

亞博匯 inside asian gaming
iag

MEDIA KIT
2 0 2 0



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zh.asgam.com



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 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.

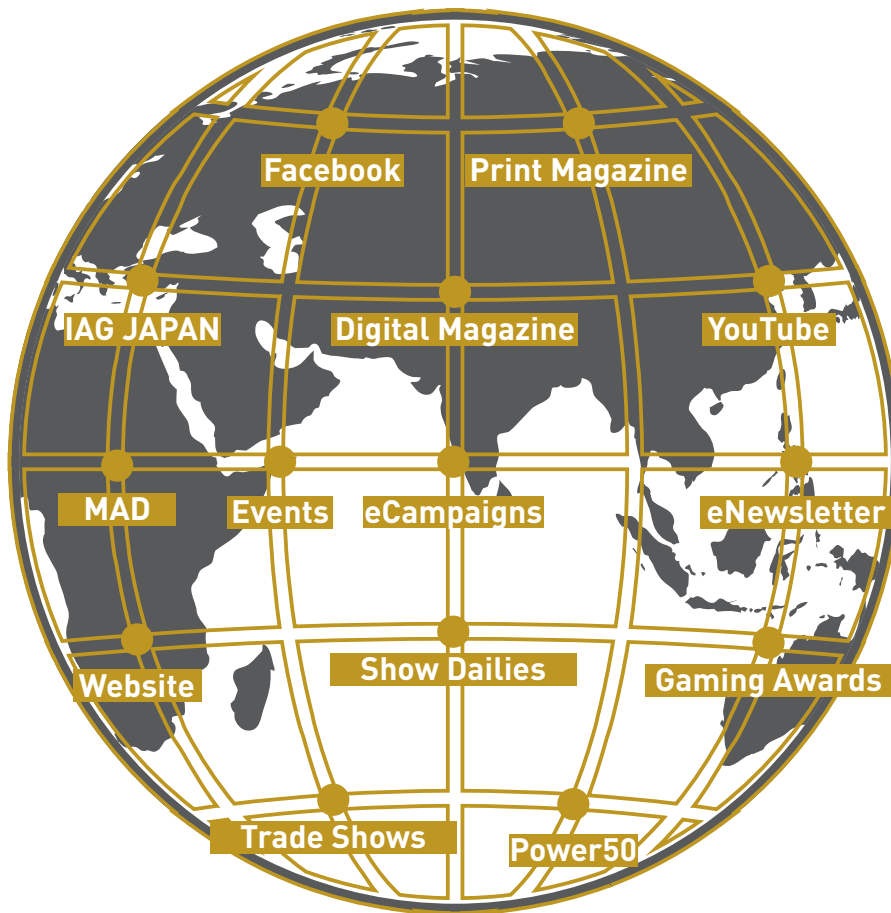
IAG Consulting is IAG’s consulting business unit, which offers consulting and revenue support services for businesses exploring or operating in the Asian gaming and Integrated Resort industry. IAG Consulting also produces tailor-made training and education programs (and has been commissioned by Philippines 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

inside asian gaming
亞博匯 iag



YouTube

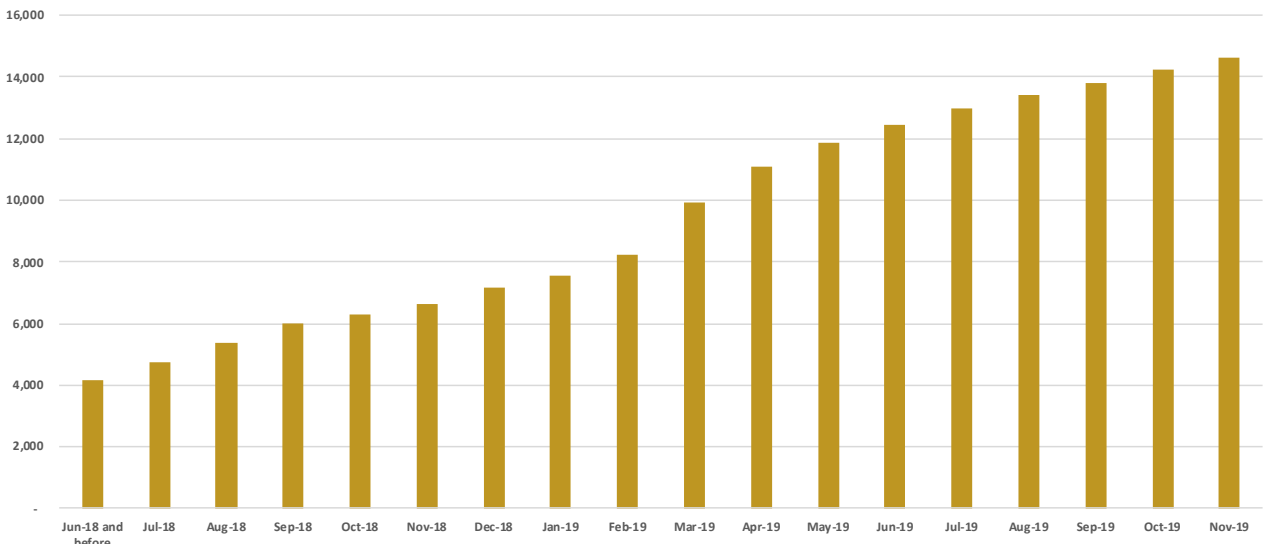


inside asian gaming
iag 亞博匯早報
BREAKFAST BRIEFING

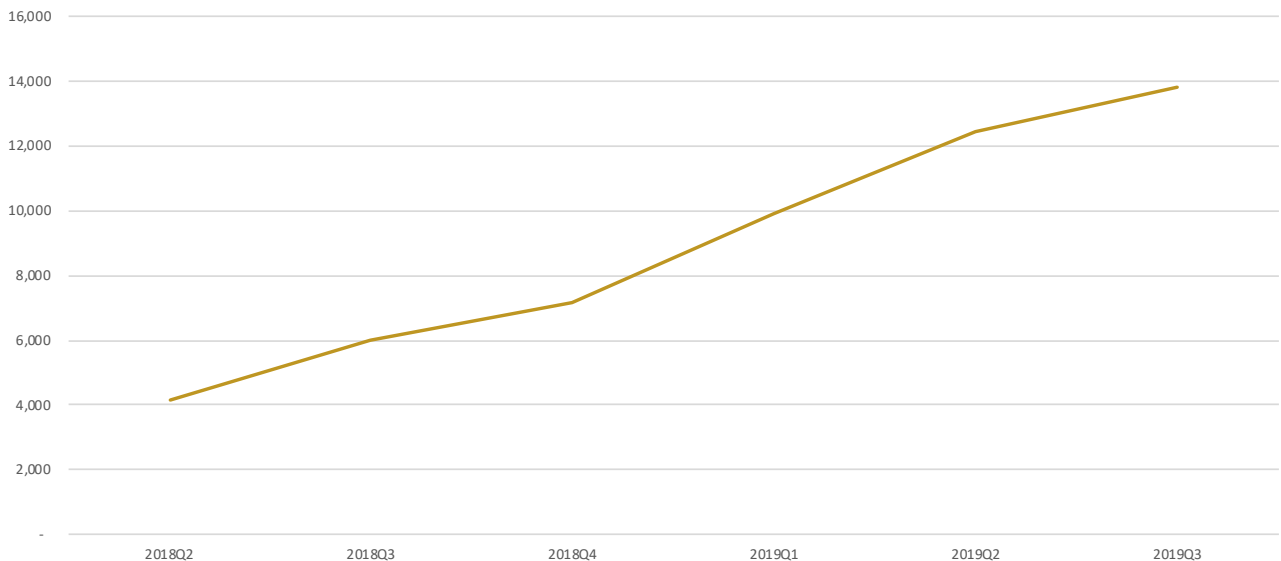


Social Media

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

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

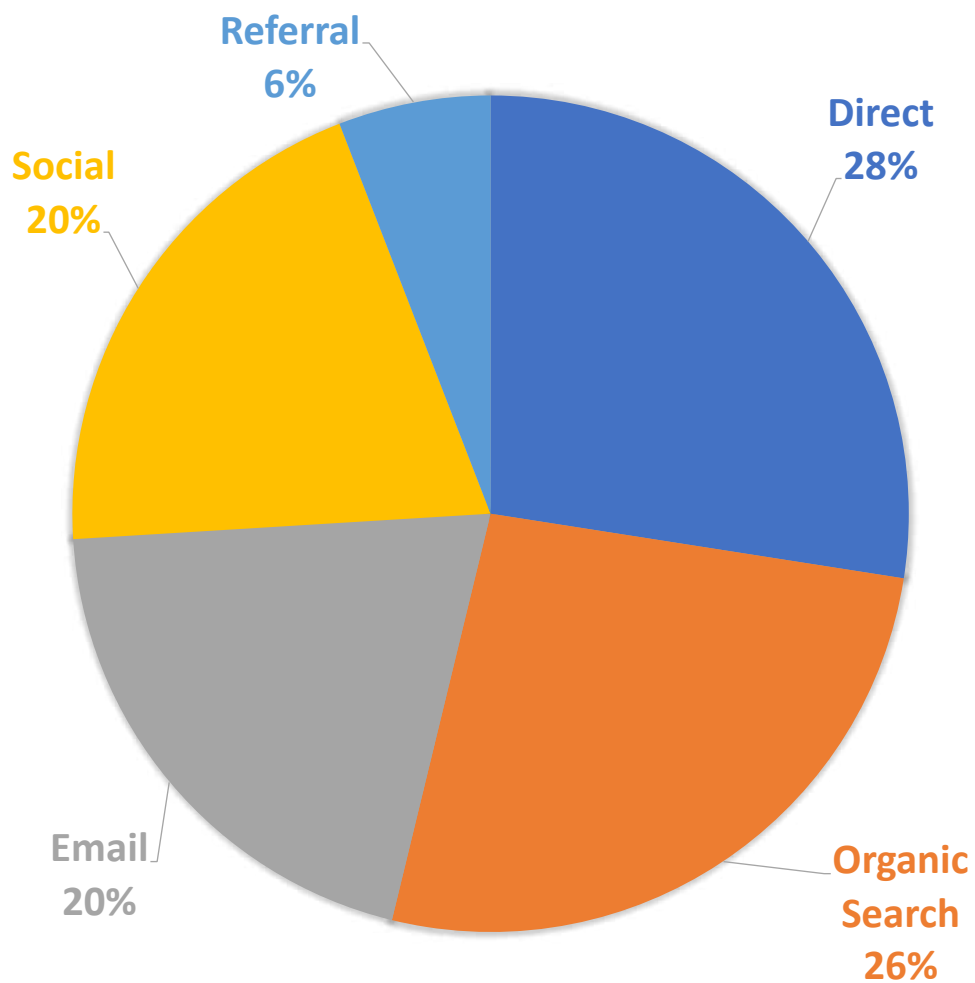
It is recommended that artwork submitted be sized at least twice as high and twice as wide as the actual ad size (please maintain the same aspect ratio as the actual ad size)

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

Website

asgam.com

asgam.com website acquisition sources 1H 2019

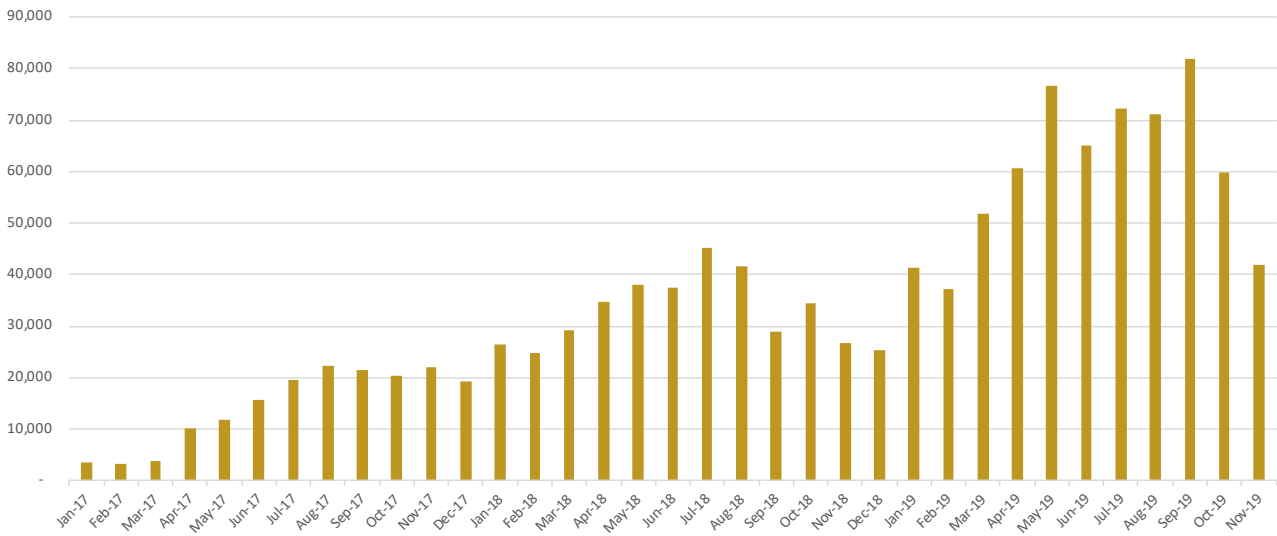


Domain names

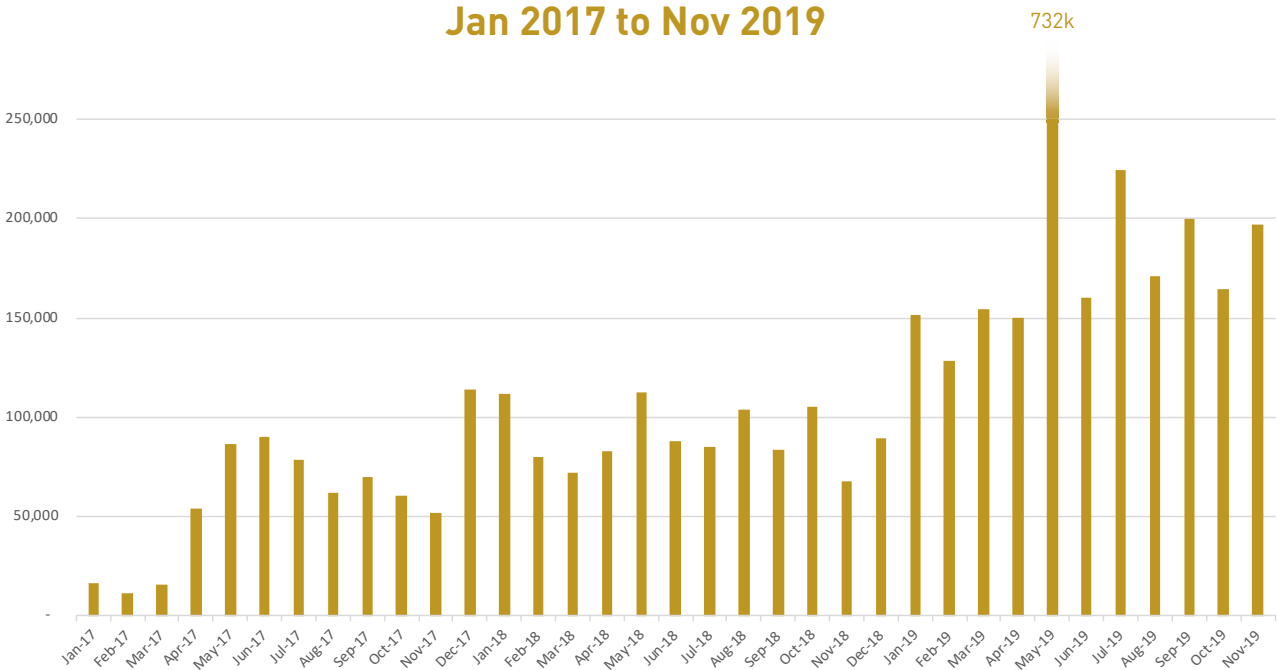
- asgam.com
- asgam.jp
- zh.asgam.com
- iagpower50.com
- omedia.mo
- G2EAsiaAwards.com
- G2EAsiaDaily.com
- MGSDaily.com

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

1 EDM blast

US\$1,500

4 EDM blasts

US\$4,000

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
- 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.



SPONSORSHIP

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

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.

SPONSORSHIP

	Welcome Area Sponsor HK\$188,000	Platinum Sponsor HK\$128,000	Goodbye Bags Sponsor HK\$118,000	Gold Sponsor HK\$88,000
On the night				
• 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
Awards event guide				
• 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
Editorial				
• 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		
Awards website				
• 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 US\$8,000	Platinum sponsor US\$4,000	Gold sponsor US\$2,500
Event tickets			
• 10 entry tickets included	x		
• 5 entry tickets included		x	x
Onsite display			
• 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		
Onsite spoken promotion			
• Showcase sponsor 10 minute presentation	x		
• Emcee mention and thanks	individual mention	individual mention	in aggregate
Print media			
• Logos in IAG advertisements for MAD	x	x	x
• Post event article in IAG	mention and logo	mention and logo	logo only
Digital media			
• 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.

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年亚洲国际娱乐展更上一层楼，G2E Asia 2019 在澳门威尼斯人度假村酒店盛大开幕。本届展会吸引了来自全球各地的游戏行业专业人士，共同探讨行业发展趋势，展示最新的游戏产品和解决方案。展会期间，还将举办多场精彩的论坛和研讨会，为与会者提供宝贵的交流和学习机会。

G2E Asia is bringing together the industry's top talent and leading gaming industry professionals and exhibitors representing the best in the very best of the world. The show offers 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.

QUARTZ HYBRID
Reward to play with. QUARTZ HYBRID is a new gaming platform that combines the best of both worlds. It offers a unique gaming experience with a focus on player loyalty and rewards. Contact us today for more information.

**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**

澳门博彩业的发展，离不开高素质的人才。何超凤在演讲中指出，澳门应借鉴瑞士酒店培训模式，提升酒店服务水平和员工素质。她认为，瑞士酒店培训模式注重员工的全面发展和职业素养的培养，这对于提升澳门博彩业的服务质量和竞争力具有重要意义。

Switzerland leads the way when it comes to hospitality training and employee development. The Swiss model is a well-established one that has allowed its graduates to become world-class professionals. "I have admired this model for a long time and believe it offers a great opportunity for those in similar positions across the world," said Ho. "Switzerland has a reputation for its high-quality training and employee development programs. It is a model that we should look to emulate in Macau."

REWARD YOUR PLAYERS WHERE THEY ARE!
BetJoy SC

**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积极探索吸引游客的新途径，通过举办各种主题活动和赛事，提升澳门的旅游吸引力和竞争力。旅游局表示，将加强与国际旅游组织的合作，共同推动澳门旅游业的繁荣发展。

The director of the Macau Tourism Office, Maria Inês de Sena, said that the MCTO is exploring new ways of bringing visitors and tourism to the region. She said, "We are looking for new ways to attract tourists and bring them to Macau. We are exploring new methods of bringing tourists into Macau. We are exploring new methods of bringing tourists into Macau. We are exploring new methods of bringing tourists into Macau."

infinilink
MORE TABLE GAMES ON THE LINK MEANS BIGGER, FASTER JACKPOTS!
CONTACT YOUR ACCOUNTING SERVICES ACCOUNT EXECUTIVE TODAY

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

G2E ASIA Specs

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.





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 *MGS Daily* incurs a production fee
- Materials must comply with our standard operational guidelines

MGSDAILY 日报 Specs

Full Page (ROP)

Trim:
242mm (w) x 335mm (h)
Bleed:
248mm (w) x 241mm (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: 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
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