

GGB is a 4-color, glossy magazine (8.5" x 11") printed monthly.

GGB is converted into a high-resolution, interactive digital edition offered free to online readers.

GGB reaches nearly **28,000 high-quality executives** in the global casino market, including operators, manufacturers and regulators. (13,798 print subscribers, 12,000 database subscribers, 2,000 digital subscribers.)

GGB influences key ancillary industries such as lodging, lottery and entertainment.

The GGB Magazine website offers banner ads, video ads, custom eblasts and overlay ads

GGBMAGAZINE.COM

Monthly Avg.: 17,800+ visits / 28,500 page views

GGB DIGITAL EDITION

Subscribers: Over 2,000 across 35 countries

GGB PODCAST

Listeners & Viewers: 6,766 annually

GLOBAL GAMING MONITOR (PST)

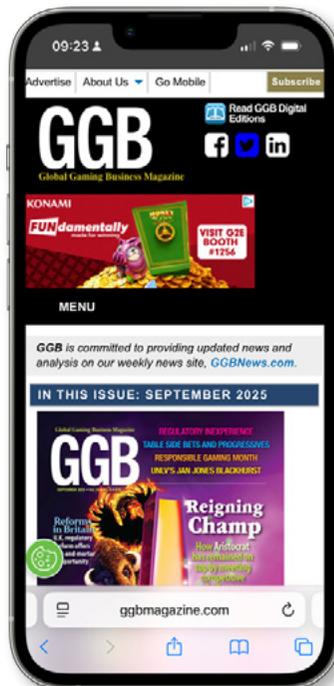
sent to 45,193 casino professionals

GGB WEEKLY

sent to 32,371 casino professionals

EXECUTIVE SUMMARY

sent to 32,371 casino professionals



ANNUAL SUPPLEMENTS AND INSERTS



TGG (supplement)

Mailed in March, Tribal Government Gaming is the definitive resource on Native American gaming. TribalGovernmentGaming.com



CASINO STYLE (insert)

Inserted into July's issue of GGB, Casino Style is dedicated to non-gaming amenities and design.



P3 MAGAZINE (supplement)

Progressive Products Preview showcases the technologies, products and services that are shaping the future of the casino industry. It is mailed to subscribers in time for G2E.

INDUSTRY RELATIONSHIPS

GGB is the official North American publication of the Association of Gaming Equipment Manufacturers (AGEM).

GGB is an official publication of the casino industry's premier trade shows, ICE and Global Gaming Expo (G2E), Asia's most important trade show, G2E Asia, and Global Gaming Women.

GGB has a strategic partnership with the National Center for Responsible Gaming.

GGB partners with The Innovation Group on the annual Emerging Leaders of Gaming 40 Under 40, profiling the rising stars in the gaming industry.



EDITORIAL SCHEDULE 2026

January

25 people to watch
ICE Preview
Downstate New York: Who won and why? *(Vertical: Casino)*
AI and hospitality: How it is being deployed? *(Vertical: Design)*

Technology:
Bonusing technology: How to give back better
Bonus Distribution:
iGB LIVE 2026

February

Are the Mayfair clubs under threat from UAE and beyond? *(Vertical: Casino)*
Profile: Boyd Gaming *(TBC)*
Converged gaming: Casinos as an entertainment technology platform *(Vertical: Casino)*

SPECIAL SECTION:
Security & Surveillance
Technology:
Evolution in cybersecurity
Bonus Distribution:
World Game Protection Conference

March

RG from a regulator's perspective *(Vertical: RG)*
Video poker evolution *(Vertical: Tables)*
Appealing to the youth market *(Vertical: Marketing)*

Technology:
Evolution in the payments industry
Bonus Distribution:
Indian Gaming 2026

Tribal Government Gaming

REITS in tribal gaming *(Vertical: Casino)*
Tribes on the offense: Indian Country taking on its opponents *(Vertical: Regulation)*
TIG market review: California *(Vertical: Regulation)*
Kate Spilde column *(Vertical: RG)*
IGA Preview

Bonus Distribution:
Indian Gaming 2026, G2E 2026, ICE 2027

April

Revisiting the cannibalization issue: Has it killed icasino progress? *(Vertical: iGaming)*
AI: Artificial intelligence is reshaping guest interactions *(Vertical: Technology)*
How do you evolve your workforce for a changing industry? *(Vertical: People)*

Technology:
Biometrics on the casino floor
Bonus Distribution:
East Coast Gaming Congress 2026

May

Are billion-dollar IRs the right development in Asia *(Vertical: Casino)*
The US was once black or white: How has a grey market emerged? *(Vertical: Regulation)*
Foreigner-only casinos in Asia: Are these stopping market growth? *(Vertical: Regulation)*

Technology:
The evolution of analytics solutions
Bonus Distribution:
G2E Asia 2026

June

Hengqin Island: The next Macau? *(Vertical: Casino)*
Profile: Penn Entertainment *(TBC)*
Player loyalty around the world *(Vertical: Marketing)*

Technology:
Moving from live dealer to gameshows

July

OIGA Preview
Government interference in the Australian club market: *(Vertical: Regulation)*
iCasino legalization *(Vertical: Regulation)*

Technology:
Line of sight on slot floor
Bonus Distribution:
Oklahoma Indian Gaming Show

August

Betting on college campuses: A ticking timebomb? *(Vertical: RG)*
Close to the action: Omnichannel experiences in sports betting *(Vertical: Sports betting)*
Profile - Fanatics *(TBC)*

Technology:
Are ETGs replacing tables on the casino floor?

Progressive Products Preview (P3)

How to disrupt the payments vertical *(Vertical: Payments)*
Tribal technology: Advancing the industry *(Vertical: Tribal)*
G2E Preview

Bonus Distribution:
G2E 2026

September

5 Outstanding Women: Upward Mobility in Gaming
Atlantic City: Can it return to past glories? *(Vertical: Casino)*
DEI done right: Making it work for your business and your people *(Vertical: ESG)*

Technology:
Responsible gaming technology: The latest innovations
Bonus Distribution:
G2E 2026

October

Global Games
Sweepstakes and predictions: Sleeping with the enemy *(Vertical: Regulation)*
Private equity M&A *(Vertical: M&A)*

Technology:
Immersive tech: AR and VR in casinos

November

40 Under 40 Emerging Leaders
Cross-selling from live to digital: Connecting the ecosystem *(Vertical: Marketing)*
Las Vegas value proposition: Where are we now? *(Vertical: Marketing)*

Technology:
Kiosk technology: Sports betting and players' clubs
Bonus Distribution:
BEGE 2026

December

10 Trends for 2027
Skill games: Where are we heading into the next legislative session? *(Vertical: Regulation)*
RG and AI: A perfect match? *(Vertical: RG)*

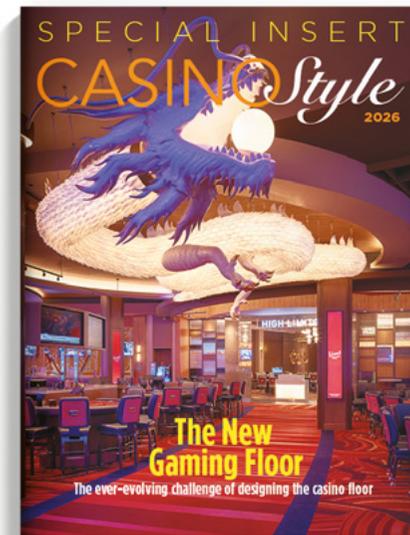
Technology:
Gifting technology for casinos

Casino Style

Sustainable design *(Vertical: Design)*
Property profile *(Vertical: Design)*
Amenities that offer the best ROI *(Vertical: Design)*

Issue	Ad space deadline	Ad material deadline
January	12/3/2025	12/9/2025
February	1/7/2026	1/13/2026
March	2/4/2026	2/10/2026
April	3/4/2026	3/10/2026
May	4/8/2026	4/14/2026
June	5/6/2026	5/12/2026
July	6/3/2026	6/9/2026
August	7/8/2026	7/14/2026
September	8/5/2026	8/11/2026
October	9/1/2026	9/8/2026
November	10/14/2026	10/20/2026
December	11/4/2026	11/10/2026

Annual Supplements and Inserts



TGG

Deadline
February 18, 2026

Material
February 24, 2026

Casino Style

Deadline
May 20, 2026

Material
May 26, 2026

P3

Deadline
August 19, 2026

Material
August 25, 2026

4-COLOR ADVERTISING RATES (MONTHLY NET IN USD)

Size	12x	6x	1x
Full Page	\$3,905	\$4,255	\$4,695
Two-page Spread	\$7,250	\$7,900	\$8,710
2/3 Vertical	\$2,900	\$3,160	\$3,485
Jr. Page or 1/2 Page Horizontal	\$2,245	\$2,450	\$2,700
1/3 Vertical or Square	\$1,675	\$1,825	\$2,010

*Premium Ad Placement: Add an additional 10% to rate

INDUSTRY VOICES —PRINT EDITION

The U.S. gaming market is moving at speed, and suppliers are seizing the moment to showcase innovation, leadership, and growth. Whether it's a new product launch, a strategic hire, or a landmark deal, Industry Voices gives companies the stage to tell their story directly to operators, investors, and partners across North America. In every edition, we spotlight how brands are shaping the future of gaming—putting innovation, leadership, and momentum front and center.

- **Full page - \$4,695**
- **2-page spread - \$8,710**

Add \$500-\$1,000 if written in-house by GGB

THE POWER OF PRINT

With our Specialty Print Options, GGB Magazine provides additional opportunities to catch the eye of your audience.

COVER TREATMENTS:

- Reverse Gatefold
- French Cover Gatefold
- Barn Door Gatefold
- Half Gatefold

INTERIOR GATEFOLDS:

- 4-Page Foldout
- 6-Page Foldout
- 6-Page Z-Gate

OTHER OPTIONS:

- Bind In/Blow In Cards
- Post-Its
- Tipped Inserts
- Partial Pages

Custom marketing pieces can be designed to your specifications. Additionally, your custom piece can polybag with GGB Magazine. Contact your sales representative for details.

PRINT AD SUBMISSION REQUIREMENTS

DIGITAL FILE REQUIREMENTS

Adobe Acrobat PDF, Print Optimized. Document size must include crop marks offset 15 pts and 1/8-inch bleed for all ad bleed pages. Fonts and images must be embedded. All images must be 300dpi saved as TIFF or EPS and CMYK only.

EMAIL/FTP SUBMISSIONS

Files under 25 MB, email Monica Cooley at mcooley@ggbmagazine.com. If over 25 MB, an FTP site is available. Please email: mcooley@ggbmagazine.com for FTP instructions.

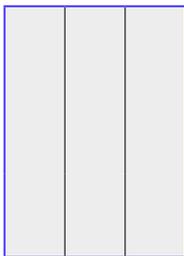
MAILING ADDRESS

110 S Hartford Avenue, Suite 200, Tulsa, OK 74120

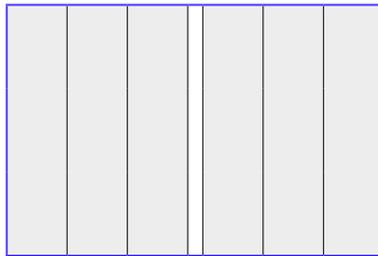
info@ggbmagazine.com

GGB MAGAZINE AD SIZES

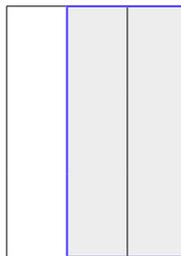
Magazine trim size 8.375" x 10.875". For bleeds, add 1/8" (.125) on all sides from trim.



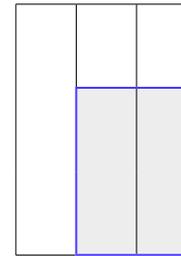
Full Page
Bleed
8.625" x 11.125"
Trim
8.375" x 10.875"
Non-bleed
7.625" x 10"



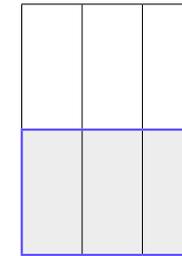
2-Page Spread
Bleed
17" x 11.125"
Trim
16.75" x 10.875"
Live
16" x 10.125"
Non-bleed 16" x 10"



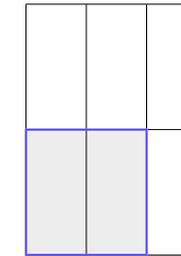
2/3 Vertical
Bleed
5.5" x 11.125"
Trim
5.375" x 10.875"
Non-bleed
5" x 10"



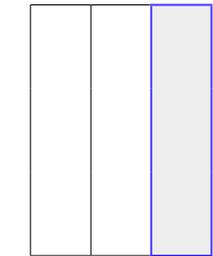
Junior Page
Non-bleed
5" x 7.4375"



1/2 Horizontal
Bleed
8.625" x 5.5"
Trim
8.375" x 5.375"
Non-bleed
7.625" x 4.875"



1/3 Square
Non-bleed
5" x 4.875"



1/3 Vertical
Non-bleed
2.375" x 10"

Tribal Government Gaming



Tribal Government Gaming is the definitive resource on Native American gaming. More than just a comprehensive guide to Class II and Class III Indian casinos, Tribal Government Gaming features editorial coverage of cutting-edge issues such as tribal sovereignty, Indian gaming regulation, economic diversification, nation-building, compacts and more.

Casino Style (July GGB insert)



Casino Style is the only insert dedicated to non-gaming amenities in today's casino industry. Highlighting every aspect of the guest experience, Casino Style focuses on revenue streams of the non-gaming customer—from architecture to analytics, nightlife to restaurants, meetings and conventions, shopping to spas, and everything in between.

P3 Progressive Products Preview



Progressive Products Preview showcases the cutting-edge technologies, products and services that are shaping the future of the international gaming industry. P3 is published to coincide with the casino industry's preeminent U.S. trade show, G2E, and offers a comprehensive look at the innovations and technologies that are moving the casino market forward.

TGG Full **\$3,750**

TGG 2/3 **\$2,800**

TGG 1/2 **\$2,150**

TGG 1/3 **\$1,625**

One-half page Corporate Profile included ONLY when a full page ad is purchased in this publication.

BONUS DISTRIBUTION

Indian Gaming 2026, OIGA 2026, G2E 2026, ICE 2027; Mailed with the March issue of GGB to all GGB subscribers

AD DEADLINE: February 18, 2026

MATERIALS: February 24, 2026

CS Full **\$3,095**

CS 2/3 **\$2,300**

CS 1/2 **\$1,765**

CS 1/3 **\$1,350**

One-half page Corporate Profile included ONLY when a full page ad is purchased in this publication.

BONUS DISTRIBUTION

G2E 2026; included as an insert in the July issue of GGB magazine; ICE 2027

AD DEADLINE: May 20, 2026

MATERIALS: May 26, 2026

P3 Full **\$3,395**

P3 2/3 **\$2,525**

P3 1/2 **\$1,950**

P3 1/3 **\$1,500**

One-half page Corporate Profile included ONLY when a full page ad is purchased in this publication.

BONUS DISTRIBUTION

G2E 2026, Indian Gaming 2027; Stand-alone mailing in September to all GGB magazine subscribers

AD DEADLINE: August 19, 2026

MATERIALS: August 25, 2026

GGBMAGAZINE.COM (RATES PER MONTH)

SIZE	RATES
728 x 90 (Leaderboard)	\$990
728 x 90 (2nd, 3rd, 4th & Footer)	\$870
728 x 180 (2nd, 3rd, 4th & Footer)	\$1,325
300 x 250 (Top Square)	\$990
300 x 250 (2nd or 3rd Square)	\$870
300 x 600 (Half Page)	\$1,385
120 x 480 (Skyscraper)	\$695
120 x 240 (Vertical Banner)	\$460
120 x 90 (Button)	\$350

NOTE: all 728x90 ads require an additional ad sized 300x120 for mobile. All ads are set to rotate EVENLY to guarantee equal impressions. A maximum of 5 ads per slot.

GGB
Global Gaming Business Magazine

728 x 90 Leaderboard

Home | Features | Columns | Departments | Archives | GGB Directory | Progressive Products Preview

GGB is committed to providing updated news and analysis on our weekly news site, GGBNews.com.

IN THIS ISSUE: NOVEMBER 2023

- LEARN FROM YOUTH** - The 2023 Emerging Leaders of Gaming & Casino 100 recognizes the future of the gaming industry.
- AMAZON SEASON** - How is Amazon's gaming expansion affecting the industry?
- 500+ CLASPS OF THE MONTH: LEADERS OF GAMING IN UNDER 45** - In this column, we profile 50+ of the industry's top executives.
- UNDER ATTACK** - How can the industry fight cyber threats?
- WAGE OF THE MACHINES: HOW AI IS CHANGING CASINO OPERATIONS** - Artificial intelligence could revolutionize the casino and hotel industry.
- TO LICENSE OR NOT?** - Strong regulatory action could impact the market for the 2024-2025 season.

728 x 90 Leaderboard #2

THE AGENDA

Going Too Far
Do sports betting operators need to pull back and to limit how much they advertise?
BY ROSSAN SPICER, PUBLISHER

728 x 90 Leaderboard #3

GGB PODCASTS

- Mike Chiosso, Chief Marketing Officer, Bell's Corporation
- B. Rajanik, Chairman, National Indian Gaming Commission
- King Hill, Chairman/Manager, Treasury, Finance & Casino
- Tim Mincey, CEO, Fullerton Gaming
- Sean Steiner and Kathleen Mangan, Vice President of Sales, National Technology, IGT
- Barry G. Hall, Chairman and Vice Chairman, International Game Technology, IGT

GGB GAMING SUPPLIER SHOWCASE

- Chetu: Gaming Supplier Showcases with Chetu
- ANSWORTH: Answering Gaming Supplier Showcases - Q3 2023
- Playtech: Gaming Supplier Showcases with Playtech

COLUMNS

- AMERICAN GAMING ASSOCIATION**
Gaming's Impact Grows
From job to leisure, gaming is expanding its footprint and Americans are seeking jobs.
BY ANTON BEVERIS
- FANTASY FINANCE**
Hurry Up and Wait
Days in operator stock can be an investment opportunity.
BY FRANK PASTOR
- FRANKLY SPEAKING**
Creepy and Crawly
Operators need to identify creepy crawly competitors for high-stakes among our favorite casinos.
BY DAVID LEIGHTO
- OPERATIONS**
Real Reactions
Expanding new ways to display customer on AI machines.
BY DAVID JACQUES EVANS

728 x 180 Banner

GGB MAGAZINE
28,500 average page views per month

Cashless Evolution
Consolidations, partnerships, and speed to market mark the evolution of cashless gaming

BY JOHN BRENNAN

The evolution sparked by the U.S. Supreme Court's May 2018 ruling that voided a 1993 federal law that had effectively given Nevada a monopoly on sports betting has led to more than three dozen states legalizing cashless gaming.

And with that, there has been a stampede of operators all trying to get their share in multiple states. Consolidations have been more so in brick-and-mortar gaming. With MGM, U.S. Holdings, and a handful of other operators in 2023 for \$1.7 billion in the most deals in the industry since the 2010s.

Other notable moves include MGM, The Venetian and MGM's sportsbooks going operations in 2022.

But there another, equally intense competition underway in the U.S. gaming industry—and it's one likely to result in a wave of consolidation in the coming year. The result? Cashless gaming, the technology of which has matured to allow operators to replace traditional cash with digital payments.

"In the past few years, the gaming industry has experienced significant growth, and the demand for payment solutions has grown accordingly," says Christopher Justice, CEO of Pavilion Payments.

"For now, several payments providers have emerged to serve the gaming industry and have been fairly successful in doing so. However, it seems likely that a few current leaders in the space will continue to grow and out-compete the rest, emerging themselves as the leaders in gaming payments."
—Christopher Justice, CEO, Pavilion Payments

PODCAST SPONSORSHIP

(RATES PER MONTH)

MONTHS	RATES
1 MONTH	\$3,300
6 MONTHS+	\$2,750



PODCAST SPONSORSHIP

6,766 listens & views per month

Established over 20 years ago, the GGB Podcast is the longest running podcast in the gaming industry. Every week, the GGB Podcast features candid conversations with gaming executives and insiders, public officials and industry suppliers, personalities and people in the news. These unscripted audio interviews are easily accessible on iTunes and Spotify and are available on GGBmagazine.com.

New for 2026 are the Gaming Legacy and Frankly Slots Podcasts. The Gaming Legacy Podcast features the OGs of the gaming industry who discuss how they were successful, innovative and influential. They talk about the challenges, the opportunities and the influences that shaped their careers and their roles in the industry. Moderated by GGB Editor at Large Roger Gros.

The Frankly Slots Podcast covers the history, operations, trends and personalities related to the slot machine. Hosted by Frank Legato, editor-in-chief of Global Gaming Business magazine

With over 85,000 high-value listeners each year, GGB has the ear of the industry.

NEWSLETTERS

Global Gaming Monitor (PST)

45,913 subscribers

Your daily bulletin providing an essential briefing on key industry developments. Delivered every morning, it's your daily primer on what's going on across the global gaming industry.

GGB Weekly

32,371 subscribers

Providing a rundown of the biggest headlines of the week and the best of GGB Magazine, the GGB Weekly brings you the market movements worth tracking, and the bigger picture behind the stories.

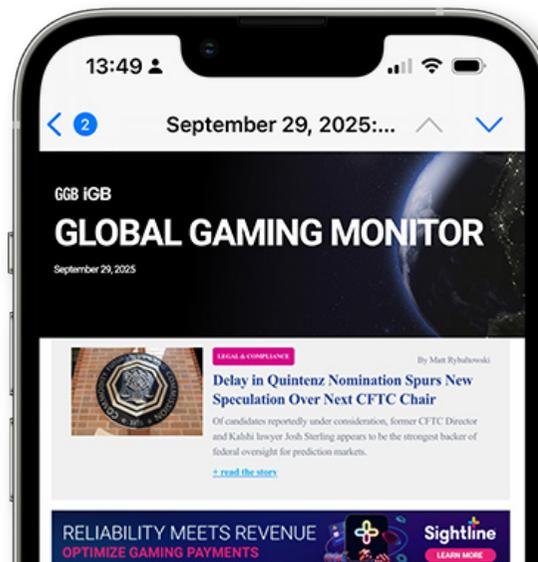
Executive Summary

32,371 subscribers

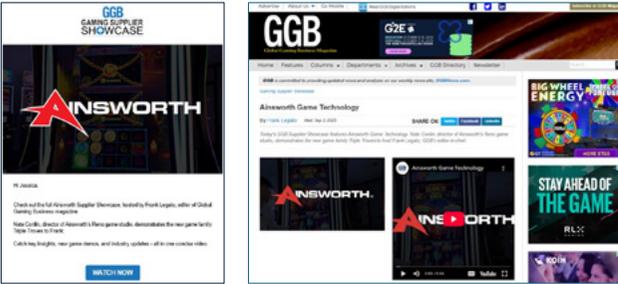
****New & improved**** A refreshed, refocused product tailored for industry leaders, the Executive Summary is delivered monthly and takes a deep dive into key topics impacting gaming's evolution. Whether that's new technologies, regulatory developments, economic challenges or new market opportunities, subscribers will have the key points set out in each edition, as well as access to a data-driven, in-depth analysis around the issue

NEWSLETTERS

SIZE	RATES
GGM (PST) Daily Ad Slot 1	\$4,330
GGM (PST) Daily Ad Slot 2	\$3,635
GGM (PST) Daily Ad Slot 3	\$3,000
GGM (PST) Daily Ad Slot 4	\$2,600
Executive Summary Ad Slot 1	\$1,750
Executive Summary Ad Slot 2	\$1,500
Executive Summary Ad Slot 3	\$1,250
Executive Summary Ad Slot 4	\$1,000
GGB Weekly Ad Slot 1	\$2,480
GGB Weekly Ad Slot 2	\$2,250
GGB Weekly Ad Slot 3	\$1,900
GGB Weekly Ad Slot 4	\$1,670
GGB Weekly Ad Slot 5	\$1,350



GAMING SUPPLIER SHOWCASE



In our mission to highlight cutting-edge products and technologies, GGB offers the Gaming Supplier Showcase. Our latest digital campaign, the Showcase includes a product video and interview with our publisher or editor and additional exposure to your niche market highlighting your product or service.

WHAT YOU GET

- 10-minute interview with our editorial team
- Logo on GGB website with link to Showcase page for 90 days
- Personalized eblast to 13,472 subscribers
- Video posted to GGB social pages
- X post linked to the video

BENEFITS

- Your video link appears on the GGB Homepage
- Your interview is featured on its own page for 3 months on the GGB website
- Your video can feature a branded interview and/or a product demonstration
- Your Gaming Supplier Showcase is shared on the GGB X, Facebook and LinkedIn accounts and sent as a personalized eblast to 13,472 GGB subscribers.

GAMING SUPPLIER SHOWCASE

(RATES PER MONTH)

SINGLE SHOWCASE **\$4,180**

GGB EBLASTS

Since 2002, GGB has been a trusted partner in the international gaming industry. We can help deliver your company's message to the complete Global Gaming Business database.

Eblasts are client-designed and provided in fully built HTML format, then delivered by our team to our targeted database of 13,472 engaged gaming industry professionals

With over 85,000 high-value listeners each year, GGB has the ear of the industry.

- Eblast requirements:** 1. HTML Code as plain text; 2. Include all links for the footer; 3. All links need to be built in the email (CTA button/hyperlinks); 4. Any social media handles need to be in the footer; 5. address needs to be in the footer.



EBLAST
13,472 RECIPIENTS

EBLAST **\$3,300**

PRESS RELEASE

A well-written press release can give your company valuable exposure while providing our readers with useful information about your business. Your press release will be judged by its newsworthiness – it should be concise, comprehensible and of interest to our audience. In short, it should contain a significant announcement regarding your business.

- **Headline (10 words max)**
- **Body copy (500 words max)**
- **Summary (30 words max)**
- **Image (max size 1GB)**

PRESS RELEASE

1 x PRESS RELEASE **\$500**

4 x PRESS RELEASE **\$1,850**

DISTRIBUTION

Global Gaming Monitor (PST):
45,913

GGB Weekly:
32,371

Executive Summary (monthly):
32,371

Eblast & Showcases:
13,472

GGB REACH

17,800+ monthly readers
28,500+ monthly page views
6,766 monthly podcast listeners

TOTAL GGB AUDIENCE

US-based: **35,575**

LatAm-based: **8,683**

Asia-based: **34,757**

EU-based: **95,213**

UK-Based: **93,900**

Canada-based: **3,913**

Australia based: **1,882**

WEBSITE AND EMAIL RETARGETING WITH GGB

What it is

It's a powerful way to extend your reach and turn interest into action and boosted.

Our data is used to target the social audience, with additional lookalike target lists available based on our data lists.

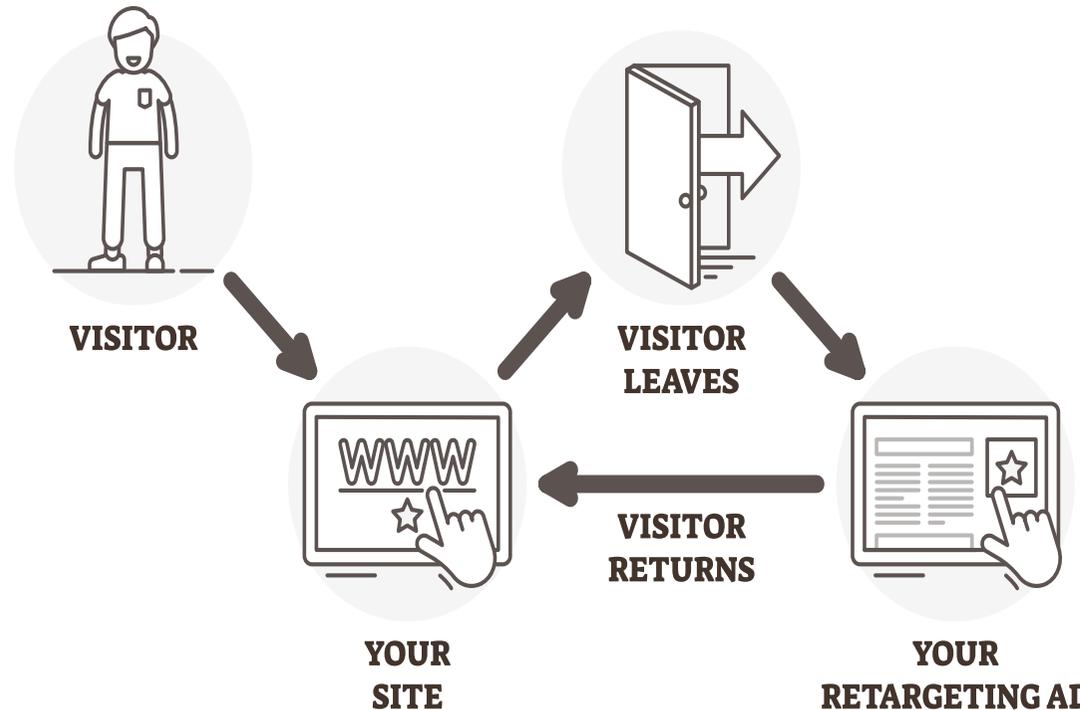
Website retargeting allows you to re-engage people who've already shown interest in the GGB website. Using our exclusive list of 35,000+ US-based Gaming professionals and decision-makers, we feed our audience into AdRoll and serve your targeted display ads across the web and social platforms to these people on average, 6 times a month.

Why it works

We create a list-based retargeting campaign for you on our retargeting platform by uploading our GGB US audience data.

Once uploaded, we then build a campaign that serves ads across various platforms to these identified contacts, leveraging their engagement with your brand to share product launches, promotions, event invites or re-engage them with new content.

We then also target anyone who has visited the GGB Magazine website as well. It's a great way to consistently get your brand and message in front of your audience over a regular period of time.



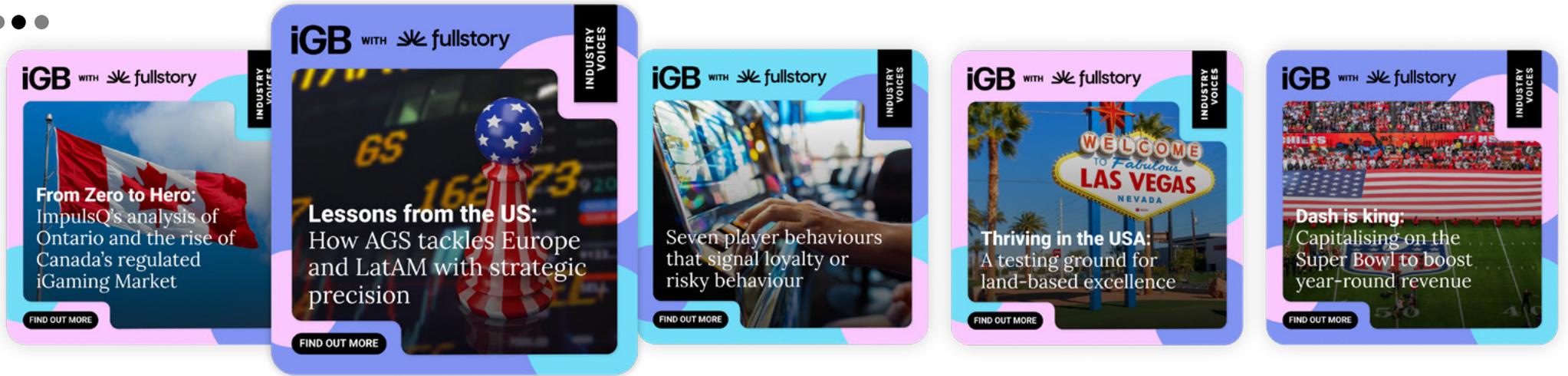
BENEFITS FOR GGB CUSTOMERS

- **High-value targeting:** Reach verified, relevant contacts already familiar with GGB and the gaming industry
- **Increased conversions:** Stay top-of-mind with decision-makers as they move through the buying cycle
- **Increased conversions:** Track engagement, impressions, and clicks to gauge

2 months - 230,000 impressions (est.), 0.38% CTR
\$5,750

4 months - 460,000 impressions (est.), 0.38% CTR
\$10,150

6 months - 690,000 impressions (est.), 0.38% CTR
\$14,250



Industry Voices

Establish your brand and leadership team as go-to authorities in gaming with an Industry Voices article. Choose from standard or premium packages to showcase your expertise on the GGB website and connect with our engaged, influential audience of gambling professionals.

You bring the insights; we deliver the audience.

Standard Option

These articles reflect your vision—they are crafted by you and feature your topics and content.

- Up to 1,500-2,000 words
- Includes 1x backlink to your website
- A platform for you to share your message on the GGB website, in your own voice and style
- Perfect for brand awareness, product visibility or opinion pieces, or to support launches and announcements with depth and detail
- Subject to editorial review by the GGB team for house style, accuracy, and relevance (GGB retains final publishing discretion—our team may tweak content to fit our house style)
- Published on the dedicated Industry Voices section of the GGB website, accessible via the main navigation bar
- Briefly featured in a dedicated section on the GGB homepage

Note: No default social media promotion. A social media package is available as an add-on for \$1,000.

\$3,000

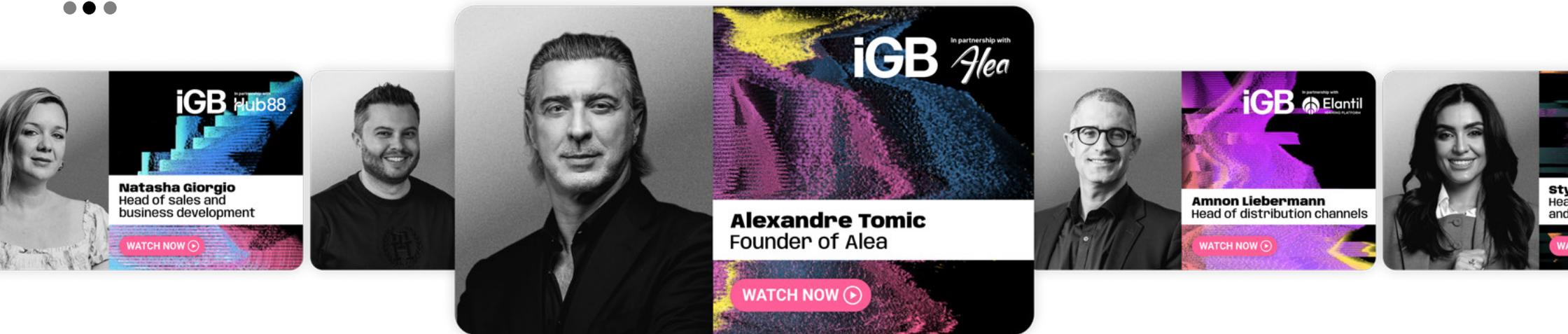
Premium Option

Our expert editorial team creates journalist-quality content that hits your strategic goals while engaging our audience. We write; you approve. Every article includes an in-depth Q&A section that is fully SEO and AIO-optimized.

- Up to 1,500-2,000 words
- Includes 2x backlinks to your website(s)
- Designed for brand positioning, narrative building and thought leadership, leveraging GGB's authority and reach
- Content focuses on industry trends and insights, avoiding overt product or company promotion
- Guaranteed above-the-fold homepage placement for 3 days
- Prominently displayed across high-traffic areas of the GGB site (e.g. Search, Latest articles, In-depth pages)
- Includes a full marketing package: organic and paid social promotion across GGB-owned channels, featured on the newsletter
- Full reporting

Note: Option for client to supply up to 1x GIF and 2x videos

\$5,000



Brand Social

Dedicated Brand Social video posts sent to your target audience to promote your brand, complete with a call-to-action redirecting traffic to your landing page

Benefits

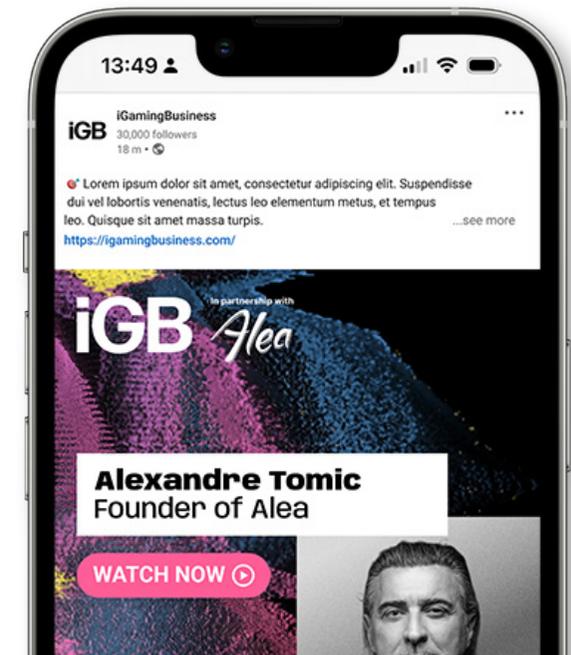
- Position your message to our engaged social following with a series of three video posts. Further amplified and boosted
- Our data is used to target the social audience, with additional lookalike target lists available based on our data lists
- Video 1: Introduce your brand, product or common industry problem
- Video 2: Agitate the need for your solution
- Video 3: Present your solution

Template formats

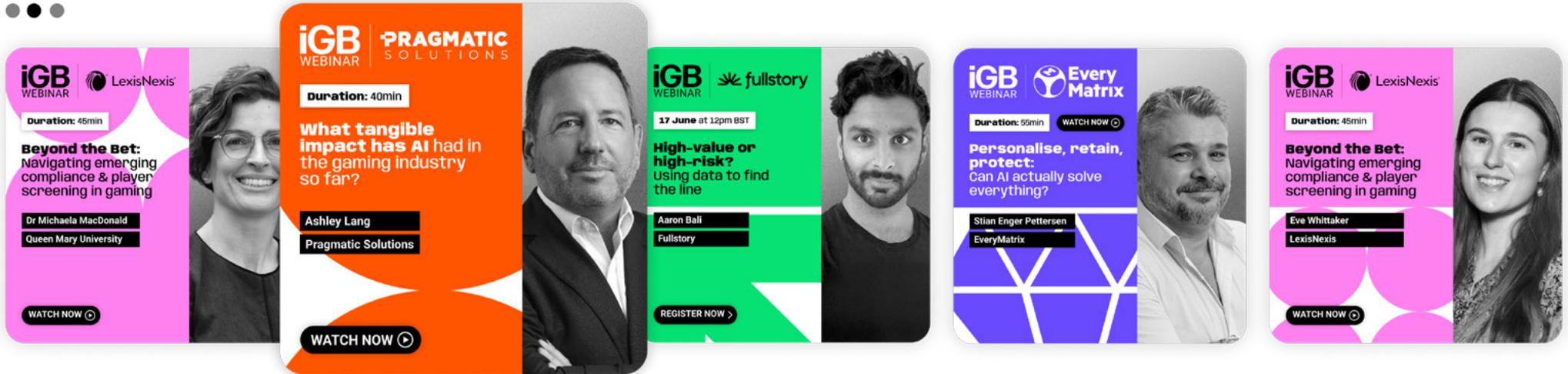
- Your own video content
- Text motion—70 works animated to video
- We edit your content
- LinkedIn GGB: 10,437 followers / X GGB: 5,587 followers

Brand Social

\$7,750



Images of sister company iGB Brand Socials for illustrative purposes



Images of sister company iGB webinars for illustrative purposes

WEBINAR

A live discussion with visual prompts developed to delve into a narrative critical to your client base

Benefits: Thought leadership, Lead generation

- Place a member of your management team at the heart of your market, and in discussion with thought leaders. Your content, topic and panel selection. We have targeted webinars focusing on sports betting, casino, regtech and payments.
- The live discussion is promoted to our audience and can be sent to your clients and prospects for immediate engagement. The session is recorded for use in conjunction with your other marketing collateral.
- Our marketing team delivers reports and leads 24 hours after the webinar, enabling your sales team to act immediately.

We deliver post-session, on-demand leads one month later.

- Distribution includes landing pages on GGB, social media, newsletters and dedicated emails (email data set 35,575).
- As part of an expert panel of speakers, you will be seen as a leader in the field.

Details

- On average: 150 registrants and 35 different operators/casinos registered.
- 30-40 minute session, including Q&A with audience; opted-in delegate information.
- Hosted and moderated by us or a third-party thought leader

Branding opportunities

- Bespoke webinar room in brand colors and personalized background.
- Option to include polls to fuel audience engagement, inform discussion and feed into further media campaigns.

- Branding on webinar slides.
- Company logo in the webinar room.
- Promotional videos and images in the waiting room before the audience joins.
- Option to pin linkable messages to the chat.
- Pop-up links to your website or landing pages to book meetings at events, e.g. G2E.
- Handout documents (and data collected from these).
- Offers can then be pinned over the chat.
- Banners on rotation at the bottom of the webinar room throughout the webinar.
- Links to panelists' LinkedIn accounts.
- Q&A on the platform, with push notifications to the panel.

WEBINAR **\$10,500**

Package 1: Inside the Brand

Inside the brand

- 2 sponsored articles covering the following (1,200 words per article):
- **Brand Origin Story** (challenge, market gap)
- **Current Brand Strategy** (messaging, innovation, audience)
- **Show Reveal** (what you're showcasing)
- **Future Vision** (what's next, expansion)

Option 1

Video covers the company's vision, culture, innovation, and the future roadmap and a showcase to serve as the product demo teaser ahead of the show with a CTA to visit the booth.

- Customer-provided video content

\$8,500

Option 2

Video that covers the company's vision, culture, innovation, and the future roadmap, 2 articles uploaded on the GGB website with organic social posts (1 pre-show and 1 post-show), and a showcase to serve as the product demo teaser ahead of a show with a CTA to visit the booth.

- LinkedIn GGB: 10,437 followers
- X GGB: 5,587x followers
- Customer-provided video content

\$11,500

Package 2: Eblast and Social Sponsorship

Pre-show "Countdown to the show" Eblast & Industry Voices Article

Eblasts make it easy for your message to reach them efficiently and affordably. Since 2002, GGB has been a trusted partner in the international gaming industry. We can help deliver your company's message to nearly 13,342 executives and casino professionals—the complete Global Gaming Business database

- HTML includes Logo + booth number
- CTA linking to their pre-show content (Industry Voices article)
Must purchase an Industry Voices article as part of the package. Drive awareness and help redirect previous viewers and new ones.

During the show GGB "Live from the show" Social Media Sponsorship

- Sponsored LinkedIn posts during the show with real-time content
Social media content will be used for the GGB audience.
Time posts to release at the end of each day of the show
- 1 sponsored post with company mention, photo, or quote
Can be for product mentioned in the Industry Voices article or about the company specifically

Post-show GGB Audience Retargeting

- 60-day retargeting campaign on GGB digital channels
- Serve banners to users who visited the show-related content or Industry Voices page
- Helps push customers more digitally and allows us to provide "physical" ROI with sharing the reports

\$9,000

GGB READERSHIP



Global Gaming Business reaches nearly **24,000 executives** in the **global casino market**—including **operators, manufacturers and regulators.**

GLOBAL GAMING MONITOR (PST): 45,193

GGB WEEKLY: 32,371

EXECUTIVE SUMMARY (MONTHLY): 32,371

- Chairman 32%
- VP/Director 34%
- Professional 14%
- Manager 20%

“As a hospitality and gaming executive who is passionate about continuing to learn and grow, Global Gaming Business is my ‘go to’ place to read up on what’s trending in our business. It’s a must read every month!”

MARK BIRTHA,
President, Hard Rock Hotel & Casino Sacramento at Fire Mountain

GGB WEBSITE AVERAGE

■ MONTHLY VISITS ■ MONTHLY PAGE VIEWS

5,000 10,000 15,000 20,000 25,000 30,000

GGB MAGAZINE (ggbmagazine.com)



TOP 10 COUNTRIES

- | | |
|----------------|-----------|
| United States* | Sweden |
| China | Australia |
| Norway | India |
| United Kingdom | Indonesia |
| Canada | Singapore |

*80% from the United States

GGB
DIGITAL EDITION

DIGITAL SUBSCRIBERS: 2,000

GGB
PODCAST

MONTHLY LISTENS/VIEWS: 6,766

GAMING SUPPLIER
SHOWCASE
+
EBLASTS

13,472