

inside | A || G || E |

**The Official Publication of the
Australasian Gaming Expo**

9 to 11 August 2022

**International Convention Centre
Darling Harbour, Sydney**

MEDIA KIT



Inside AGE is produced and published by Inside Asian Gaming (IAG) under agreement with the Gaming Technologies Association (GTA), organisers of the Australasian Gaming Expo (AGE)

About AGE

Established in 1990, the Australasian Gaming Expo (AGE) is the world's third largest hospitality and gaming trade show. Featuring well over 200 exhibitors and welcoming more than 7,000 attendees across 19,000 square metres of exhibition space, AGE is the biggest event of its type in Australia. AGE is the place to see new international products and services, network, attend thought-provoking seminars, seek business partners and generate sales.

For further information visit www.austgamingexpo.com.



IAG appointed Official Media and Production Partner of AGE

The Gaming Technologies Association (GTA), organiser of the Australasian Gaming Expo (AGE), and *Inside Asian Gaming* (IAG), Asia's leading B2B gaming industry media brand, jointly announced on 29 June 2022 that IAG has been appointed Official Media and Production Partner of AGE, and will produce a brand new, 100-page official show publication, *Inside AGE*.

IAG will also organise two panel sessions for the AGE seminar series and heavily market AGE through its numerous digital and print media channels to its audience of tens of thousands of industry executives throughout Australasia and the wider Asia-Pacific region.

IAG will have a strong presence at AGE reporting directly from the floor of the show and have its own show booth at **stand #280**.

GTA CEO **Jinesh Patel** said, "We're delighted to have IAG working with us on our official show publication, *Inside AGE*, and involved with our AGE seminar series. IAG brings a wealth of journalistic and industry wisdom to the collaboration, which is an asset for us as the event organiser and the event's visitors and exhibitors."

IAG Vice Chairman and CEO **Andrew W Scott** said, "We're absolutely thrilled to be appointed by GTA to create the official show publication of AGE, which will be in a high-quality magazine style covering all relevant aspects of the show. With our Managing Editor Ben Blaschke being a Sydney local, an exhibition booth showcasing IAG's offerings to the industry, and organising two of the AGE conference sessions, we can't wait to participate – especially after the past two years the industry has endured. We're back!"

Inside AGE

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Content

- All key show information
- Detailed show floor map
- Detailed exhibitor list
- Guide to networking opportunities at the show
- Guide to Darling Harbour and nearby attractions and facilities
- Interviews with GTA Chairman and CEO
- Interviews with industry executives
- Solutions showcase featuring *Inside AGE* advertiser products and services:
 - All ROP full-page advertisers receive 1 page free of charge
 - All ROP DPS and premium advertisers receive 2 pages free of charge

Distribution

- Hand delivered to all exhibition booths on the morning of day 1 of the show
- Available at the main entrance of the show for all 3 days
- Available at the show seminars, lounges, and other key locations

Specifications

- High quality perfect-bound magazine format
- 100 pages total
- High quality Silk/Matt 250GSM cover
- High quality Silk/Matt 113GSM paper throughout
- **Full page (FP) size:** 210mm x 275mm (216mm x 281mm - 3mm bleed each side)
- **Double page spread (DPS) size:** 420mm x 275mm (426mm x 281mm -3mm bleed each side)
- All advertising to be submitted as single layer PDF at 300dpi
- Editorial drop deadline **22 July 2022**
- Advertising drop deadline **26 July 2022**



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RATE CARD

POSITION	US\$	AU\$
Front cover flap (exclusive, one only)	5,600	8,000
Outside back cover (exclusive, one only)	4,900	7,000
Inside front cover DPS (double page spread) (exclusive, one only)	4,200	6,000
Inside back cover (exclusive, one only)	3,500	5,000
ROP DPS (double page spread)	3,500	5,000
ROP FP (full page)	2,500	3,500
ROP HP (half page)	1,400	2,000

Terms and conditions

- 10% discount for existing IAG clients (minimum one 2022 contract at 1 June 2022)
- 10% loading for guaranteed forward position ROP ads
- ROP FP comes with one page editorial in Solutions Showcase free of charge
- ROP DPS and all cover positions come with two pages editorial in Solutions Showcase free of charge
- Advertising materials must meet technical specifications by drop deadline **26 July 2022**
- Editorial drop deadline **22 July 2022**
- All advertising subject to publisher approval
- Minimum 50% balance by 31 July 2022, balance due and payable by 31 August 2022
- Payment in full by 31 July 2022 preferred

For enquiries email Jadeson Ho at jh@asgam.com.

Contact Us

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