

亞博匯 inside asian gaming  
**iag**

MEDIA KIT  
2 0 2 2



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



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

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# About IAG

*Inside Asian Gaming* is Asia's leading B2B digital and print media brand for the gaming, resort and entertainment industry. It has the highest website traffic, social media following, digital newsletter distribution and print magazine distribution of any such brand.

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 Japan time each weekday.

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* founded the IR Academy Asia (IRAA) in January 2021, and manages the new industry body. The IRAA ran its first industry awards event in November 2021.

*IAG* is the Lead Media Partner for G2E Asia (held each May in Macau), G2E Asia @ the Philippines (which held its inaugural event in December 2019 in Manila), and the G2E Asia Online Conference (which will hold its inaugural event on 7 July 2020). We also publish *G2E Asia Daily*, the daily newspaper of G2E Asia, and co-organize the G2E Asia Awards with Reed Exhibitions.



## ➔ About IAG

*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.

*IAG* is the Asian Lead Media Partner for ICE Asia, which held its inaugural event digitally on 8 and 9 June 2020 (subject to ICE Asia being held in 2022). We publish *The Daily Download*, the official daily digital record of ICE Asia.

*IAG* is the Lead Media Partner for the Phil-Asian Gaming Expo (PAGE), held each July in Manila.

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 of the world.

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



## ➔ About IAG

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 MGS Entertainment 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.



## ➔ About IAG

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To subscribe to IAG Breakfast Briefing for daily industry news, please visit:

| Language                     | Delivered                                 | Subscribe link  |
|------------------------------|---|---|
| <b>English</b>               | 8am Macau weekdays                        | <a href="https://www.asgam.com/index.php/subscribe">https://www.asgam.com/index.php/subscribe</a>     |
| <b>Chinese (traditional)</b> | 11am Macau weekdays                       | <a href="https://zh.asgam.com/index.php/subscribe-zh">https://zh.asgam.com/index.php/subscribe-zh</a> |
| <b>Japanese</b>              | upon upload of Japanese language articles | <a href="https://www.asgam.jp/index.php/subscribe-jp">https://www.asgam.jp/index.php/subscribe-jp</a> |

# Reach

## 250,000+ unique visitors

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

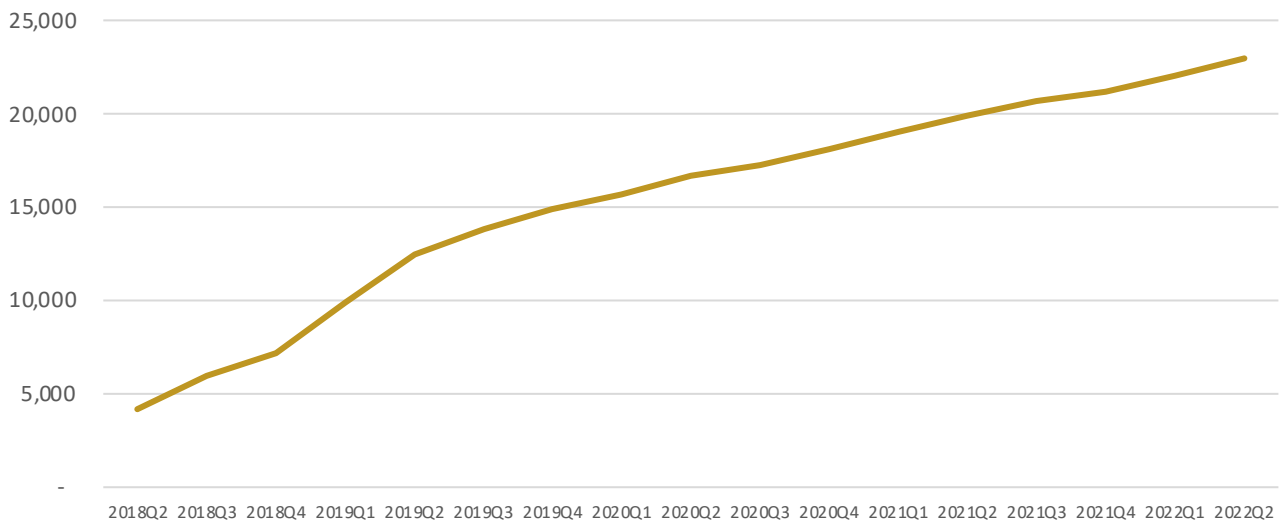


inside asian gaming  
iag 亞博匯早報  
BREAKFAST BRIEFING 

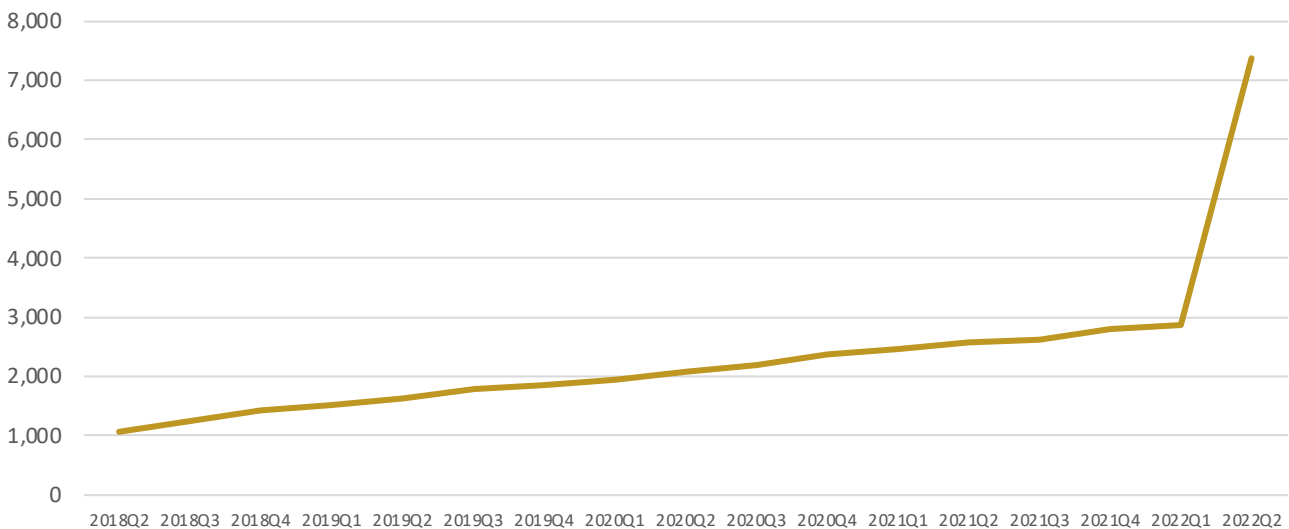


# Social Media

## LinkedIn IAG LinkedIn followers



## IAG Facebook followers



# 2022 Editorial Calendar

January  
2022

## Macau gaming law

*Inside Asian Gaming* takes a look at proposed changes to Macau's gaming law, how key amendments might realistically impact concessionaires and why they will play a crucial role in the re-tendering process for casino licenses.

February  
2022

## Macau EGM regulations 2.0

We explain the key changes to Macau's Electronic Gaming Machine Technical Standards version 2.0, which came into force on 1 September, and what they mean for suppliers.

March  
2022

## Grand Lisboa Palace

We take an in-depth look at SJM Holdings' long-awaited Cotai integrated resort, Grand Lisboa Palace, which promises to change the market share landscape in Macau.

April  
2022

## Singapore expansion

The *IAG* team takes advantage of the resumption of international travel with a trip to Singapore to discuss the expansion plans of local IRs Marina Bay Sands and Resorts World Sentosa.

May  
2022

## Hengqin focus

The Macao SAR Government recently announced that it will jointly govern Hengqin as part of a plan to facilitate the economic diversification of Macau. We take a closer look at what this means and what involvement Macau's concessionaires will have in the future.

June  
2022

## MGM Osaka

*IAG* speaks to MGM Resorts to discuss their planned Osaka integrated resort and how they envision future opportunities with the Japan gaming market.

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

## ➔ 2022 Editorial Calendar

July  
2022

### Australia's sports betting race

With long-term racing and wagering giant Tabcorp facing serious competition from corporate bookmakers within Australia's lucrative sports betting market, we look at the main factors shaping this epic market share battle.

August  
2022

### Galaxy Macau Phase 3

Galaxy Macau is bigger and better than ever following the launch of its Phase 3 development (with Phase 4 already on the way). What can first-time visitors expect?

September  
2022

### Macau/G2E Asia special

It's back! *IAG* presents its G2E Asia special as we welcome back the popular trade show for the first time since May 2019!

October  
2022

### Incheon

With South Korea opening back up to the world, we revisit the Incheon economic zone to see how two new IR developments are shaping up.

November  
2022

### Power 50

The 2022 Asian Gaming Power 50: *IAG*'s annual and comprehensive list of the most influential people in Asian gaming.

December  
2022

### Philippines regional expansion

The Philippines is the hottest growth market in Asia right now, and it's no surprise given the array of new and expanded developments opening their doors. We take a closer look at this important expansion of the market.

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

## ➔ 2022 Editorial Calendar

2022 will be an exciting year of expansion as it is widely expected the pandemic will start to be put behind us and we will begin re-growing the industry. During the year we plan to give substantial coverage to the following articles, some of which may be potential cover stories:

- Industry interviews with CEOs and other senior executives of major properties and suppliers.
- Openings/re-openings/expansions across Asia
- Responsible Gambling initiatives
- Corporate Social Responsibility (CSR)
- The rising future of ETGs in Asia
- Major industry events like IAG's Power 50 and the IRAA Awards
- Innovative new products for the Asian market
- Social Gaming: What's it all about and how does it relate to the Asian gaming industry
- eSports
- COVID-19 recovery in the US and Asian implications
- Advancements in cashless technology

# 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

**IN FOCUS**

フォーカス

## 完璧を求めて

「MEFFとEVFのシステムは、アジア太平洋地域のプロジェクト管理サービスに不可欠な要素であり、計画された完璧を達成するために不可欠な要素です。」

### Planned to Perfection

Specializing in MEFF and EVF systems, Comatech Asia is providing IT solutions across the Asia-Pacific region with a complete project management service aimed at maximizing efficiency and avoiding the many potential pitfalls of development.

By Ivo Bunkin

**IN FOCUS**

フォーカス

## 「この国の経済的な発展要件が本格的な建設プロジェクトに不可欠な要素であることは、誰もが知っていることである。しかし、計画された完璧を達成するために不可欠な要素です。」

### Having the experience and ability to understand how Chinese planning requirements is invaluable in achieving a profitable conclusion of work.

By Ivo Bunkin

**FEATURES**

## DEEP SPACE

Asia's logistics service provider TKHS Group has changed the game for Macau's IRs since launching its new high-tech warehouse in the heart of the Cotai Strip in 2016.

By Ivo Bunkin

**FEATURES**

## Australian made


Legisla is often an afterthought when it comes to developing cities, but a well-designed legislative operation can make or break a company's grand development plan.

By Ivo Bunkin

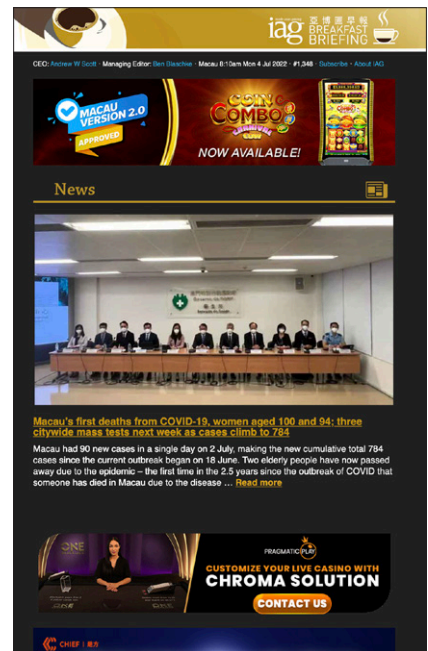
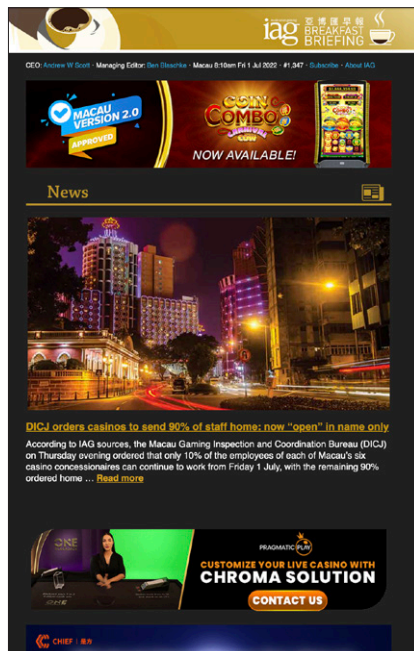
## GET NOTICED!

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

Prices ranging from USD\$4000-USD\$8000

inside asian gaming  
**iag** 亞博匯早報  
BREAKFAST BRIEFING 

- Daily industry newsletter sent to around 28,000 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   |
|----------------------|------------|-------------|-----------|
| Leaderboard          | 833        | 200         | US\$4,000 |
| Double Height Banner | 833        | 200         | US\$2,250 |
| Banner               | 833        | 100         | US\$1,500 |

## 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

---

Advertising designed by IAG incurs a production fee

---

Materials must comply with our standard operational guidelines

## MATERIAL SUBMISSION

**File Format:** GIF, JPEG

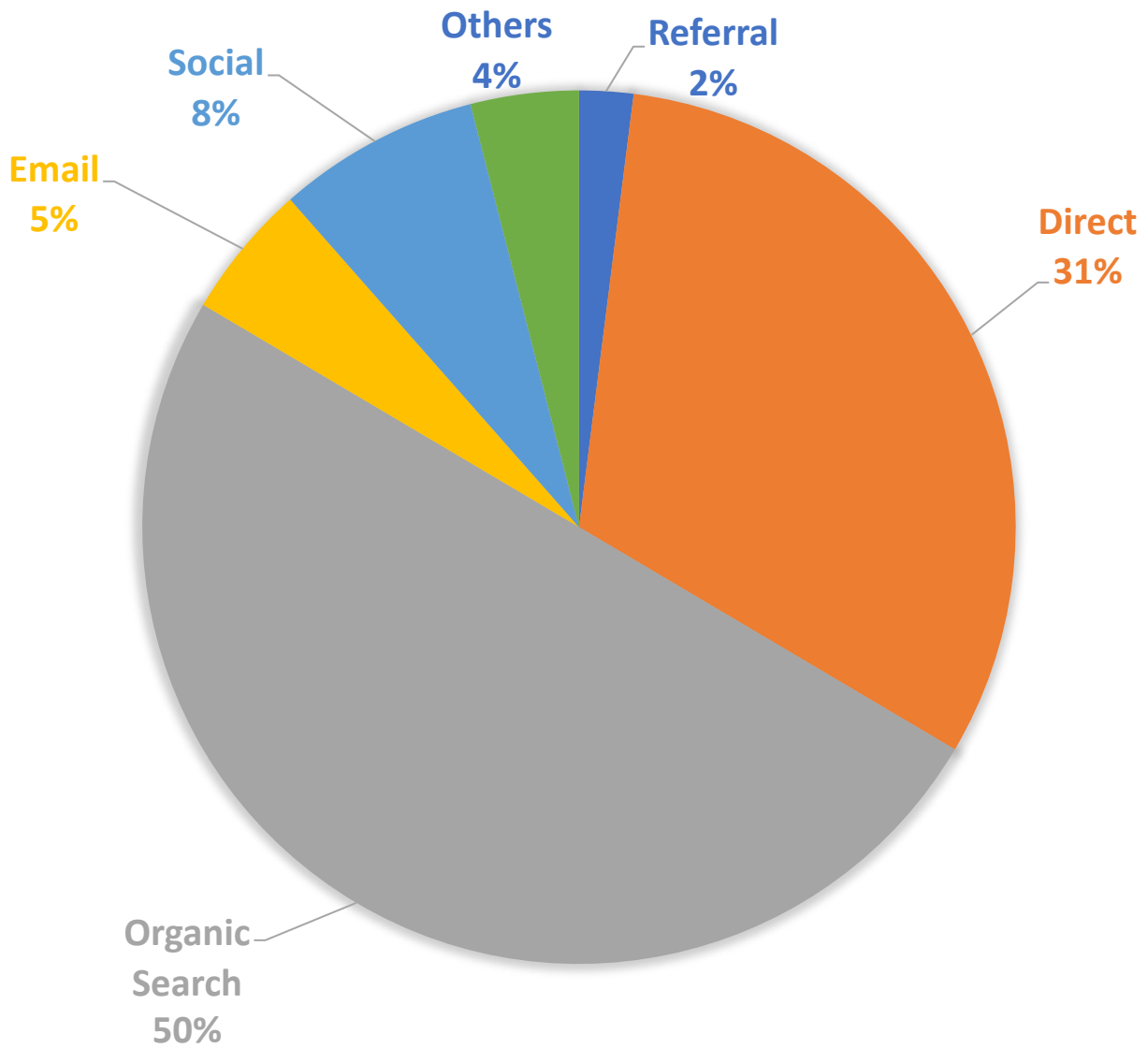
It is recommended that artwork submitted be sized at least twice as high and twice as wide as the actual ad size (please maintain the same aspect ratio as the actual ad size)

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

# Website

asgam.com

asgam.com website acquisition sources  
1H 2022

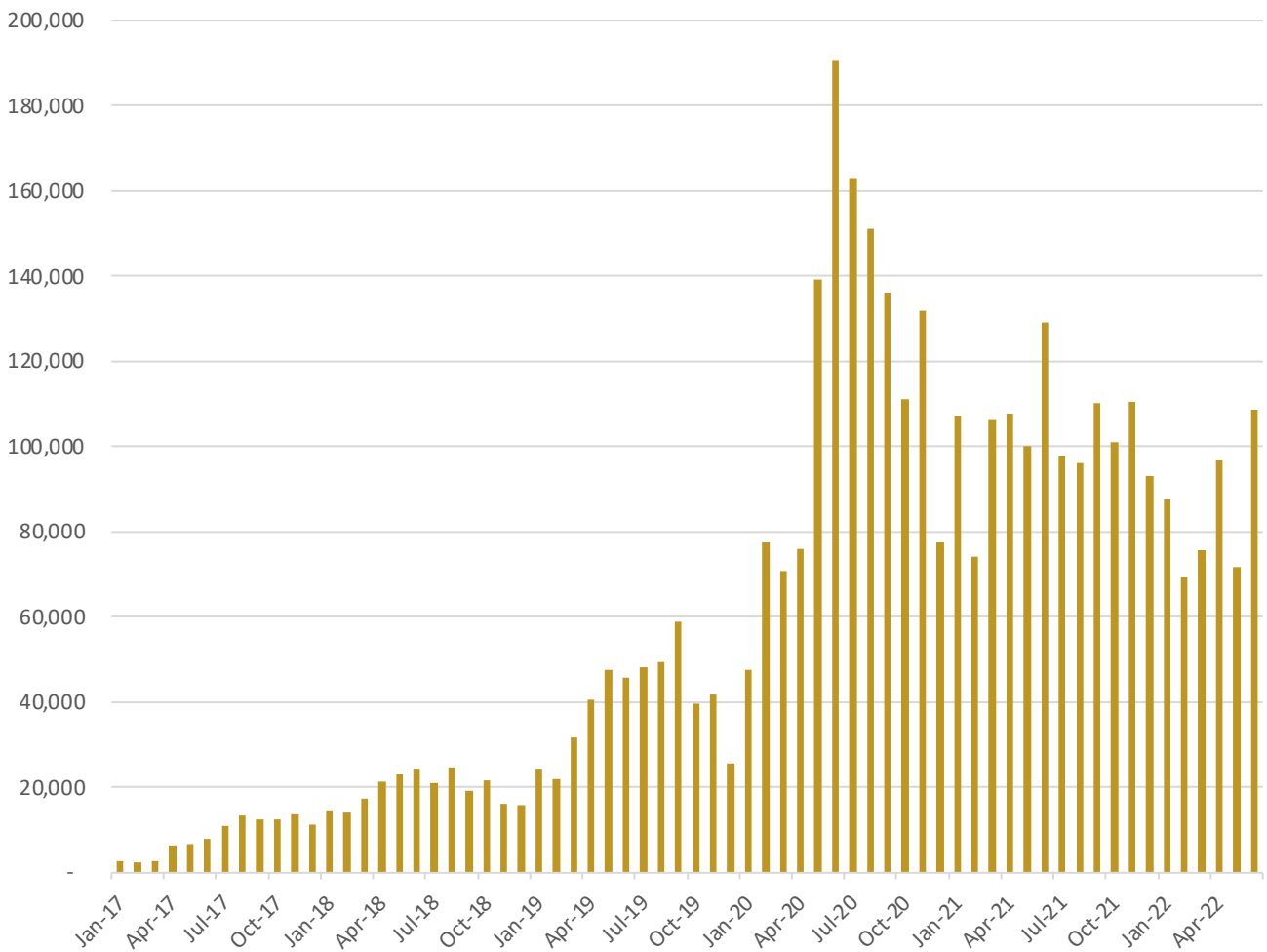


## Domain names

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

# Website Analytics

asgam.com  
Monthly unique users  
Jan 2017 to Jun 2022



# Website Rates

www.asgam.com

| AD TYPE            | WIDTH (px) | HEIGHT (px) | MONTHLY   |
|--------------------|------------|-------------|-----------|
| Leaderboard        | 1720       | 220         | US\$3,500 |
| Half Skyscraper    | 300        | 560         | US\$1,500 |
| Banner             | 888        | 107         | US\$1,250 |
| Quarter Skyscraper | 300        | 280         | 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
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- Materials must comply with our standard operational guidelines

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**File Format:** GIF, JPEG

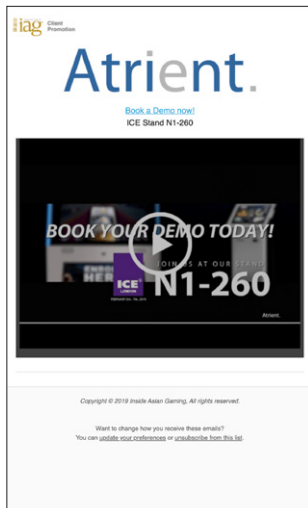
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\*English rates only. Rates for traditional Chinese and Japanese shown elsewhere in this media kit.

# Email Marketing campaigns

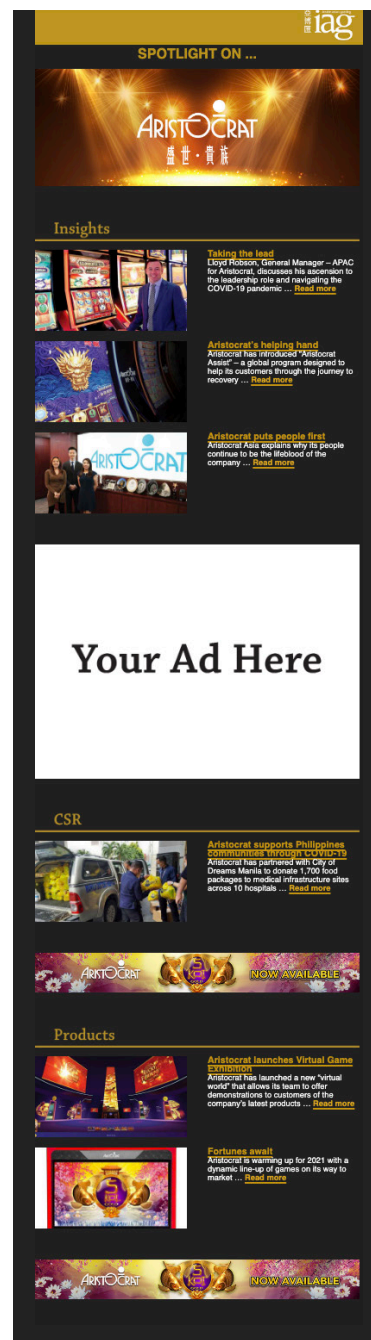
## SINGLE FOCUS

(One featured article)



## SPOTLIGHT STYLE

(Multiple articles and client banners)



# Email Marketing campaigns

## SINGLE FOCUS

(One featured article)

### Standard specifications

- One article or video
- One standard banner

## SPOTLIGHT STYLE

(Multiple articles and client banners)

### Standard specifications

- Spotlight leaderboard banner
- One main lead article or video
- Three secondary feature articles
- Two standard banners
- One 6x height feature banner

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

- Send your message directly to IAG's industry-leading 28,000-strong database
- Campaigns custom-designed according to client needs
- Content production options available

|              | SINGLE FOCUS | SPOTLIGHT STYLE |
|--------------|--------------|-----------------|
| 1 EDM blast  | US\$1,500    | US\$5,000       |
| 4 EDM blasts | US\$4,000    | US\$13,500      |



# IAG in Traditional Chinese



- Launched in May 2019
- 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        | 1720       | 220         | US\$2,500 |
| Half Skyscraper    | 300        | 560         | US\$1,000 |
| Banner             | 888        | 107         | US\$800   |
| Quarter Skyscraper | 300        | 280         | US\$700   |



## Chinese Rates

| AD TYPE              | WIDTH (px) | HEIGHT (px) | MONTHLY   |
|----------------------|------------|-------------|-----------|
| Leaderboard          | 833        | 200         | US\$2,500 |
| Banner               | 833        | 100         | US\$1,000 |
| Double Height Banner | 833        | 200         | US\$1,500 |



# 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

|                                 |                              | Venue   | Welcome Cocktail                     | After Party                          | Platinum                             | Entertainment                        | Farewell Gift      | Gold               |
|---------------------------------|------------------------------|---|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------|--------------------|
|                                 |                              | Notionally HK\$888,000 but all paid in kind by venue, F&B and other support | HK \$280,000                         | HK \$280,000                         | HK \$148,000                         | HK \$138,000                         | HK \$128,000       | HK \$99,000        |
| Tables at gala dinner           |                              | Premium Position x 2  | Premium Position x1                  | Premium Position x1                  | Good Position x 1                    | Good Position x 1                    | Table x1           | Table x1           |
| MC Mention                      |                              | Detailed  | Brief                                | Brief                                | ✓                                    | ✓                                    | ✓                  | ✓                  |
| On-site display (Production)    | Literature at reception      | ✓   | ✓                                    | ✓                                    | ✓                                    |                                      |                    |                    |
|                                 | Souvenir Distribution        | by entrance   | at cocktail area                     | at cocktail area                     |                                      |                                      |                    |                    |
|                                 | Sponsor's greeters           | by entrance   | at cocktail area                     | at cocktail area                     |                                      |                                      |                    |                    |
|                                 | Stage backdrop Logo          | ✓   | ✓                                    | ✓                                    | ✓                                    | ✓                                    | ✓                  | ✓                  |
|                                 | Signage Logo                 | ✓   | ✓                                    | ✓                                    | ✓                                    | ✓                                    | ✓                  | ✓                  |
|                                 | Dinner menu Logo             | ✓   | ✓                                    | ✓                                    | ✓                                    | ✓                                    | ✓                  | ✓                  |
| Publications                    | Event Guide - Logo & Profile | ✓   | ✓                                    | ✓                                    | ✓                                    | ✓                                    | ✓                  | ✓                  |
|                                 | Event Guide - Ads            | Double page spread  | Double page spread                   | Double page spread                   | Full Page                            | Full Page                            | Full Page          | Full Page          |
|                                 | IAG Magazine                 | Product article and Exec Interview  | Product article and Exec Interview   | Product article and Exec Interview   |                                      |                                      |                    |                    |
|                                 | IAG Magazine event article   | Mention   | Mention                              | Mention                              | Mention                              | Mention                              | Mention            | Mention            |
| IAG Digital Platforms (Mention) | Event Articles               | IAG BB IAG Website LinkedIn Facebook  | IAG BB IAG Website LinkedIn Facebook | IAG BB IAG Website LinkedIn Facebook | IAG BB IAG Website LinkedIn Facebook | IAG BB IAG Website LinkedIn Facebook | IAG BB IAG Website | IAG BB IAG Website |
|                                 | Event Press Release          |   |                                      |                                      |                                      |                                      |                    |                    |
|                                 | Announcement of sponsors     |   |                                      |                                      |                                      |                                      |                    |                    |
|                                 | Product promotion            |   |                                      |                                      |                                      |                                      |                    |                    |
| Gala Dinner website             | Banner ad                    | ✓   | ✓                                    | ✓                                    | ✓                                    |                                      |                    |                    |
|                                 | Video on website             | 3 minutes   | 2 minutes                            | 2 minutes                            | 1 minute                             |                                      |                    |                    |
|                                 | Sponsor logo                 | ✓   | ✓                                    | ✓                                    | ✓                                    | ✓                                    | ✓                  | ✓                  |
|                                 | Org. Description             | 100 words   | 100 words                            | 100 words                            | 100 words                            | 100 words                            | 100 words          | 100 words          |
|                                 | Link to your website         | ✓   | ✓                                    | ✓                                    | ✓                                    | ✓                                    | ✓                  | ✓                  |

# 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>US\$24,000</b> | Platinum Sponsor<br><b>US\$16,500</b> | Goodbye Bags<br>Sponsor<br><b>US\$15,000</b> | Gold Sponsor<br><b>US\$11,500</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)



Presented by  
亞博匯 **iag**  
inside asian gaming

- Casual industry networking event
- Key industry professionals and decision-makers
- Informal networking
- Diamond sponsor presentation



**Operators**  
**65%**



**Manufacturers**  
**30%**



**Others**  
**5%**

## PROFESSIONAL STYLE

2022

**MAR**

**MAD 12**  
**Q1**

2022

**JUN**

**MAD 13**  
**Q2**

2022

**SEP**

**MAD 14**  
**Q3**

## SOCIAL STYLE

2022

**DEC**

**MAD 15**  
**Xmas After Dark**  
**Q4**



# WHERE MAD HAS BEEN HELD

Each MAD brings together key industry decision-makers with the people they want to meet in a relaxed and friendly environment. A new venue is chosen for each event.

| EVENT        | DATE            | VENUE   |
|--------------|-----------------|---|
| <b>MAD 1</b> | Fri 15 Feb 2019 |  Duffy's Irish Pub at Broadway Macau |
| <b>MAD 2</b> | Fri 10 May 2019 |  Kidult Club                        |
| <b>MAD 3</b> | Fri 02 Aug 2019 |  Barcode Club                      |
| <b>MAD 4</b> | Fri 15 Nov 2019 |  Prem1er Bar & Tasting Lounge      |

No event held in 2020Q1 due to pandemic

|              |                 |   |
|--------------|-----------------|---|
| <b>MAD 5</b> | Fri 17 Jul 2020 |  Kam Pek Bar   |
| <b>MAD 6</b> | Fri 09 Oct 2020 |  Vasco Bar & Lounge in Grand Lapa Hotel              |
| <b>MAD 7</b> | Fri 11 Dec 2020 |  Galeria Lisboa at Macau Fisherman's Wharf<br>澳門漁人碼頭 |
| <b>MAD 8</b> | Fri 05 Mar 2021 |  PORTUCAU  |
| <b>MAD 9</b> | Fri 11 Jun 2021 |  Sofitel Macau at Ponte 16<br>澳門上環匯豐酒店               |
| <b>MAD10</b> | Fri 17 Sep 2021 |  Paulaner Wirtshaus Macau at Taipa Village           |
| <b>MAD11</b> | Fri 17 Dec 2021 |  Vasco Bar & Lounge in Grand Lapa Hotel              |





# SPONSORSHIP

|  | Diamond sponsors<br>US\$8,000  | Platinum sponsors<br>US\$4,000 | Gold sponsors<br>US\$2,500 |
|--|--------------------------------|--------------------------------|----------------------------|
| <b>Invitations</b>   |                                |                                |                            |
| • Guest list invitations (20)  | x                              | x                              |                            |
| • Guest list invitations (10)  |                                |                                | x                          |
| <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 give-away souvenirs at entrance | x                              | x                              |                            |
| • Brand exposure in networking area                                      | x                              |                                |                            |
| <b>Onsite spoken promotion</b>   |                                |                                |                            |
| • Diamond sponsor personal thank you on stage                            | 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                  |
| • Post-event article in IAGBB and asgam.com                              | individual article logo banner | individual article logo banner | in aggregate logo banner   |

*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年亚洲国际娱乐展更上一层楼，吸引了众多行业专业人士和观众。展会现场气氛热烈，参展商展示了最新的娱乐产品和服务。展会期间还举办了多场精彩的演讲和研讨会，为行业人士提供了宝贵的交流机会。

G2E Asia is excitedly reaching the top of the list with a record of 16,200 in 2018. The show continues to evolve according to the changing needs of the industry, which is why it remains a relevant and exciting platform for the gaming and entertainment industry throughout Asia.

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

瑞士酒店业以其卓越的服务和培训体系而闻名。何超凤在演讲中指出，澳门的酒店业应该借鉴瑞士的经验，提升服务质量和员工的专业素养。她认为，这将是澳门旅游业实现可持续发展的关键。

"It has achieved this status as a result of its well-established reputation for quality and service," she said. "It is a model that we should emulate in Macao."

**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 MACAO**

澳门特区政府旅游局正在积极探索新的营销渠道和吸引游客的方法。通过举办各种主题活动和推出新的旅游产品，旅游局希望能够吸引更多的国际游客来到澳门，体验澳门独特的魅力。

"We are trying rather than the tried and tested method of coming to Macao through Hong Kong," she said. "We are trying to bring people to Macao who are not coming through Hong Kong."

# G2E ASIA Rates

## STANDARD ADVERTISING

|               |                  |
|---------------|------------------|
| Full Page ROP | <b>US\$4,500</b> |
| Half Page ROP | <b>US\$4,000</b> |
| Quarter Page  | <b>US\$2,500</b> |
| Banner        | <b>US\$2,500</b> |

## SPECIAL POSITIONS

|                    |                   |
|--------------------|-------------------|
| Outside Back Cover | <b>US\$11,000</b> |
| Inside Front Cover | <b>US\$9,000</b>  |
| Inside Back Cover  | <b>US\$7,000</b>  |
| Page facing IBC    | <b>US\$5,500</b>  |

## TITLE SPONSORSHIP

- Logo on every page
  - Front cover banner
  - 2 ROP full page ads each day
  - Editorial every day
- US\$29,000**

## 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:** 10 days before  
**Material deadline:** 7 days before  
**Editorial Material Deadline:**  
15 days before

## 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](http://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.

2018年11月13日星期二 Tuesday, 13 November 2018

### 澳门休闲科技发展聚焦5G 迎接未来

#### MGS WELCOMES THE FUTURE WITH 5G FOCUS IN 2019

2018年11月13日星期三 Wednesday, 13 November 2018

### MGS继续支持澳门多元化

#### MGS CONTINUES TO SUPPORT MACAU'S DIVERSIFICATION

2018年11月14日星期四 Thursday, 14 November 2018

### 陈达夫称大众市场是澳门博彩业未来的关键

#### PAULO MARTINS CHAN SAYS MASS MARKET THE KEY TO MACAU'S GAMING FUTURE



# Rates

## STANDARD ADVERTISING

|               |                  |
|---------------|------------------|
| Full Page ROP | <b>US\$4,500</b> |
| Half Page ROP | <b>US\$4,000</b> |
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| Inside Back Cover  | <b>US\$7,000</b>  |
| Page facing IBC    | <b>US\$5,500</b>  |

## TITLE SPONSORSHIP

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  - Front cover banner
  - 2 ROP full page ads each day
  - Editorial every day
- US\$29,000**

## OTHER TERMS

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- 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:  
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## MATERIAL SUBMISSION

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Use **WeTransfer.com** for large files

# 每日TheDaily 简报Download

## The Daily Download:

- is the official daily newspaper of ICE Asia, produced by Inside Asian Gaming.
- is printed and distributed each morning of the show at the entrance and various locations around the show exhibition halls and conference areas. It is also personally delivered to every booth each morning.
- is bilingual, published in English and simplified Chinese.
- provides comprehensive show coverage and is a unique opportunity for exhibitors to get directly into the hands of visitors.
- provides attendees with detailed information about ICE Asia, including all panel times, topics and speakers, highlighted speaker interviews, session spotlights, sponsor information and more.
- is emailed to IAG's 28,000-strong database and distributed by Clarion. All content is also published on The Daily Download's dedicated website at iagdd.com.



# 每日TheDaily 简报Download Rates

## STANDARD ADVERTISING

|               |                  |
|---------------|------------------|
| Full Page ROP | <b>US\$4,500</b> |
| Half Page ROP | <b>US\$4,000</b> |
| Quarter Page  | <b>US\$2,500</b> |
| Banner        | <b>US\$2,500</b> |

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# 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

