



GLOBAL Gaming Business

EDITORIAL SCHEDULE 2012

JANUARY

25 People to Watch

Las Vegas Sands
 Spain: Latest Developments Casinos, Online, Lottery Privatization
 VLTs: The New Growth Market
TECHNOLOGY: Casino Loyalty Programs
BONUS DISTRIBUTION: ICE 2012

FEBRUARY

AC Slots: New and Improved

Online Gaming: What Now?
 Tweets and Likes: The Role of Social Media in Gaming
 Philippines: The New PAGCOR
TECHNOLOGY: High Tech Surveillance Tools
BONUS DISTRIBUTION: World Game Protection Conference

MARCH

Penn National Gaming: Mid to Major

Ohio... A New Midwest Market
 Austria: End of the Monopoly, New License Battle
 All Together Now: The Rise of Community Slot Play
TECHNOLOGY: Online Applications
BONUS DISTRIBUTION: iGaming North America

TRIBAL

Government Gaming

Indians Online: Does the Reservation Extend to Cyberspace?

Cultural Connection: Tribal Design Trends
 Financing in Indian Country
 Native American-Owned Suppliers
BONUS DISTRIBUTION: NIGA 2012, G2E

APRIL

Cadillac Jack: Class of the Class

Singapore: Two Casinos, Two Years In
 Cash Flow: Today's Most Important Measurement
 Italy: Continued Developments in VLTs, Online
 Online Gaming in Canada
TECHNOLOGY: Class II Gaming
BONUS DISTRIBUTION: NIGA 2012, Canadian Gaming Summit, Global iGaming Summit & Expo

MAY

Revel Arrives: What the 12th Casino Means for Atlantic City

Macau: Can Growth Be Controlled?
 Recurring Revenue: Is Participation Still a Slot Issue?
SPECIAL SECTION: RD&E (Retail Dining and Entertainment)
TECHNOLOGY: Electronic Multiplayer Games
BONUS DISTRIBUTION: G2E Asia, RD&E (Retail Dining and Entertainment Conference), East Coast Gaming Congress, Southern Gaming Summit, iGaming Super Show

JUNE

Boyd Gaming: Family Affair

Korea: New Opportunities?
 Mobile Gaming: How Big and How Soon?
 Social Contact: Using Twitter to Capture New Players
 The New Player: How to Capture the Youth Market
TECHNOLOGY: ATM and Cash Services
BONUS DISTRIBUTION: SAGSE Panama

JULY

10th Anniversary Issue of Global Gaming Business

Gaming's 10 Most Influential People
 Regulating Online: Preventing Another Full Tilt
 Networking: The New Slot Floor and the Evolution of Server-Based Gaming
 Japan: Political Developments
TECHNOLOGY: Casino Ergonomics

CASINO Design

Gaming's Newest Icon: Marina Bay Sands

Renovation Revolution: Making Old New Again
 Tribal Talent: New Designs in Indian Country
BONUS DISTRIBUTION: NIGA 2013, G2E

AUGUST

Multimedia Games: Texas Tornado

Australia: Echo Versus Crown; VIP Upgrades
 Chile: Casino Industry Update
 Tracking Non-Gaming Spend
TECHNOLOGY: Customer Service Slot Windows
BONUS DISTRIBUTION: Australasian Gaming Expo

G2E PREVIEW

Slot Systems: Rating the Best

Progressive Products
BONUS DISTRIBUTION: G2E

SEPTEMBER

Pinnacle Entertainment: Beyond the U.S.

Toasting Tourism: How Gaming Attracts Visitors
 Vietnam: Progress on Projects?
 Profile: European Casino Association
TECHNOLOGY: Downloadable Gaming
BONUS DISTRIBUTION: European i-Gaming Congress & Expo 2010 (EiG), Aruba Gaming Expo

OCTOBER

Global Games 2012

Aristocrat: New & Improved
 Mexico: New Legislation or No?
 Mississippi Mud: Gaming Growth or Contraction?
TECHNOLOGY: Table Game Tracking and RFID
BONUS DISTRIBUTION: G2E, Bulgarian Gaming & Entertainment Expo

NOVEMBER

Panama: Las Vegas of Central America?

New York, New York: Empire State Casinos
 Branding: Locking Up the Competition
 Players Clubs & Privacy: Where to Draw the Line
TECHNOLOGY: In House Couponing and Promotions
BONUS DISTRIBUTION: SAGSE Buenos Aires

DECEMBER

10 Trends for '13

Helping Hand: Gaming's Most Influential Consulting Firms
 New Table Games: Breaking Onto the Casino Floor
 Switzerland: Zurich Casino
 Heartland Gaming: Riverboats, Indian Casinos and Racinos
TECHNOLOGY: Bill Validators and Counterfeit Protection

ISSUE	AD SPACE DEADLINE	AD MATERIAL DEADLINE
JANUARY	Monday, December 5, 2011	Friday, December 9, 2011
FEBRUARY	Friday, January 6, 2012	Thursday, January 12, 2012
MARCH	Friday, February 3, 2012	Friday, February 10, 2012
APRIL	Friday, February 24, 2012	Tuesday, March 6, 2012
MAY	Friday, April 6, 2012	Thursday, April 12, 2012
JUNE	Friday, May 4, 2012	Thursday, May 10, 2012
JULY	Monday, June 4, 2012	Friday, June 8, 2012
AUGUST	Thursday, July 5, 2012	Tuesday, July 10, 2012
SEPTEMBER	Friday, August 3, 2012	Wednesday, August 8, 2012
OCTOBER	Monday, September 3, 2012	Friday, September 7, 2012
NOVEMBER	Friday, October 5, 2012	Thursday, October 11, 2012
DECEMBER	Friday, November 2, 2012	Thursday, November 8, 2012
TRIBAL Government Gaming		
APRIL	Friday, February 24, 2012	Monday, March 5, 2012
CASINO Design		
AUGUST	Thursday, July 5, 2012	Tuesday, July 10, 2012
G2E PREVIEW		
September	Friday, August 3, 2012	Wednesday, August 8, 2012