

iGAMING BUSINESS

Media Info 2017



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About us



iGaming Business Magazine is the acknowledged number one, most established and respected publication for the interactive gaming and gambling industry.

Entering our 15th year of business we have amassed an unrivalled worldwide readership of over 10,000 senior level executives in the iGaming space.

This provides iGaming suppliers with the definitive platform to showcase their brand and promote their services to key decision makers representing operators and platform providers within the iGaming sector.

iGaming Business is supported by the industry leading business information website and number one place for senior executives to visit on a daily basis, www.iGamingBusiness.com.

The site is free for anyone to access unlike our nearest competitor and easily receives the most traffic each month.

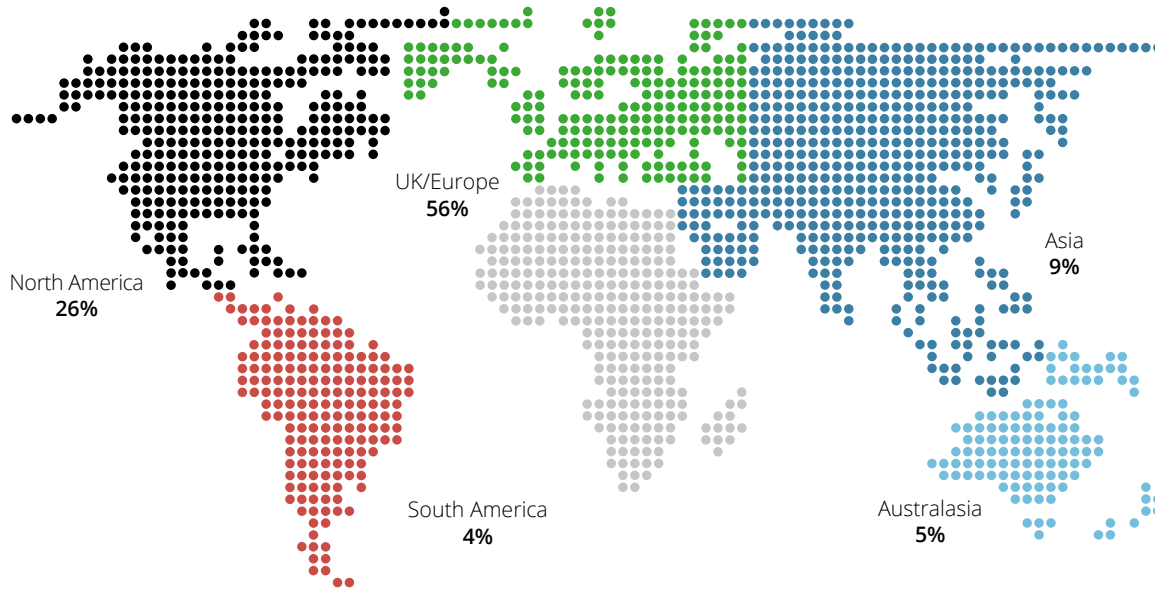
Updated daily with the industry's latest news stories, press releases, events, jobs, company profiles and more, it also includes a dedicated 'Intelligence Centre' that forms our only subscription area on the site. Here, we offer in-depth sector reports, professional analysis carried out by our online content team, webinars, conference session recordings and industry statistics and reports from our partners such as H2 Gambling.

Number one choice for iGaming suppliers

With an unrivalled portfolio of products spanning across online, print and our various industry events running each year, iGaming Business provides both established and new to market suppliers with the definitive platform to raise their company's profile in front of industry decision makers.

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By Geographical Location

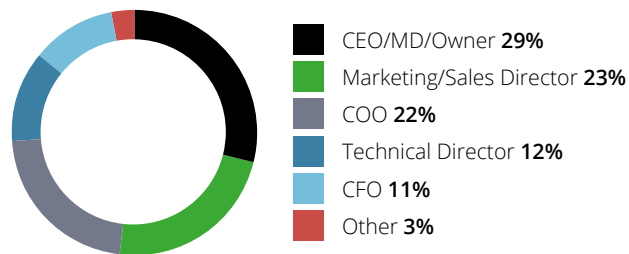


Total Readership
10,875

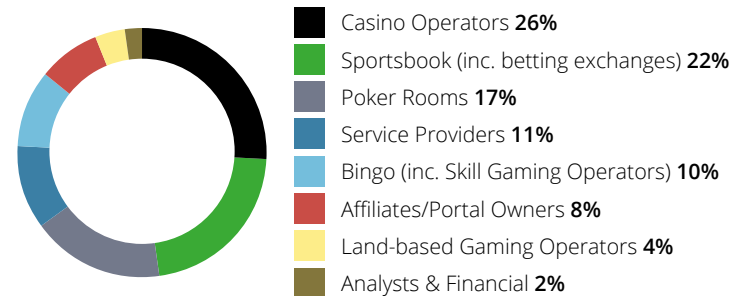
Read in Countries
Worldwide
40+

Total Circulation
7,250

By Job Title



By Industry Sector



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Editorial Schedule

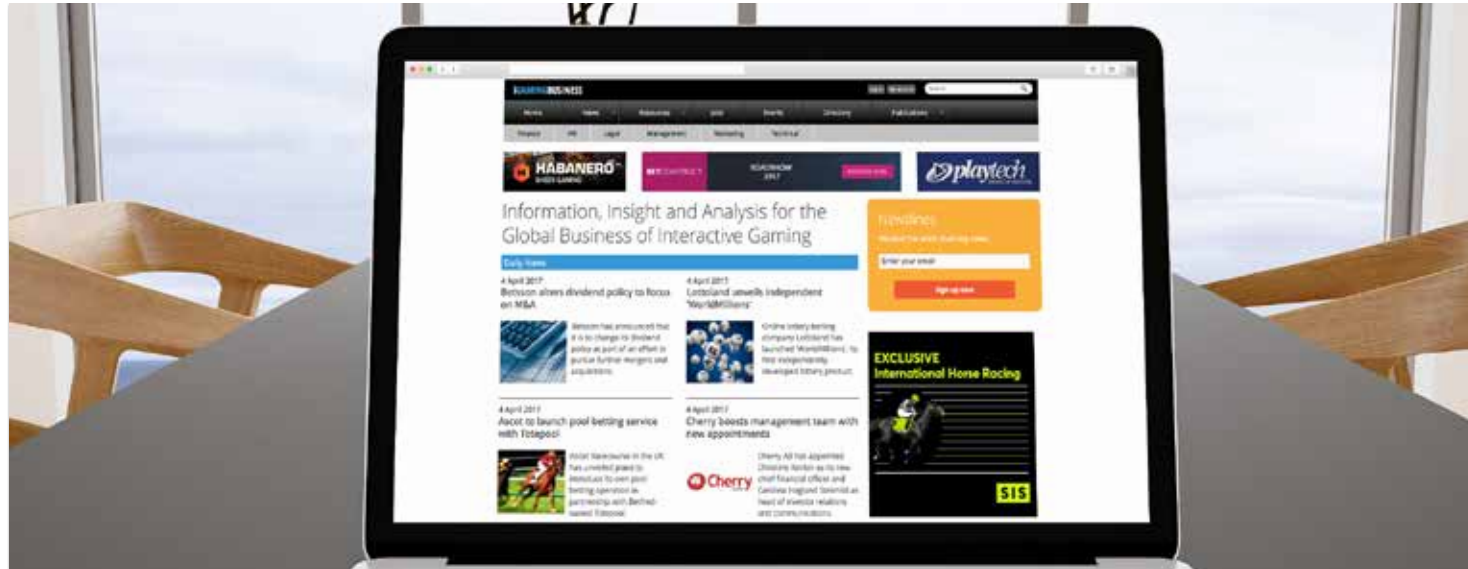
iGaming Business Magazine is the acknowledged leading B2B magazine for the interactive gaming and gambling industry, established for over 15 years. When planning a media campaign, iGaming Business is unrivalled in offering maximum exposure for your marketing spend.

It is seen by more key decision makers from gaming operators and major platform providers worldwide than any other magazine and is the ideal editorial environment in which to promote your brand.

Issue	Date	Event Distribution	Supplement*	Focus/Outlook	Ad Copy Deadline	
102	Jan/Feb (ICE issue)	<ul style="list-style-type: none"> • ICE • London Affiliate Conference 	<ul style="list-style-type: none"> • European Online Gaming Forum • Georgia Gaming Congress 	Slots Showcase	African Gaming	06/01/2017
103	Mar/Apr (Betting on Football issue)	<ul style="list-style-type: none"> • Nordic Affiliate Conference • Global iGaming Summit & Expo (GiGse) • Betting on Football • ENADA Spring 	<ul style="list-style-type: none"> • Vienna International Gaming Expo • KPMG Gibraltar esummit • i-Gaming Forum • NIGA 	In-Play Betting	<ul style="list-style-type: none"> • Gaming Outlook • Fraud Prevention & ID Verification 	03/03/2017
104	May/June (Juegos Miami issue)	<ul style="list-style-type: none"> • Juegos Miami • Japan Gaming Congress (JgC) • SAGSE Panama • East Coast Gaming Congress & iGaming Institute 	<ul style="list-style-type: none"> • International Association of Gaming Advisors (IAGA) • WrB Africa • NCLGS Summer Meeting • Brazilian Gaming Congress (BgC) 	Live Dealer	<ul style="list-style-type: none"> - Gaming Platforms Focus - Lat Am Gaming Focus 	28/04/2017
105	July/Aug (Super Show issue)	<ul style="list-style-type: none"> • The iGaming Super Show • Amsterdam Affiliate Conference 	<ul style="list-style-type: none"> • Gaming, Racing & Wagering Australia (GRWA) 	Sports Betting	Jurisdictions Supplement	23/06/2017
106	Sep/Oct (EiG issue)	<ul style="list-style-type: none"> • EiG • Berlin Affiliate Conference • Betting on Sports Conference 	<ul style="list-style-type: none"> • Central and Eastern European Gaming Conference (CEEGC) • Global Gaming Expo (G2E) 	Lottery Round Table	Mobile Gaming Outlook	25/08/2017
107	Nov/Dec (pre ICE issue)	<ul style="list-style-type: none"> • iGaming North America Conference • WrB Eastern Europe • Macao Gaming Show (MGS) • SAGSE Latin America 	<ul style="list-style-type: none"> • Eastern European Gaming Summit (EEGS) • Balkan Entertainment & Gaming (BEGE) 	Virtual Sports	Payments Outlook	27/10/2017

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Online - Brand Awareness



iGamingBusiness.com is the proven, number one most visited website in gaming for the latest news and developments and forms the ideal online environment for suppliers to advertise their products and grow their brand presence.

The website is unrivalled for not only web traffic each month but is the only website of any publisher offering an 'Intelligence Centre'. Here, users are able to access high quality intelligence information designed for industry execs to make informed business decisions. This includes intelligence reports on various sectors in gaming, statistics provided by some of our partners including H2 Gambling Capital, webinars, conference recordings and professional analysis carried out by our online content team.

iGamingBusiness.com Key Statistics



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Daily Email Newslines

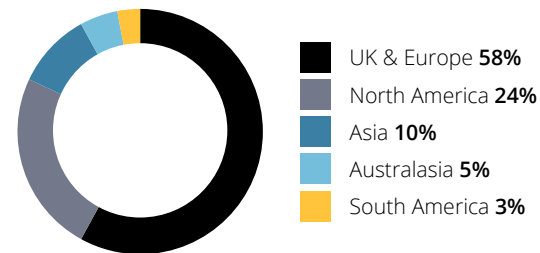


The iGaming Business Daily Newslines is the most read email newsletter in the iGaming sector.

Distributed every day to an audience of more than 16,000, it covers the day's most up-to-date news stories and press releases.

It forms an ideal place for suppliers to showcase their brands to senior executives using the newslines to stay in tune with the industry's latest developments.

Newslines Database by Geographical Location



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Online - Lead Generation



Sponsored Webinars

Webinars are now one of the most effective lead generation products we offer suppliers in iGaming with on average, over 100 sales leads being generated for each sponsor.

So what is a webinar and how do they work?

- Quite simply, a free live PowerPoint presentation with running commentary delivered by the sponsor to an audience.
- We help you decide and confirm the topic before then setting it up and fully marketing and registering people through email marketing to our database.
- The sponsor receives full branding of the marketing and pre-webinar emails, the online waiting room and each presentation slide.
- The sponsor delivers the commentary and answers questions put to them at the end by the viewers via an IGB moderator managing the webinar.
- The webinar is then archived on www.iGamingBusiness.com and free for all visitors to view.

Cost: £4,500 per webinar

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White-Paper/Email to Database



A fantastic marketing and lead generation exercise that can work very well.

The sponsor creates a full html email and supplies iGaming Business with the subject line title and link to register their details and download the white paper which the sponsor has created. We then send it out.

The sponsor creates an email and supplies iGaming Business with the subject line title and link to register their details and download the white paper which the sponsor has created. We then send it out to our database, which has over 18,000 people in it.

What we require two days before send:

- HTML email
- Subject line
- All hyperlinks to be embedded in email
- All images hosted on sponsor's server

On receiving the above we will send you a test email for your approval.

Cost: £2,750 per email

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iGaming Business Rates



iGaming Business Magazine

Advert	1-2 issues	3-4 issues	5-6 issues
Half page	£1,785 per issue	£1,600 per issue	£1,475 per issue
Full page	£3,275 per issue	£2,950 per issue	£2,700 per issue
Double Page Spread	£5,850 per issue	£5,265 per issue	£4,825 per issue
Belly Band	£3,000 per issue	£2,600 per issue	£2,200 per issue
Barndoor Front Cover	£9,995 per issue	£8,495 per issue	£6,495 per issue

Print specifications

Double page spread: Trim - 420mm (w) x 297mm (h)

Full page: Trim - 210mm (w) x 297mm (h)

Half page: 183mm (w) x 130mm (h)

Other sizes available on request

- 3mm bleed is required on all sides
- Artwork must have a resolution of at least 300dpi
- Artwork must use CMYK colour spacing
- All fonts and images outlined and embedded
- Artwork is preferred as a press ready pdf

We can accept artwork via email (if under 10MB) or via dropbox/ WeTransfer/Hightail or similar

**For all production queries please contact Craig Young:
E: craig@igamingbusiness.com**

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iGaming Business Rates



Website - Digital specifications

All adverts must be supplied as gif or jpeg files and can be animated

Leaderboard banner: 570 (w) x 80 (h) px

Button: 270 x 80 px

Square: 360 x 360 px

News story square banner: 280 x 280 px

Advert	1 month	3 months	6 months	12 months
Leaderboard banner	£1,500	£1,200 per month	£1,000 per month	£850 per month
Button	£1,250	£1,000 per month	£800 per month	£650 per month
Large Square	£1,250	£1,000 per month	£800 per month	£650 per month
News Story banner	£1,250	£1,000 per month	£800 per month	£650 per month
Corner Peel	£4,500	£3,750 per month	£3,000 per month	£2,500 per month



Newsline - Daily Newsline

All adverts must be supplied as static jpeg files only

Leaderboard banners: 310 x 60 px

Buttons: 120 x 60 px

Advert	2 newlines per week	3 newlines per week	Exclusive - 5 newlines per week*
Leaderboard banner Top	£1,600 per month	£2,160 per month	£3,200 per month
Button (left or right)	£1,440 per month	£1,920 per month	£2,800 per month
Leaderboard banner Middle	£1,440 per month	£1,920 per month	£2,800 per month
Leaderboard banner Bottom	£1,280 per month	£1,680 per month	£2,400 per month

*Prices based on a minimum 3 month booking, further discount available for longer campaigns

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MarketPlace Directory



The MarketPlace Suppliers Directory is the industry leading, one-stop-shop for all iGaming operator's needs.



80,000
iGamingBusiness.com
page views per month



10,000
print copies sent out to iGaming
Business and IGB North America
Magazine subscribers



2,800
copies distributed at iGaming
Business, IGB Affiliate events
and Clarion events including ICE
and EIG



18,000+
page turner versions emailed to
the iGaming Business database

Each advertiser receives their own profile page on iGamingBusiness.com with individual log-in access enabling them to add and amend the following content over a 12 month period:

- Company description and logo
- Office location and address
- Video content
- PDF Company brochure
- White Papers
- Press Releases
- Social Media Channels
- Staff profiles

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The MarketPlace Directory Listings



**EXCLUSIVE
CATEGORY
SPONSOR
£2,500**

- Company description on first page of category
- Full page advert on second page of category
- Double page advertorial on third and fourth pages
- Up to 5 x Silver Listings in categories of your choice
- Full company profile page on iGamingBusiness.com under all relevant categories and appearing at top of sponsored category and on the first page of listings



**HEADLINE
SPONSOR
£10,000**

- Advertisement on front cover
- Exclusive Category Sponsorship of your choice subject to availability
- Logo on every editorial page
- Unlimited Silver Listings
- 50 copies of the directory
- Press release announcing sponsorship sent to iGaming database (18,000+)
- 12 month box advert in classified section in iGaming Business magazine
- Full company profile page on iGamingBusiness.com under all relevant categories and at the very top of the first page of listings branded as 'Headline Sponsor'

**SILVER
£750**

- 70 words of text, company logo and contact information
- Full company profile page on iGamingBusiness.com under all relevant categories



**DBL SILVER
£950**

- 150 words of text, company logo and contact information
- Full company profile page on iGamingBusiness.com under all relevant categories



**GOLD
£1,750**

- Full page advert
- Up to 5 x Silver Listings in categories of your choice
- Full company profile page on iGamingBusiness.com under all relevant categories



Categories:

Advertising and PR	Casino Software	Fantasy Sports Software	Insurance	Jurisdictions - Isle of Man	Managed Services	Recruitment	Sports Betting Software
Affiliate Management Software	Consultants	Fraud Protection	IT Infrastructure	Jurisdictions - Malta	Marketing and Design	SEO and SEM Services	Translation Services
Affiliate Programs	Corporate Services and Trusts	Game Developers	Jurisdictions - Alderney	Legal Services and Licensing	Media Affiliate	Skill Gaming Software	Treasury and Banking Services
Alternative Gaming Software	CRM & Call Centre Services	Gaming Management	Jurisdictions - Curacao	Live Dealer & Live Games	Mobile Gaming	Social Gambling Software	Turnkey & White Label Solutions
Bingo Software	DDoS Protection and Online Security	Gaming Platforms	Jurisdictions - Gibraltar	Lottery Software	Payment Solutions	Software Testing and Certification	Virtual Sports Software
Bitcoin Solutions		Hosting			Poker Software		

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