



MEDIA KIT
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Our proprietary brands



Brands we provide services to for financial compensation or as equity, strategic or production partners



Trade shows we are media partners for



**Lead Media Partner and
Official Production Partner**



Lead Media Partner



**Lead Media and
Summit Production Partner**



Asian Lead Media Partner



Asian Lead Media Partner



Lead Media Partner



**Official Media and
Production Partner**



Lead Media Partner



Lead Media Partner



Media Partner



Media Partner

2024

An exciting new year for IAG and the industry

Inside Asian Gaming has always endeavored to cover the entire Asia-Pacific gaming industry — from Vladivostok in the north to New Zealand in the south and from Saipan in the east to Kazakhstan in the west. Ever since *IAG* launched in 2005, the largest market in Asia has traditionally been Macau, and this is why *IAG*'s head office has always been in the SAR. There's no plan to change the location of our head office, but as we all know Macau was hit very hard by the pandemic in 2020, 2021 and 2022.

The good news is that all the Asian markets are making major recoveries, with many having returned to pre-pandemic levels, or close to it, in 2023. This makes 2024 a very exciting year for the industry and for *IAG*.

Having enjoyed the opportunity to be back on the road in 2023, you'll continue to see more and more of the *IAG* team traversing all corners of the APAC region in 2024, with our traditionally strong Macau industry coverage complemented by an increased focus on other key markets such as the Philippines, Australia and Singapore. The opportunity to travel again has seen us make many invaluable connections – some new, some old – in jurisdictions including those mentioned above plus Malaysia, Cambodia, Hong Kong, India, Japan, Laos, Korea, Myanmar, New Zealand, Russia, Saipan, Sri Lanka, Thailand and Vietnam. We were also back at ICE London and G2E in Las Vegas for the first time in a while, and you'll see us at both shows again in 2024 with an even larger representation!

This past year also saw *IAG* launch some brand-new industry initiatives, most notably our first ever "Super September" series comprising the IAG Academy Summit, the IAG Academy IR Awards and networking social Manila After Dark.

➔ 2024

Super September was hosted at Hilton Manila, Newport World Resorts and the plan is to make this event a regular and important part of the annual calendar.

As always, our mission is to support and help grow the businesses that make up our industry.

While *IAG* has made a commitment to expand our coverage of markets outside Macau, it was with great relief we saw the world's largest land-based gaming hub open up to the world again, and it was greatly satisfying to see it booming by the end of the year. The six concessionaires, each boasting a brand new 10-year gaming concession as of 1 January 2023, are well and truly back and it won't be long before we see profits exceeding pre-COVID levels.

To summarize, 2024 is going to be one of the most exciting years yet for *IAG*, and we believe for the industry as a whole. It will be a year of change and of widened *IAG* coverage across the entire APAC region – including Macau. It will be a year of new initiatives, new industry friends and new possibilities for us all. Bring it on!

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 in English and 11am in traditional Chinese each weekday. *IAG* also publishes special magazine editions for G2E Asia each May and the Asian Gaming Power 50 each November.

IAG produces all original content. As well as almost always being the first media outlet to publish breaking industry news, the deep domain knowledge our journalists have accumulated from as far back as the 1980s allows *IAG* to offer highly insightful opinion pieces and analysis of industry news. We do not aggregate media content or copy from other media outlets. Conversely, *IAG* is often the original source (sometimes credited, more often not!) of many stories published around the world covering the Asian IR and gaming industry.

In January 2019, *Inside Asian Gaming* launched *IAG Japan* to cover the then-burgeoning Integrated Resort industry in Japan. For just over three years from January 2019 to January 2022, at the height of international interest in operating a Japanese integrated resort, *IAG Japan* had two formats: a monthly Japanese and English fully bilingual digital magazine and a daily Japanese language e-newsletter titled *IAG Daily Briefing*. International industry interest in operating in Japan has since waned considerably, so after the January 2022 issue of *IAG Japan* was released we discontinued the Japanese language version of the monthly magazine, but we still issue our Japanese language *IAG Daily Briefing* when major Japan-related news breaks.

➔ 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, although it was held at City of Dreams Manila in 2022 due to the pandemic.

IAG produces Macau After Dark and Manila After Dark (both known as “MAD”), a series of casual industry networking social event held in both Macau and Manila every quarter. MAD brings together key industry decision-makers, including operators, suppliers and other industry executives.

IAG launched the IAG Academy – then known as the Integrated Resorts Academy Asia (IRAA) – in November 2021, as its educational arm. It was rebranded and relaunched as the IAG Academy in July 2023. The goal of the IAG Academy is to advance professionalism within the industry through education, training and other gold collar knowledge work. As its first major initiative after the relaunch, the IAG Academy held the inaugural IAG Academy Summit on 13 and 14 September 2023 at the Hilton Manila, Newport World Resorts. The Academy also held the 2nd IAG Academy IR Awards, a glamorous black tie event celebrating the best of the best of the integrated resort industry in the Asia-Pacific region, on the evening of 13 September 2023. The Awards recognize the contributions of the people, companies and offerings which make up the Asia-Pacific IR industry. The first such event, then known as the IR Academy Asia Awards, was held by the Academy in November 2021 at the Londoner Macao. Due to the global pandemic, no Awards event was held in 2022. Both the IAG Academy Summit and the IAG Academy IR Awards are planned to be held in 2024 and annually thereafter. As well as producing these in-person events, the IAG Academy plans to launch online learning through its website in 2024.

➔ About IAG

Since March 2019, *IAG* has maintained a strategic partnership agreement with *CDC Gaming Reports*, which was founded in 2002 and is the leading US-based gaming media company covering the casino and IR industry in the Americas. The agreement offers significant benefits to both *IAG* and *CDC* including collaboration in business development, editorial development, product development and strategy development as well as content sharing, cooperation at trade shows throughout the world and mutual assistance in broadening the audience and network of both media brands. A renewed strategic partnership agreement with deeper levels of cooperation was signed by *IAG* and *CDC* at G2E in Las Vegas in October 2023, and extends the term of the strategic partnership until at least 31 December 2024.

IAG is the Lead Media and Production Partner for G2E Asia, including G2E Asia Special Edition: Singapore, G2E Asia @ the Philippines and the G2E Asia Online Conferences. This role includes managing the entire conference at G2E Asia events.

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 and Summit Production 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 London. We publish The Daily Download, the official daily digital record of ICE Asia.

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.

➔ About IAG

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, G2E Asia Special Edition: Singapore, AGE in Sydney in August, G2E in Las Vegas in October, MGS in Macau in November and various developing shows covering the Japanese IR industry in Tokyo, Yokohama and Osaka. Our Vice Chairman and 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 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

For our main Macau office please phone +853 2883 6497.

For advertising enquiries, please contact Jadeson Ho on +853 2875 2959 or jh@asgam.com.

For editorial enquiries, please contact Ben Blaschke (in English) on bb@asgam.com, Oscar Guijarro (in English or Spanish) on oscar@asgam.com, Pierce Chan (in Chinese) on piercechan@asgam.com or Reina Nishimura (in Japanese or English) on reina@asgam.jp.

For anything relating to Corporate Social Responsibility in Macau, please contact Rita Pun on rita@domedia.mo.

For *IAG Japan* enquiries, please contact Reina Nishimura on reina@asgam.jp.

For finance enquiries, please contact Sue Liang on sue@asgam.com.

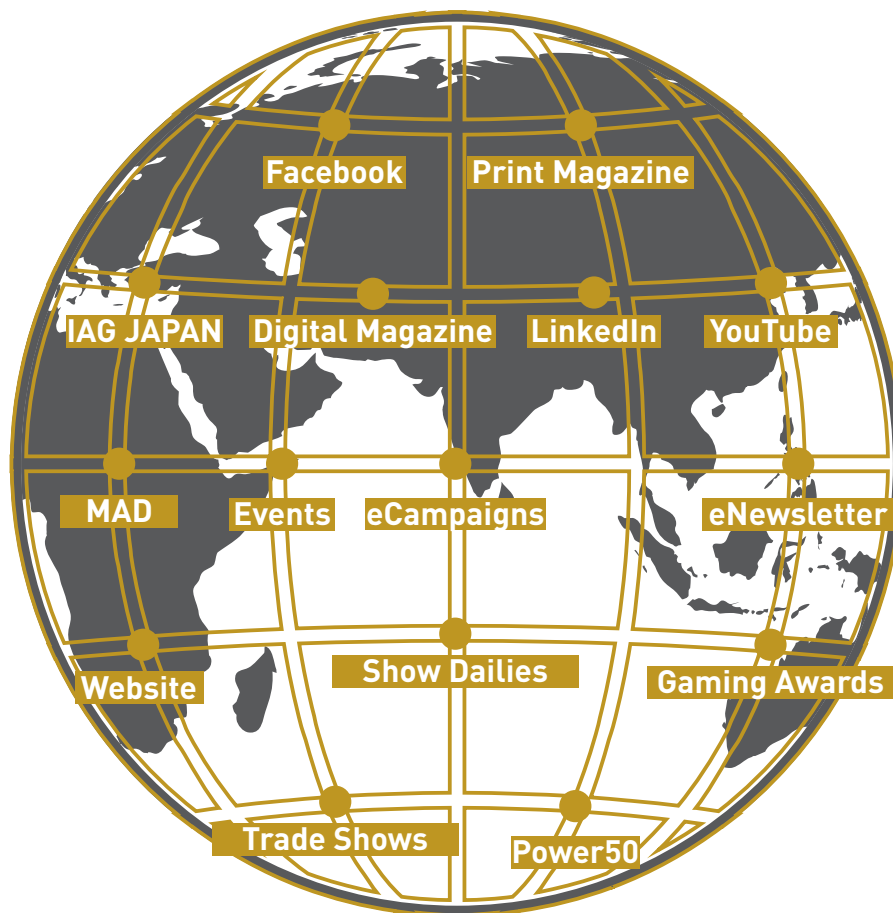
For client account, subscription and all other enquires, please contact Caroline lau on +853 2875 2959 or ci@asgam.com.

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

Reach

250,000+ unique visitors

MONTHLY AUDIENCE REACH



➔ Reach



Inside Asian Gaming covers all gaming within APAC, including the Middle East. We define this to be approximately one-third of the globe, covering the area from the Middle East to the International Date Line.

The western edge of the region (from north to south) is the Ural Federal District of Russia, the Middle East, and then the 60-degree east longitude in the Indian Ocean, meaning that we cover the Maldives but not Mauritius.

We define the eastern edge of the greater Asia Pacific coverage region as the International Date Line, meaning APAC includes Vladivostok, Japan, New Zealand and the islands of the western Pacific.

➔ Reach



There are only three countries which are partially in the region: Russia, the United States and France. For Russia, the region includes the easternmost three federal districts: Ural, Siberia and the Far East districts. This includes Vladivostok in the Primorye Gaming Zone and the Altai Gaming Zone nestled between Kazakhstan and Mongolia.

For the US, the region covers islands in the Pacific west of the International Date Line. The only such islands which are populated are the Commonwealth of the Northern Mariana Islands (CNMI), Guam and Wake Island. Throughout these three islands, there is only one casino, in the CNMI. For France, the region covers the two French territories in the western Pacific: New Caledonia (which has two casinos — both in Noumea) and Wallis and Futana (which doesn't).

The region is dominated, of course, by Macau. This is followed by the Philippines, Singapore and Australia. Other important markets are Cambodia, Japan, Korea, Malaysia, New Zealand and Vietnam. Both Laos and Russia have potential to grow as integrated resort markets.

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



YouTube



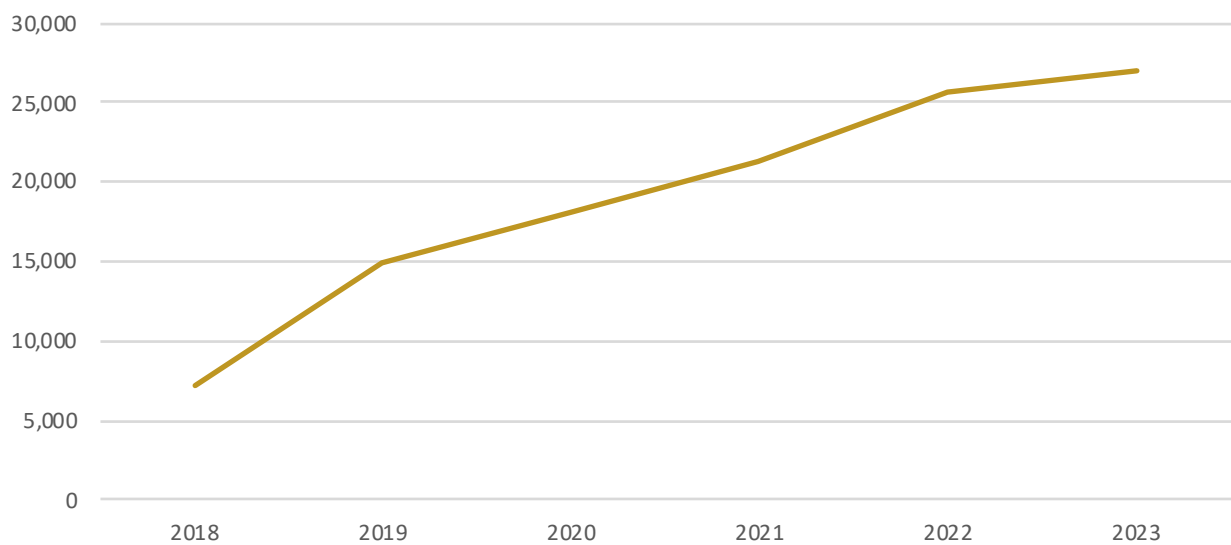
亞博匯早報

BREAKFAST
BRIEFING

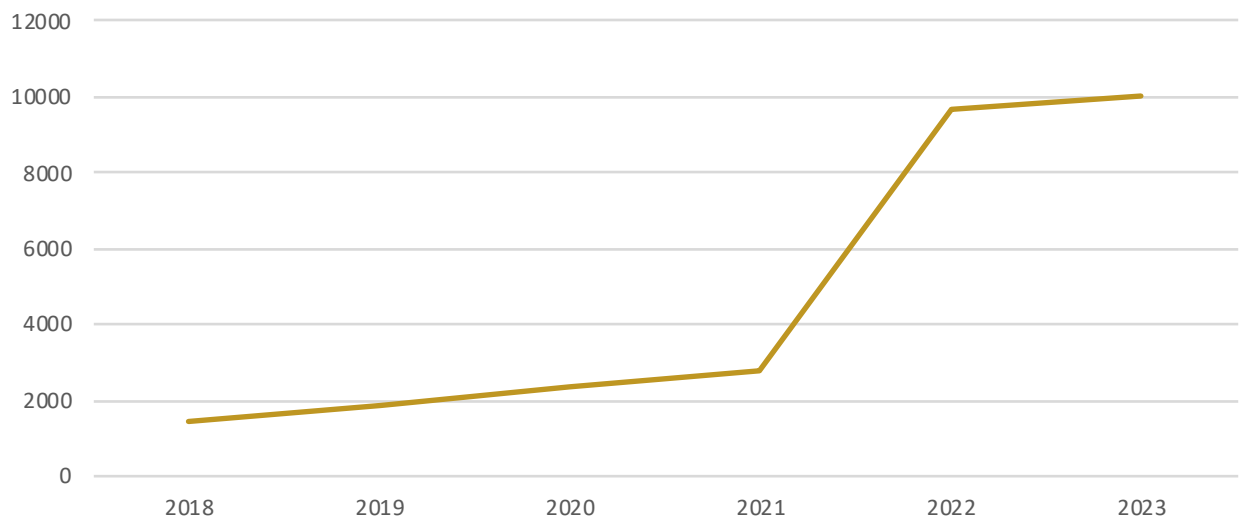


Social Media

LinkedIn IAG LinkedIn followers



IAG Facebook followers



2024 Editorial Calendar

Now that the COVID-19 pandemic is in the rearview mirror, 2024 will be an exciting year of expansion. During the year we plan to give substantial coverage to the following topics, 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 IAG Academy IR 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
- Regional updates for jurisdictions such as South Korea and Vietnam

The following two pages show our currently planned month-by-month cover stories for 2024. These are of course subject to change as the year progresses.

2024 Editorial Calendar

January
2024

Light & Wonder's Matt Wilson

We sit down with Matt Wilson, President and CEO of Light & Wonder, to learn more about his growth plans for the company and how he sees the Asian gaming market developing over the coming years.

February
2024

Casino cybersecurity

IAG takes a deep dive into the issue of casino cybersecurity following recent attacks on US operators MGM Resorts and Caesars and in Asia on operators in Singapore and the Philippines. What are the dangers and where are these casinos falling short? What do companies need to do to protect themselves?

March
2024

City of Dreams Mediterranean

The *IAG* team makes the trip west to Cyprus to take a look at Melco's City of Dreams Mediterranean. We bring you inside the property to provide our unique insights and talk to the management team about recent developments and the property's offerings.

April
2024

Mohegan Inspire

IAG keeps racking up those frequent flyer miles as we head on up to Incheon, Korea to visit the recently opened Mohegan Inspire integrated resort. With two IRs now operational in Incheon, what does this mean for Korea's foreigner-only casino market? Can the Korean wave create a successful IR market in the country?

May
2024

Solaire North

Bloomberry Resorts has spread its wings with the opening of its second Solaire-branded IR, in Manila's Quezon City. Can Solaire North successfully carry the flame ignited by its famous predecessor? Let's find out!

June
2024

G2E Asia Special

G2E Asia is finally back home in Macau with a single annual gaming-focused trade show that will once again bring the industry together in Asia's casino capital. We preview the event and give you a sneak peek into what leading suppliers will have on show, with a bumper G2E Asia issue including our famous Supplier Showcase section.

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

➔ 2024 Editorial Calendar

July
2024

Vietnam update

It's been a long three years for Vietnam's foreigner-only casino industry, with border closures due to COVID-19 eliminating much of their business. Has the local trial worked? What do the nation's IRs have to offer? *IAG* reveals all!

August
2024

Queen's Wharf Brisbane

Star Entertainment Group is betting its future on the massive AU\$3.6 billion Queen's Wharf Brisbane development. Not only has this project transformed the Brisbane CBD, Star hopes it will transform its fortunes too. *IAG* takes a closer look.

September
2024

Executive interview (operator)

We sit down with one of the Asian gaming industry's most influential people to find out what makes them tick and what they have planned for the future. A must read!

October
2024

Executive interview (supplier)

Now it's time to hear from the suppliers as we talk to the CEO of one of Asia's most important manufacturers. What's new and what will the future hold?

November
2024

The 17th Asian Gaming Power 50

Inside Asian Gaming brings you our annual list of the 50 most influential people in the Asian Gaming industry.

December
2024

Philippines special

Our traditional December Philippines special explores the latest developments in the Philippine gaming market including market trends and new resort openings.

* 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

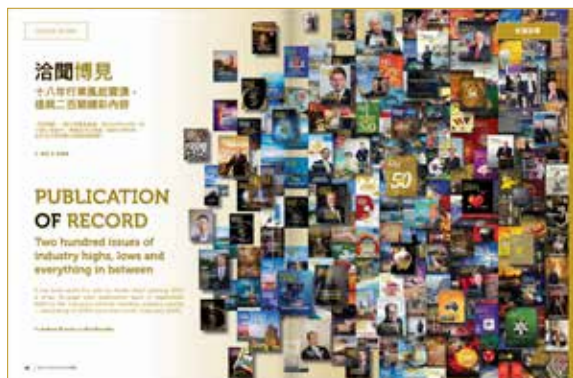
Material Deadline: 2 weeks before

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)
- Industry profile interviews
- 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

Prices ranging from US\$4,000 to US\$8,000

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

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

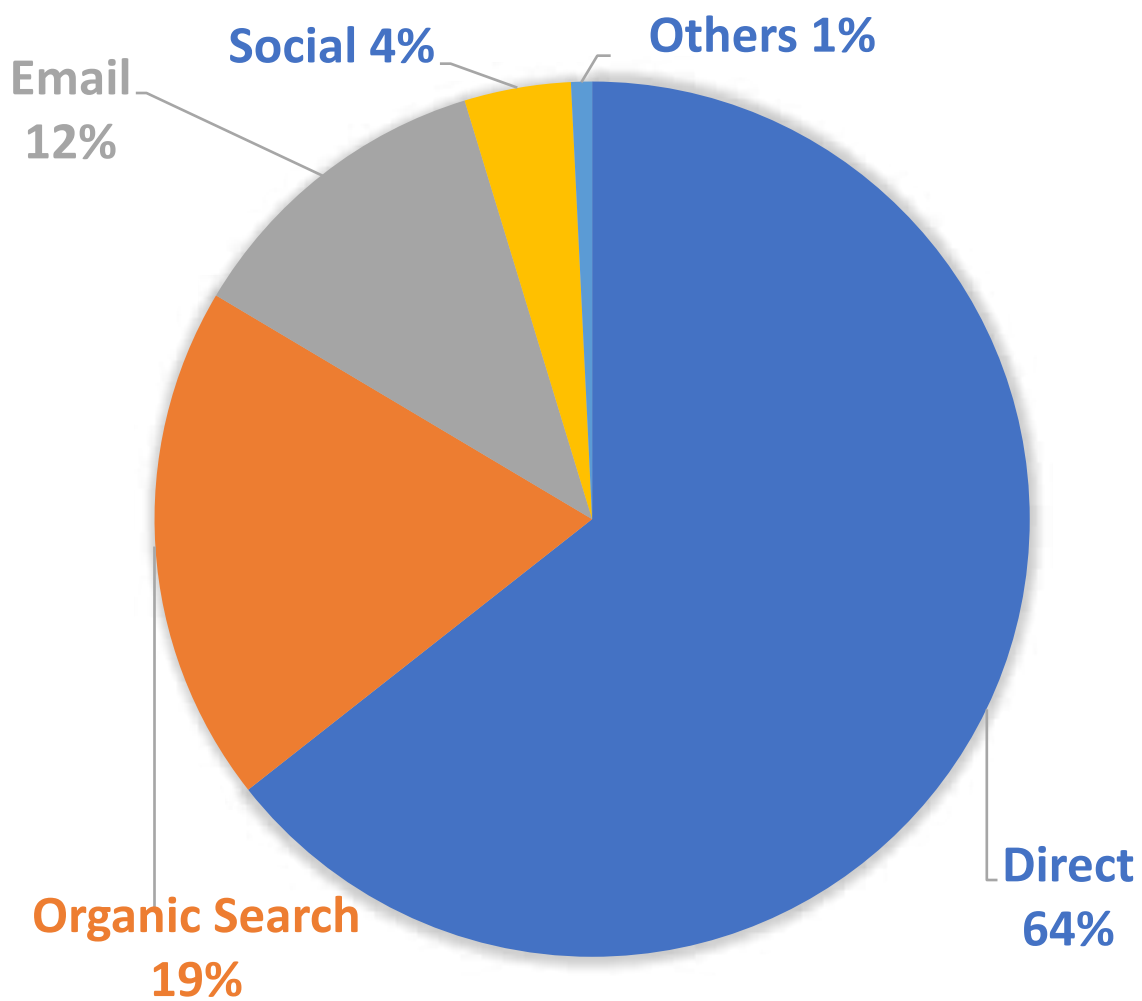
It is recommended that artwork submitted be sized at least twice as high and twice as wide as the actual ad size (please maintain the same aspect ratio as the actual ad size)

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

Website

asgam.com

asgam.com website acquisition sources
2H 2023

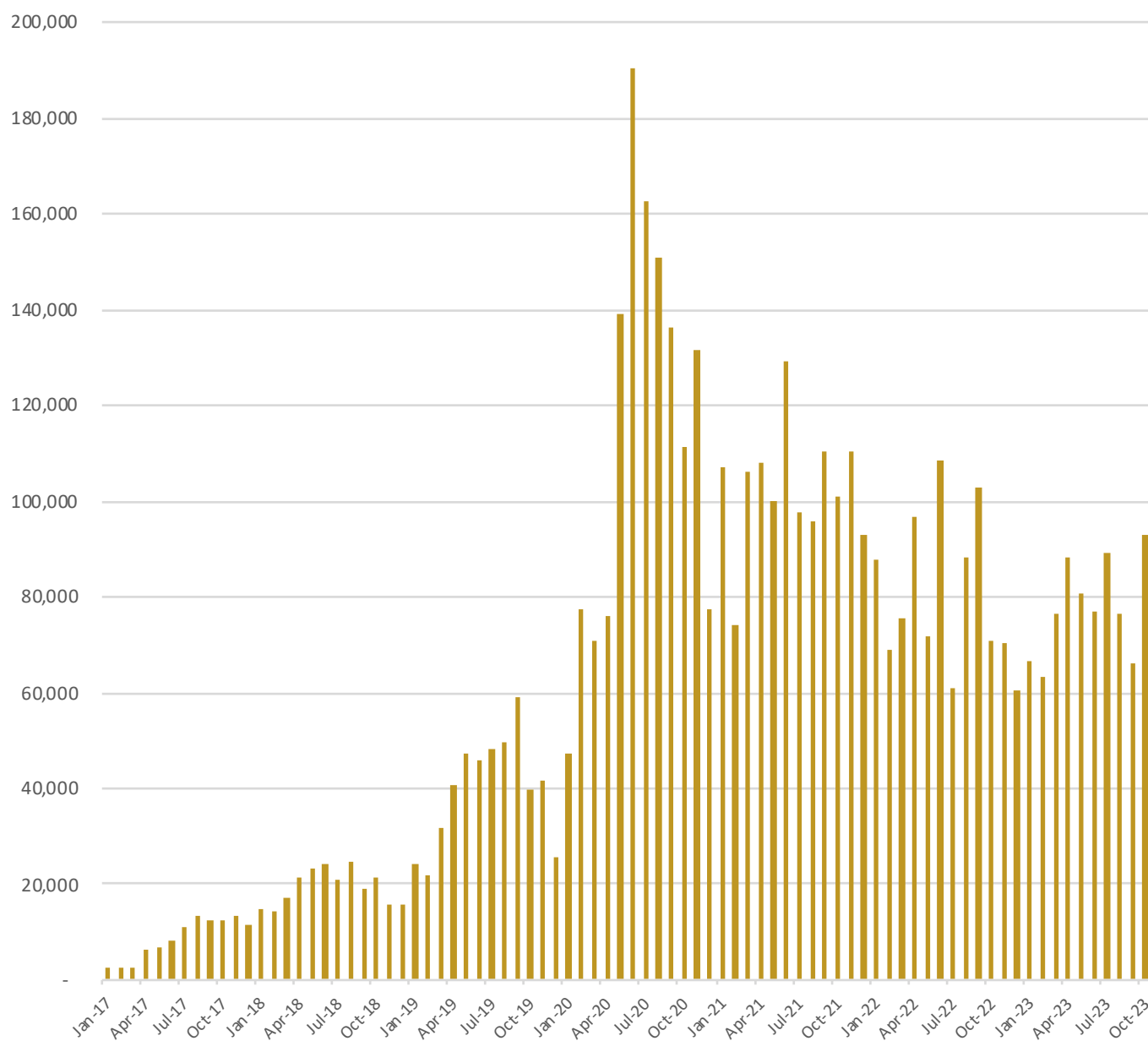


Domain names

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

Website Analytics

asgam.com
Monthly unique users
Jan 2017 to Oct 2023



Website Rates

www.asgam.com

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	1720	220	US\$3,900
Half Skyscraper	300	560	US\$1,900
Banner	888	107	US\$1,650

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

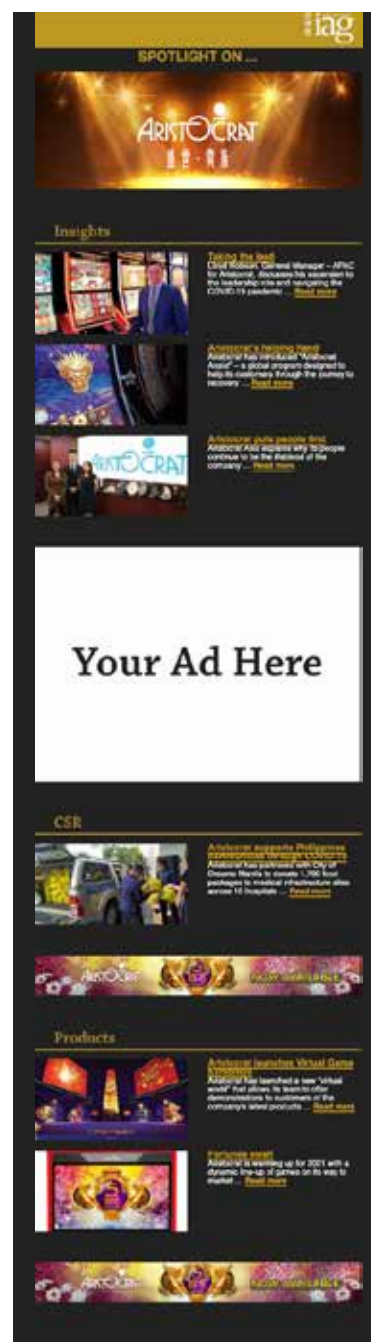
SINGLE FOCUS

(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

asgam.mo

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

North American Strategic Partnership



Inside Asian Gaming recently announced a renewal and expansion of its Strategic Partnership with US gaming industry B2B media company *CDC Gaming Reports*, first formed in March 2019.

Comprehensively covering the gaming industry in North America and Asia-Pacific respectively, *CDC* and *IAG* have seen engagement between each other's brands increase as the two companies continue to collaborate in key areas of operation.

The companies have continued to work closely and share resources at key global gaming events such as ICE London, G2E Asia and the Global Gaming Expo (G2E) in Las Vegas, providing each other with shared booth space, coworking spaces, sharing strategic connections, and more.

CDC readers continue to be informed on Asia's latest gaming news through the daily *IAG*-branded Asian update, appearing each weekday in *CDC Gaming Reports Last Call* afternoon (US Eastern Time) report. In addition, readers glean important Asian gaming trends from the monthly Focus on Asia where *IAG* Managing Editor Ben Blaschke provides insight on a pertinent Asian gaming topic each month along with digesting the busy Asian gaming news cycle with six need-to-know stories.

➔ North American Strategic Partnership



The *IAG* audience continues to catch up with the latest North American gaming news through the daily *CDC*-branded North American update, published each weekday in *IAG Breakfast Briefing* in English and traditional Chinese, and *IAG Daily Briefing* in Japanese.

Automatically updating newsfeeds also appear on their respective homepages, providing cross-continental updates at a glance to readers on both asgam.com and cdcgaming.com.

Under the expanded strategic partnership, the companies have agreed to cooperate closely on editorial development (particularly regarding content relevant to both the Americas and APAC), hold regularly scheduled joint internal meetings, assist each other with networking and introductions where appropriate and work together on other mutually beneficial initiatives.

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

		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 Web-site	IAG BB IAG Web-site
	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	✓	✓	✓	✓	✓	✓	✓



ACADEMY IR AWARDS

The IAG Academy IR Awards are a live in-person event with a black-tie gala dinner, held alongside the two-day IAG Academy Summit. Organizer *Inside Asian Gaming* is an Asian born and bred company with an in-depth knowledge of the people and companies who have made the industry in this part of the world what it is today. Publishing around 2,000 news, analysis and opinion articles on the industry in APAC each year, *IAG* has the credibility and convening authority to organize the most prestigious, credible and recognized Awards for the Asia-Pacific Integrated Resort industry.

Our number one priority with the IAG Academy IR Awards is transparency and fairness. As with everything *IAG* does, we do it differently. We want to see the true best-of-the-best honored and therefore take extraordinary steps to ensure each category is judged and awarded without fear or favor.

Part of *IAG*'s new "Super September" series, the IAG Academy IR Awards are the true awards of the Asia-Pacific gaming industry!

SPONSORSHIP PACKAGES AT A GLANCE

		WELCOME COCKTAIL	PLATINUM	ENTERTAIN- MENT	FAREWELL GIFT	GOLD
		US \$24,000	US \$16,000	US \$15,000	US \$15,000	US \$11,500
Tables at gala dinner		Premium Position x1	Good position x 1	Good position x 1	Table x1	Table x1
MC Mention		✓	✓	✓	✓	✓
On-site display (Production)	Literature at reception	✓	✓			
	Souvenir Distribution	at cocktail area				
	Sponsor's greeters	at cocktail area				
	Stage backdrop logo	✓	✓	✓	✓	✓
	Signage logo	✓	✓	✓	✓	✓
	Dinner menu logo	✓	✓	✓	✓	✓
Publications	Event Guide - logo & profile	✓	✓	✓	✓	✓
	Event Guide - Ads	Double page spread	Full page	Full page	Full page	Full page
	IAG magazine	Product article or Exec interview				
	IAG magazine event article	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	IAG BB IAG Website
	Event news releases					
	Announcement of sponsors					
	Product promotion					
Gala Dinner website	Banner ad	✓	✓			
	Video on website	2 minutes	1 minute			
	Sponsor logo	✓	✓	✓	✓	✓
	Organization description	100 words	100 words	100 words	100 words	100 words
	Link to your website	✓	✓	✓	✓	✓



ACADEMY SUMMIT

The **IAG Academy Summit** is a new two-day summit bringing together the best minds in the Asian gaming industry. With content developed by IAG's Vice Chairman and CEO Andrew W Scott and Managing Editor Ben Blaschke, it boasts a host of speakers from across the region offering their insights by a range of methodologies. These include traditional panels and presentations as well as more innovative formats never before witnessed at industry trade shows in Asia.

The **IAG Academy Summit** aims to do things differently, setting itself apart from other events by being innovative, creative and genuinely informative. We will always listen to the industry and put the industry's needs first. We will strive for interesting and creative presentation formats, and genuinely interesting speakers with real value to offer.

With the industry now putting the pandemic behind it, the current times represent a "reset period" for industry trade shows. As the leading B2B gaming and integrated resort industry media and events brand in the Asia-Pacific region, *IAG* had often been asked to consider establishing its own industry conference or summit, and the chorus of voices asking for that has been louder than ever in recent times. It is with this in mind that IAG progressed with further development of the IAG Academy — its re-launched education arm — and established the **IAG Academy Summit**.

SPONSORSHIP PACKAGES AT A GLANCE

		BADGE	LAN- YARD	CHAIR BACK	DAY TRACK	BARISTA COFFEE	PLATI- NUM	GOLD	LUNCH	SESSION
		US \$10,000	US \$10,000	US \$10,000	US \$6,000 (1 DAY)	US \$10,000	US \$8,000	US \$5,000	US \$3,000 (1 DAY)	US \$2,500
					US \$10,000 (2 DAYS)				US \$5,000 (2 DAYS)	
SUMMIT ACCESS TICKETS		10 x 2 DAY	10 x 2 DAY	10 x 2 DAY	10 x (1 OR 2 DAY)	10 x 2 DAY	8 x 2 DAY	5 x 2 DAY	5 x (1 OR 2 DAY)	2 x 2 DAY
CHAIRMAN MENTION		Y	Y	Y	Y	Y	Y	Y	Y	Y
LUNCH CHAIRMAN MENTION									Y	
ON-SITE DISPLAY	LED STAGE BACKDROP LOGO	Y	Y	Y	Y	Y	Y	Y	Y	
	COFFEE BREAK BACKDROP LOGO	Y	Y	Y	Y	Y	Y	Y	Y	
	BADGE LOGO	Y								
	LANYARD LOGO		Y							
	CHAIR BACK LOGO			Y						
	LED WALL VIDEO IN BREAKS				Y					
	LOGO STINGER				Y					Y
	COFFEE CUP LOGO					Y				
	COFFEE MACHINE WRAP					Y				
	DEDICATED LUNCH VENUE BACKDROP								Y	
	PROJECTOR LOGO									Y
PUBLICA- TIONS	EVENT GUIDE - LOGO AND PROFILE	Y	Y	Y	Y	Y	Y	Y	Y	Y
	EVENT GUIDE ADVERTISEMENT	DOUBLE PAGE SPREAD	DOUBLE PAGE SPREAD	DOUBLE PAGE SPREAD	1 DAY (FP) 2 DAY (DPS)	DOUBLE PAGE SPREAD	DOUBLE PAGE SPREAD	FULL PAGE	FULL PAGE	HALF PAGE
	IAG MAGAZINE EVENT ARTICLE	Y	Y	Y	Y	Y	Y	Y	Y	
IAG DIGITAL PLAT- FORMS	EVENT ARTICLES AND NEWS RELEASES	Y	Y	Y	Y	Y	Y	Y	Y	
	IAG BREAKFAST BRIEFING	Y	Y	Y	Y	Y	Y	Y	Y	
	IAG LINKEDIN	Y	Y	Y	Y	Y	Y	Y	Y	
	IAG FACEBOOK	Y	Y	Y	Y	Y	Y	Y	Y	
	ANNOUNCEMENT OF SPONSORS	Y	Y	Y	Y	Y	Y	Y	Y	
SUMMIT WEBSITE	BANNER AD	DOUBLE	DOUBLE	DOUBLE	DOUBLE (2 DAYS ONLY) SINGLE (1 DAY)	DOUBLE	DOUBLE	SINGLE	SINGLE	SINGLE
	VIDEO	2 MINS	2 MINS	2 MINS	2 MINS (2 DAYS ONLY)	2 MINS	2 MINS			
	SPONSOR LOGO, DESCRIPTION AND CONTACTS	Y	Y	Y	Y	Y	Y	Y	Y	Y
	LINK TO YOUR WEBSITE	Y	Y	Y	Y	Y	Y	Y	Y	Y



MAD



Presented by
iag



Presented by
iag

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



Operators
65%



Manufacturers
30%



Others
5%

PROFESSIONAL STYLE



HELD ON A MON, TUE OR WED

SOCIAL STYLE



HELD ON A FRI



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.

MAD 1	Fri 15 Feb 2019		Duffy's Irish Pub at Broadway Macau
MAD 2	Fri 10 May 2019		Kidult Club
MAD 3	Fri 02 Aug 2019		Barcode Club
MAD 4	Fri 15 Nov 2019		Prem1er Bar & Tasting Lounge

No event held in 2020Q1 due to pandemic			
MAD 5	Fri 17 Jul 2020		Kam Pek Bar
MAD 6	Fri 09 Oct 2020		Vasco Bar & Lounge at Grand Lapa Hotel
MAD 7	Fri 11 Dec 2020		Galeria Lisboa at Macau Fisherman's Wharf

MAD 8	Fri 05 Mar 2021		PORTUCAU
MAD 9	Fri 11 Jun 2021		Sofitel Macau at Ponte 16
MAD 10	Fri 17 Sep 2021		Paulaner Wirtshaus Macau at Taipa Village
MAD 11	Fri 17 Dec 2021		Vasco Bar & Lounge at Grand Lapa Hotel



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.

MAD 12	Tue 29 Mar 2022		Casa Don Alfonso at Grand Lisboa
No event held in 2022Q2 due to pandemic			
MAD 13	Tue 18 Oct 2022		Macau Tower
MAD 14	Fri 09 Dec 2022		Vasco Bar & Lounge at Grand Lapa Hotel

MAD 15	Thu 20 Apr 2023		Chairman's Lounge at Okada Manila
MAD 16	Tue 25 Apr 2023		Sofitel Macau at Ponte 16
MAD 17	Tue 27 Jun 2023		Aji restaurant at MGM Cotai
MAD 18	Tue 12 Sep 2023		The Grand Bar and Lounge at Newport World Resorts
MAD 19	Fri 22 Sep 2023		Panorama Lounge at Grand Coloane Resort
MAD 20	Fri 1 Dec 2023		Nobu Hotel at City of Dreams Manila
MAD 21	Fri 15 Dec 2023		Vasco Bar & Lounge at Grand Lapa Hotel

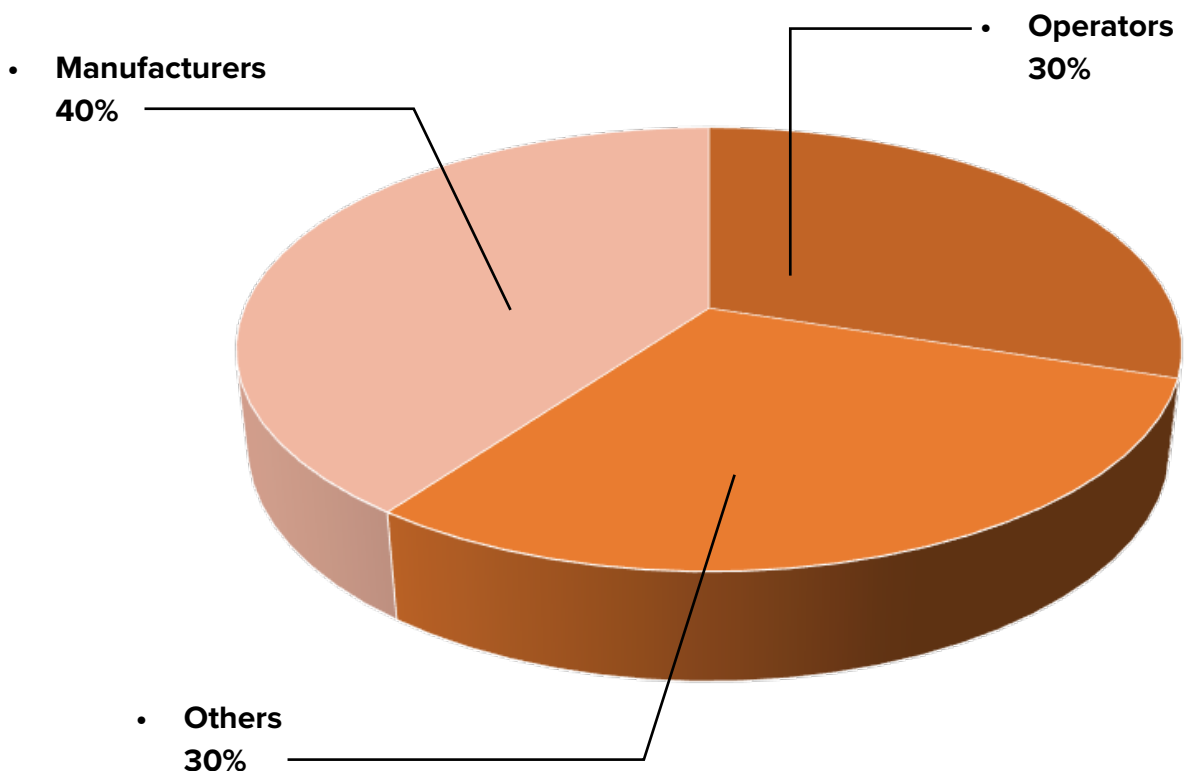


SPONSORSHIP

	Diamond sponsors US\$8,000	Platinum sponsors US\$5,000	Gold sponsors US\$3,000
Invitations			
• Guest list invitations (20)	x	x	
• Guest list invitations (10)			x
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 give-away souvenirs at entrance	x	x	
• Brand exposure in networking area	x		
Onsite spoken promotion			
• Diamond sponsor personal thank you on stage	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
• Post-event article in IAGBB and asgam.com	individual article logo banner	individual article logo banner	in aggregate logo banner



- Informal networking event
- Operators, Supporting Suppliers and Other Key Industry Executives
- Guests by sponsor and organizer invitation ONLY
- Held on the evening of Day 1 or Day 2 of major Asian trade shows where applicable
- Fantastic promotional opportunity for Supporting Sponsors



SPONSORSHIPS AT A GLANCE

	Diamond HK\$99,000	Platinum HK\$59,000	Gold HK\$39,000
Invitations			
• Guest list/staff invitations (25)	x		
• Guest list/staff invitations (15)		x	
• Guest list/staff invitations (10)			x
Onsite display			
• Main event backdrop logo positioning	Large, centered, prominent	Medium size	Smaller size
• Dedicated signage at event entrance	customisable	customisable	logo only
• Display literature, business cards and giveaway souvenirs at entrance	x	x	
• Brand exposure in networking area	Major	Minor	Logo only
Onsite spoken promotion			
• Personal thank you on stage	Major	Minor	
• Organizer mention and thanks	individual mention	individual mention	in aggregate
Print media			
• Logos in IAG advertisements for TIP	x	x	x
• Post-event article in IAG	mention and logo	mention and logo	logo only
Digital media			
• <i>IAG Breakfast Briefing</i> 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	mention and logo
• Post-event article in IAGBB and asgam.com	individual article and logo banner	individual article and 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.

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.



G2E ASIA Rates

STANDARD ADVERTISING

Full Page ROP	US\$4,500
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Half Page ROP	US\$4,000
---------------	------------------

Quarter Page	US\$2,500
--------------	------------------

Banner	US\$2,500
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SPECIAL POSITIONS

Outside Back Cover	US\$11,000
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Inside Front Cover	US\$9,000
--------------------	------------------

Inside Back Cover	US\$7,000
-------------------	------------------

Page facing IBC	US\$5,500
-----------------	------------------

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.

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	US\$4,500
---------------	------------------

Half Page ROP	US\$4,000
---------------	------------------

Quarter Page	US\$2,500
--------------	------------------

Banner	US\$2,500
--------	------------------

SPECIAL POSITIONS

Outside Back Cover	US\$11,000
--------------------	-------------------

Inside Front Cover	US\$9,000
--------------------	------------------

Inside Back Cover	US\$7,000
-------------------	------------------

Page facing IBC	US\$5,500
-----------------	------------------

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

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

INSIDE AGE

*The official publication of the Australasian Gaming Expo
Produced by IAG under agreement with AGE*

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 had been appointed Official Media and Production Partner of AGE, and will produce a brand new, 100-page official show publication, *Inside AGE*.

IAG organized two panel sessions for the AGE seminar series and heavily marketed 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 enjoyed a strong presence at AGE reporting directly from the floor of the show and had its own show booth at **stand #280**.

The GTA opted not to publish *Inside AGE* in 2023.

INSIDE AGE

*The official publication of the Australasian Gaming Expo
Produced by IAG under agreement with AGE*

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 **2 August 2024**
- Advertising drop deadline **6 August 2024**



INSIDE AGE

*The official publication of the Australasian Gaming Expo
Produced by IAG under agreement with AGE*

14 to 16 August 2024
International Convention Centre, Darling Harbour, Sydney

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 2024 contract at 1 June 2024)
- 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 **6 August 2024**
- Editorial drop deadline **2 August 2024**
- All advertising subject to publisher approval
- Minimum 50% balance by 31 July 2024, balance due and payable by 30 August 2024
- Payment in full by 31 July 2024 preferred

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

Contact Us

For further enquiries please contact us
+853 2883 6497 or **jh@asgam.com**



亞博匯 inside asian gaming
iag

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

