計與製作也趨向於更精緻、更人性化。...

SG GAMING



# Rates

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| Half Page Horizontal | <b>HK\$ 30,000</b> |
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| Banner               | <b>HK\$ 21,000</b> |

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# MGSDAILY 日报 Specs

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## KEY DATES

**Booking Deadline:** 6 November 2020

**Material Deadline:** 9 November 2020

**Editorial Material Deadline:**

5 November 2020

## MATERIAL SUBMISSION

**Hi-res PDF 300 dpi**

Use **WeTransfer.com** for large files

# Contact Us

For further enquiries please contact us  
**+853 2883 6497** or **[jh@asgam.com](mailto:jh@asgam.com)**



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is part of one of Macau's largest and most diverse media companies

