

Trusted intelligence.

Better connections.

Greater ROI.



Everything GGB has to offer

Our 2027 media kit shows you who we reach, what they engage with and the ways you can put your brand in front of them.

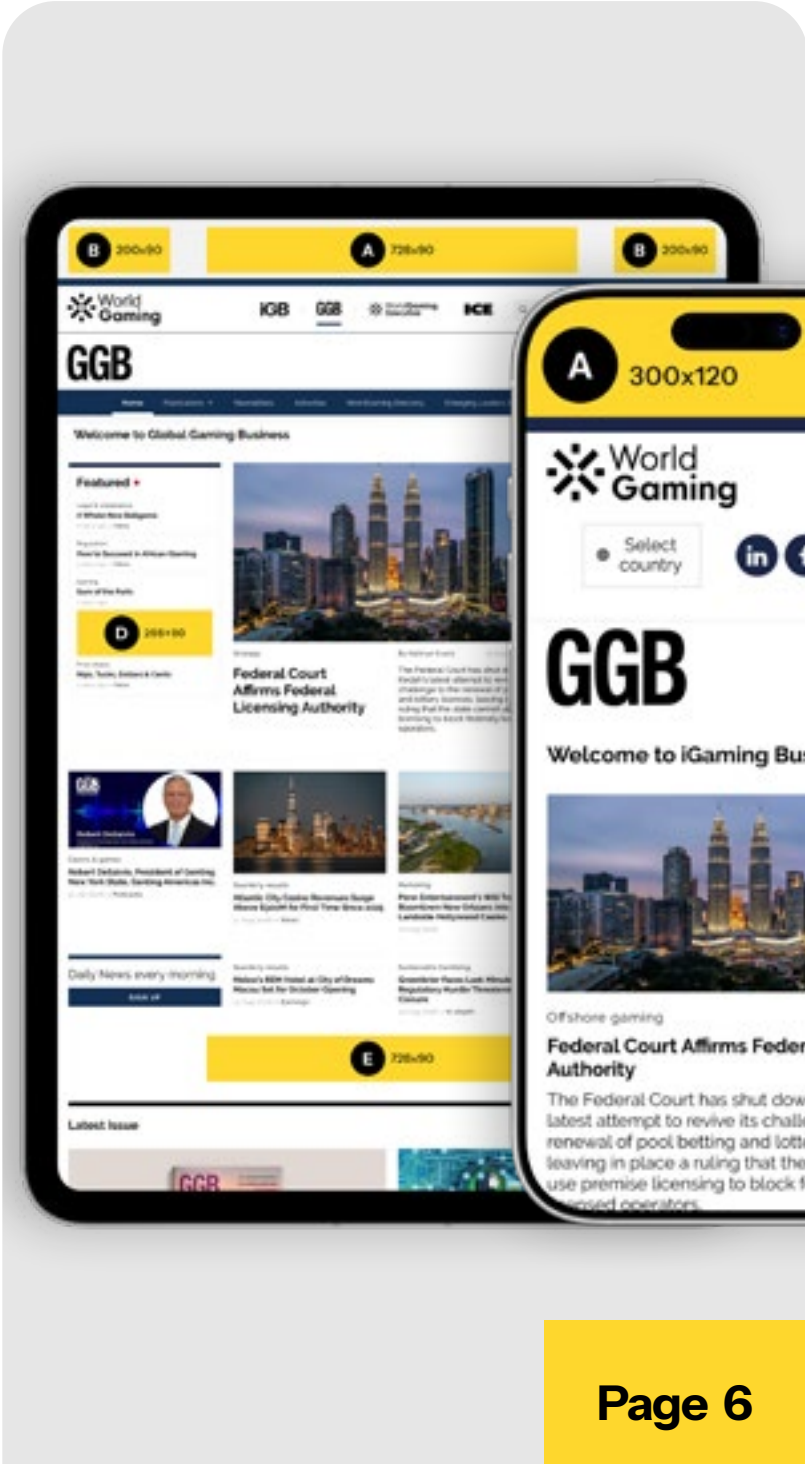
Four sections. One complete view of how GGB can help you connect with the industry.



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WHO WE REACH

Audience data, reach and readership.



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WHAT WE’LL BE TALKING ABOUT

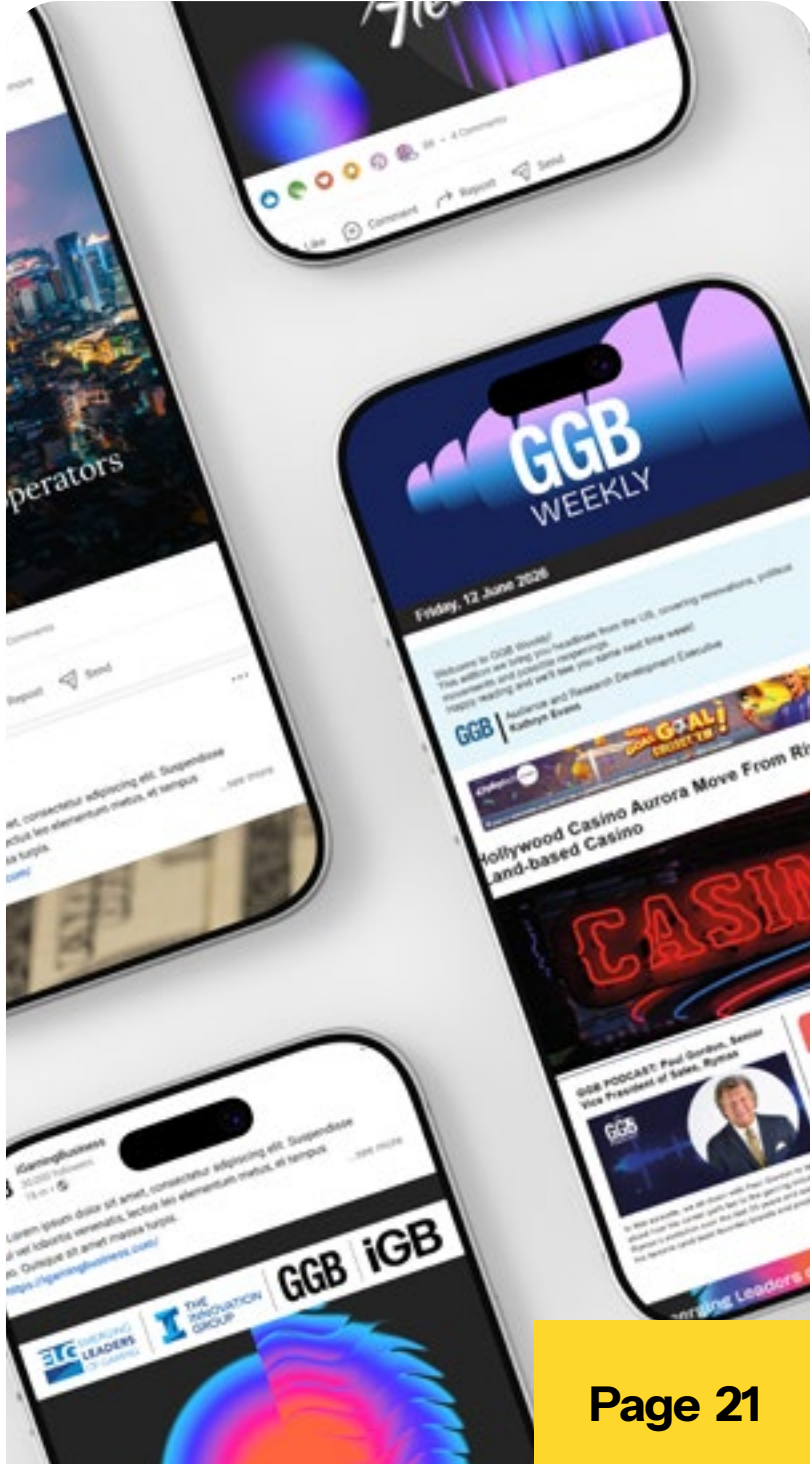
The issues, trends and opportunities shaping our 2027 editorial calendar.



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GGB PRODUCT SUITE 2027

Advertising, content and audience opportunities across digital, print and multimedia.



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GET MORE FROM YOUR INVESTMENT

Bonus editorial opportunities for qualifying annual advertising partners.

The GGB Audience Deep Dive

We reach the people who run the industry. The GGB Audience Deep Dive measures our audience against a 63-company target list: the commercial operators, tribal enterprises, Canadian bodies and sportsbooks that generate about 80% of North America’s gross gaming revenue.

Go deeper

Explore the full GGB Audience Deep Dive →

Source: Dynamics 365 contact export, 28 Jul 2026 · measured against the named target list

Primary The decision-makers	60 companies 2,886 contacts	Our core land-based casino audience, aka the Primary 60 : the commercial operators, tribal enterprises, Canadian bodies and sportsbooks behind roughly 80% of North America’s gross gaming revenue .
Secondary The people influencing decisions	19,614 contacts	The broader US-based audience that engaged with GGB content in 2026: casinos & resorts, payments & fintech, studios & content suppliers, affiliates, regulators & governments, investors & finance .
Extended The gaming ecosystem	49,533 contacts	Everyone in the Primary and Secondary segments, plus the wider iGaming market— our full US-based addressable audience across more than 19,500 companies and domains .

Inside the Primary 60

2,8K named contacts inside our Primary 60	48.8% hold a director-level title or higher	268 sit at C-suite or president level (9.3% of the list)	1,5K US contacts at landbased commercial & tribal operators*
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*Combines recorded-US contacts in the commercial and tribal segments; the sportsbook segment is online-only.

The Primary 60

Our 60 primary target companies, ranked by the number of named contacts in the GGB database.

Commercial operators				Tribal gaming enterprises				Sportsbooks & online brands				Canada: operators & bodies			
1	Commercial operators	Caesars Entertainment	352	21	Sportsbooks & online brands	BetMGM	42	41	Sportsbooks & online brands	Caesars Sportsbook	16				
2	Commercial operators	MGM Resorts	241	22	Commercial operators	Delaware North	40	42	Canada: operators & bodies	Ontario Lottery & Gaming	15				
3	Sportsbooks & online brands	DraftKings	221	23	Tribal gaming enterprises	Seneca Gaming	39	43	Commercial operators	Saratoga Casino Holdings	12				
4	Commercial operators	PENN Entertainment	155	24	Commercial operators	Churchill Downs	37	44	Canada: operators & bodies	Alberta Gaming (AGLC)	12				
5	Commercial operators	Boyd Gaming	131	25	Tribal gaming enterprises	Wind Creek Hospitality	37	45	Sportsbooks & online brands	Fanatics Betting & Gaming	11				
6	Tribal gaming enterprises	Chickasaw Nation Commerce	129	26	Commercial operators	Rush Street Gaming	36	46	Commercial operators	Cherokee Nation Ent.	10				
7	Tribal gaming enterprises	Yaamava' / San Manuel	92	27	Sportsbooks & online brands	BetRivers	36	47	Commercial operators	Mesquite Entertainment	9				
8	Tribal gaming enterprises	Pechanga Resort Casino	89	28	Tribal gaming enterprises	Choctaw Casinos	35	48	Commercial operators	Century Casinos	8				
9	Commercial operators	Red Rock Resorts	84	29	Commercial operators	Genting Americas	31	49	Canada: operators & bodies	Gateway Casinos	8				
10	Commercial operators	Las Vegas Sands	82	30	Sportsbooks & online brands	Desert Diamond Sports	30	50	Sportsbooks & online brands	Penn Interactive	8				
11	Sportsbooks & online brands	FanDuel	78	31	Canada: operators & bodies	BC Lottery Corporation	28	51	Commercial operators	Monarch Casino	7				
12	Tribal gaming enterprises	Seminole Gaming	69	32	Tribal gaming enterprises	Morongo Casino Resort	24	52	Commercial operators	JACK Entertainment	7				
13	Commercial operators	Mohegan	68	33	Sportsbooks & online brands	Hard Rock Bet	24	53	Commercial operators	Maverick Gaming	6				
14	Tribal gaming enterprises	Potawatomi Casino Hotel	65	34	Tribal gaming enterprises	Muckleshoot Casino	23	54	Canada: operators & bodies	Great Canadian	5				
15	Commercial operators	Wynn Resorts	64	35	Commercial operators	Affinity Gaming	22	55	Sportsbooks & online brands	Bally Bet	5				
16	Commercial operators	Bally's Corporation	58	36	Tribal gaming enterprises	Gila River Resorts	22	56	Canada: operators & bodies	Loto-Québec	3				
17	Commercial operators	Hard Rock International	56	37	Commercial operators	Golden Entertainment	17	57	Commercial operators	Full House Resorts	2				
18	Tribal gaming enterprises	Foxwoods Resort Casino	45	38	Tribal gaming enterprises	Agua Caliente Casinos	17	58	Sportsbooks & online brands	Circa Sports	2				
19	Commercial operators	The Cordish Companies	44	39	Tribal gaming enterprises	Tulalip Resort Casino	16	59	Commercial operators	WarHorse Gaming	1				
20	Tribal gaming enterprises	Mystic Lake Casino Hotel	43	40	Canada: operators & bodies	Saskatchewan Indian Gaming	16	60	Canada: operators & bodies	Casino Rama Resort	1				

The people behind purchasing decisions

A casino floor isn’t sold through one contact. Built from the 49,533 titled contacts across our extended audience—not just the Primary 60—this table shows shows the roles involved in the buying process, by the size and seniority of each group.

Role	Contacts		Share at Director level or above
Owners, founders, board & chief executives		9,880	97%
Supplier commercial: sales & BD		5,484	41%
Marketing, player development & loyalty		4,692	47%
IT, systems, product & technology		4,364	45%
Casino & property operations		3,998	55%
Compliance, legal & surveillance		2,240	34%
Finance, payments & procurement		1,680	57%
Slot & gaming machine operations		582	36%
Table games, cage & casino floor		335	34%
Tribal leadership & gaming commission		321	23%
Hotel, F&B & non-gaming		253	60%

More ways to reach the people who matter

GGB is evolving into a digital-first brand, with a new website as its always-on home for news, insight and industry intelligence. The result: a more immediate, connected way to reach the people who run North America’s gaming industry—wherever and whenever they engage with our content.

What GGB will be talking about in 2027

Our 2027 editorial calendar is built around the issues, opportunities and trends shaping the North American gaming industry.

(Subject to change based on market feedback)

Q1: Market Changes and Opportunities

Key features:

- Is the M&A window closing?
- Bally’s and the risk of overextension
- Can the UAE still deliver?
- Dealing with tariffs and trade wars: How suppliers can prepare for the unexpected

Specials:

- Security and Surveillance series
- 25 People to Watch

Q2: The Casino Customer of Today

Key features:

- What actually brings customers into casinos in 2027?
- How regional operators keep their stocks climbing
- Is the value market still viable in Vegas?
- Have sports stars distracted us from the bigger illegal gambling scandals?

Specials:

- Tribal Gaming Focus

Q3: Technology and Product

Key features:

- Slot design trends: What’s next after the Hold-and-Spin and Pot Collection mechanics?
- What are slot suppliers doing to come up with new ideas for cabinets year after year?
- Mapping the new supplier landscape
- Why does gaming keep chasing new product categories?

Specials:

- Gaming & Technology Awards
- Global Games
- Casino Style Focus
- RGEM special

Q4: RG and ESG Focus

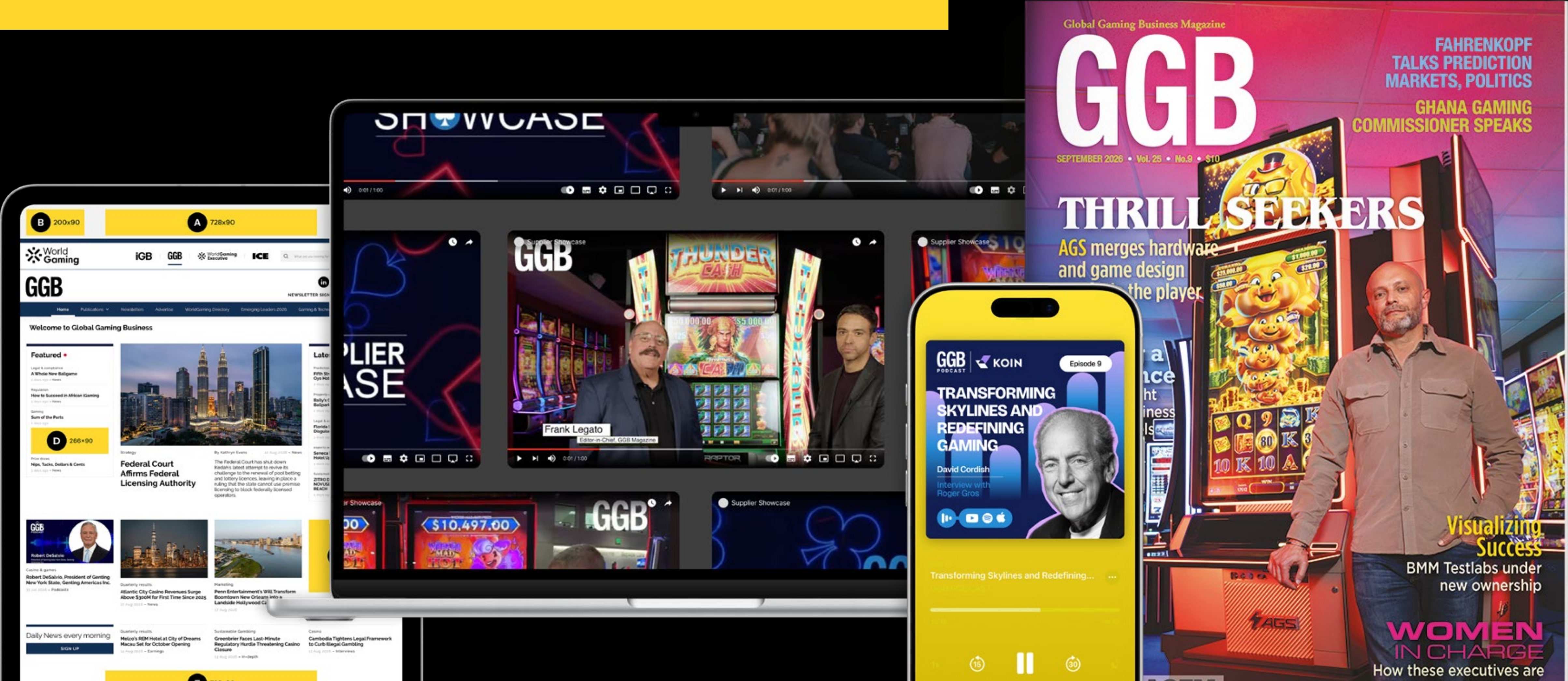
Key features:

- When regulated markets stop pencilling out
- How land-based casinos are driving ESG standards
- The RG paradox
- When marketing and RG collide

Specials:

- ELG 40 Under 40
- 10 Trends Shaping Gaming in 2028

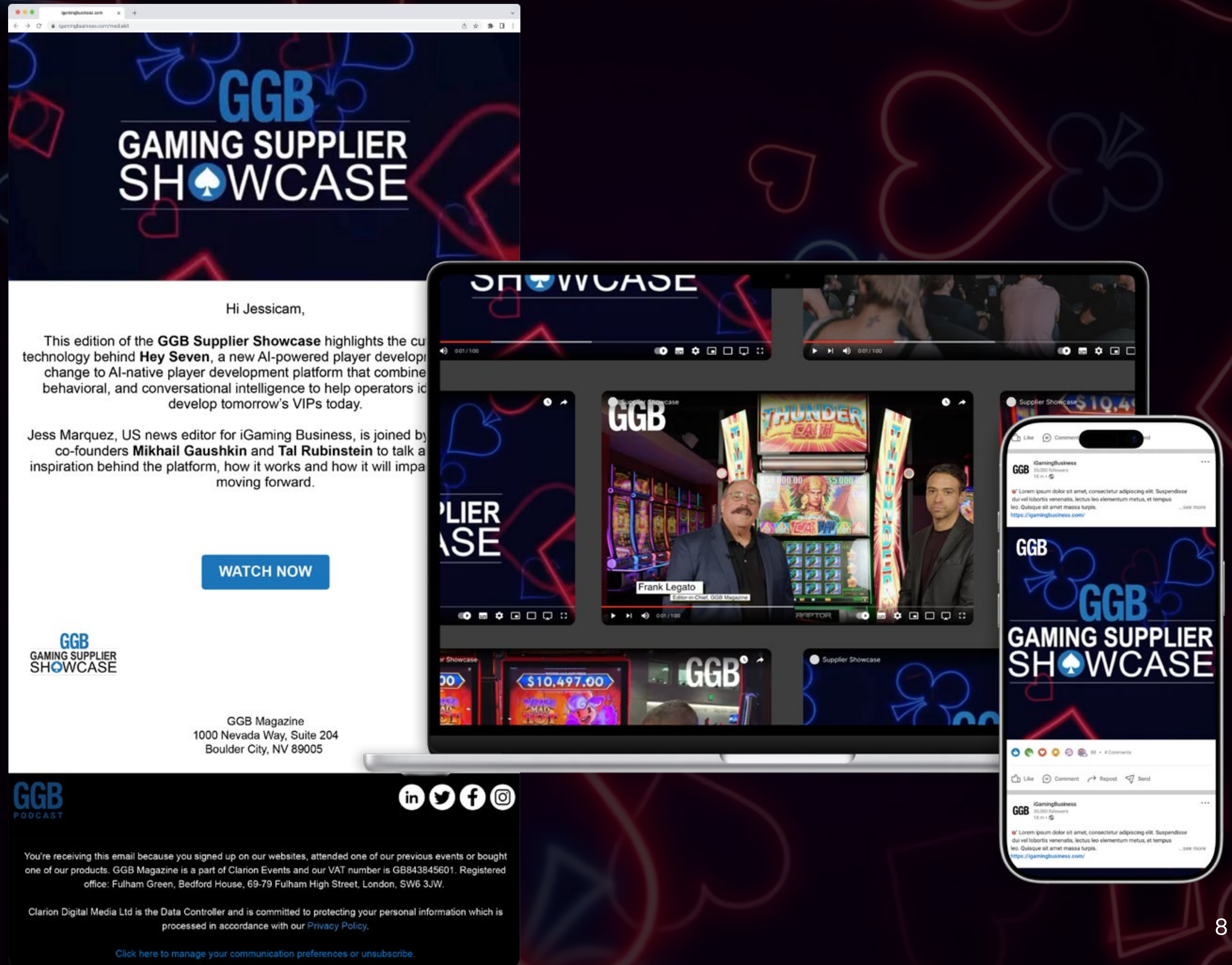
GGB Product Suite 2027



A focused way to explain what your product does, why it matters, and how it can help operators.

- Showcase your product in a dedicated video format
- Homepage video link
- Dedicated page for 3 months
- Branded interview and/or a product demonstration
- GGB social promotion
- Personalized email to GGB subscribers

Single showcase \$4,180



GGB Eblast

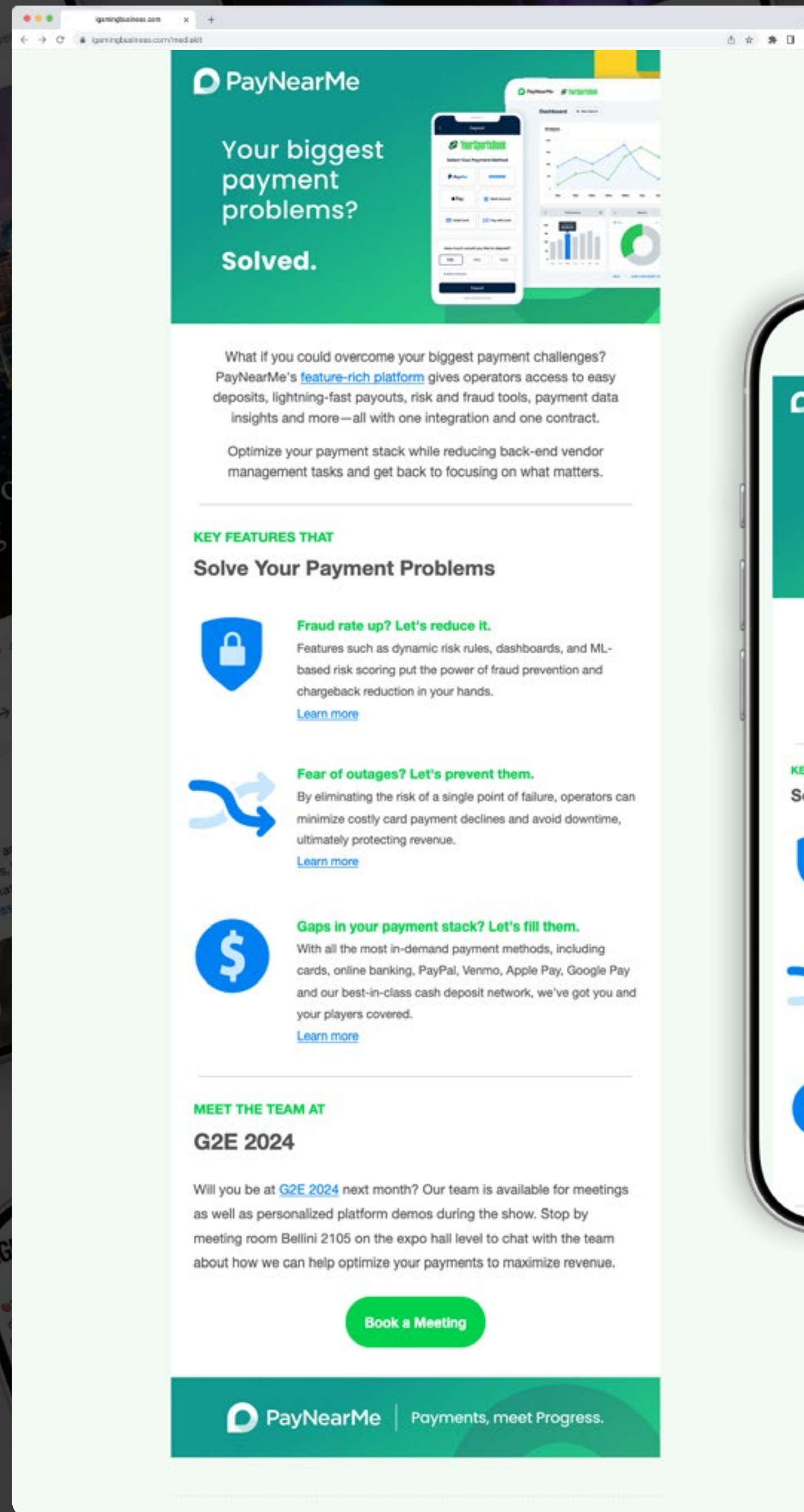
Deliver your company's message to GGB's professional audience through a targeted email.

Use your own creative to promote a product, announcement, event, or campaign to the people who matter most to your business.

Benefits:

- Distribution to GGB's database
- Full control over your creative and message
- Fully built HTML delivery
- Delivered to high-value industry professionals

\$3,300



Podcast sponsorship

Associate your brand with candid conversations featuring gaming executives, insiders, public officials, and industry suppliers.

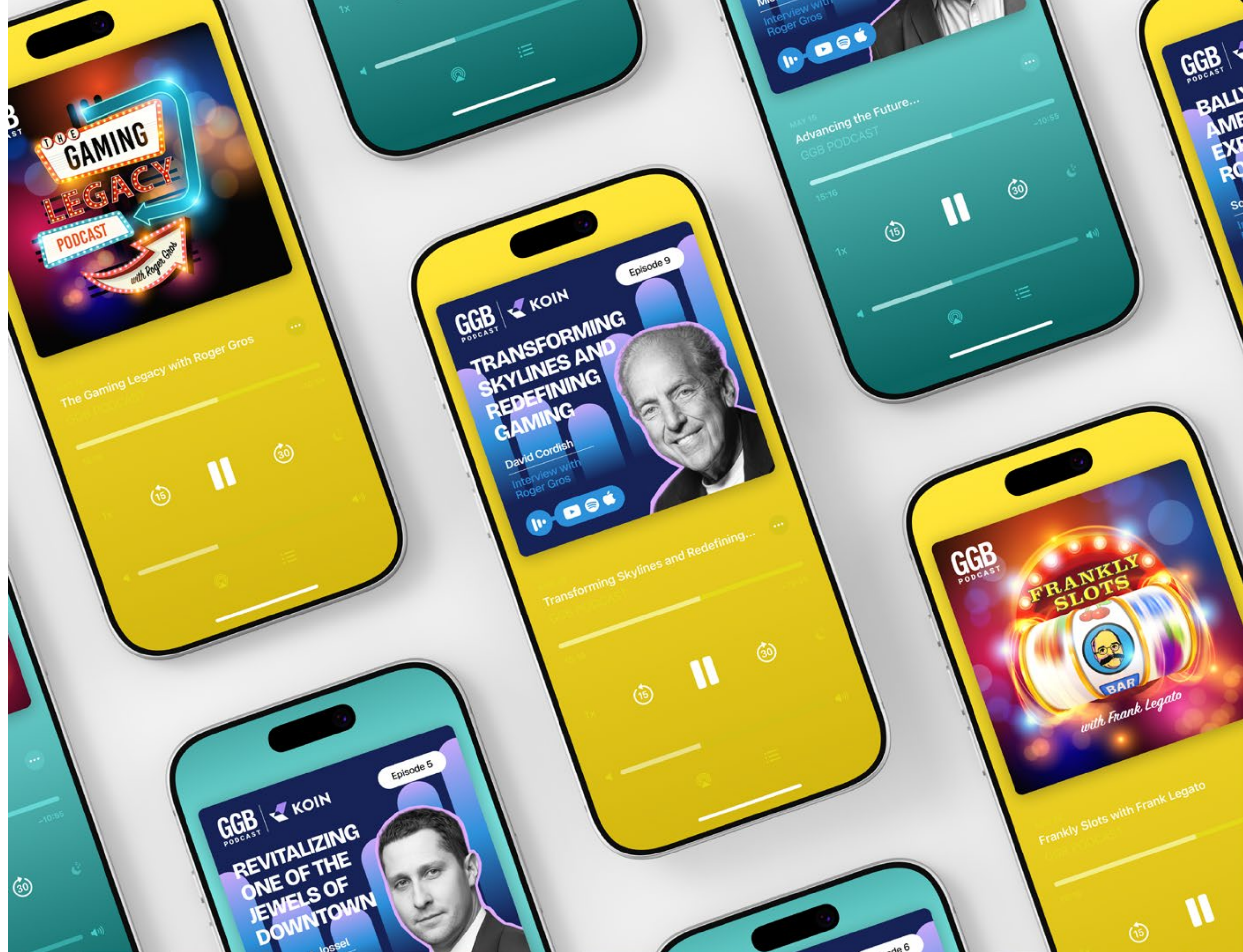
The longest-running podcast in the gaming industry is available through GGB, iTunes and Spotify.

Benefits:

- Association with recognised industry voices
- Featured in the GGM and GGB weekly newsletters
- Multiple distribution channels, including emailer and social posts

1 month \$3,300

6+ months \$2,750



GGB magazine

Advertise in North America’s dedicated trade publication for the international casino industry, delivering expert analysis, insight and intelligence.

Each premium edition will also include a Casino Style Focus alongside our regular content.

Issue	Ad space deadline	Ad material deadline
GGB: Jan 27 edition	12/2/2026	12/8/2026
GGB: IGA edition		
Distributed at IGA	3/24/2027	3/30/2027
GGB: G2E edition		
Distributed at G2E	8/25/2027	8/31/2027
Size	3x	1x
Full page	\$4,255	\$4,695
2-page spread	\$7,900	\$8,710
2/3 vertical page	\$3,160	\$3,485
1/2 horizontal or Junior Page	\$2,450	\$2,700
1/3 vertical or square	\$1,825	\$2,010



P3 magazine

Place your brand alongside the technologies, products and services shaping the future of the casino industry ahead of G2E.

One half-page corporate profile is included with the purchase of a full-page P3 advertisement.

P3 is mailed to subscribers in time for G2E.

Issue	Ad space deadline	Ad material deadline
P3 Distributed at G2E	8/11/2027	8/17/2027
Size	1x	
Full page	\$4,695	
2⁄3 vertical page	\$3,485	
1⁄2 horizontal or Junior Page	\$2,700	
1⁄3 vertical or square	\$2,010	



GGB Daily

Reach gaming professionals each morning as they catch up on the latest industry news.

GGB Daily is a morning briefing covering the latest gaming news, giving your brand regular exposure to our audience.

Benefits:

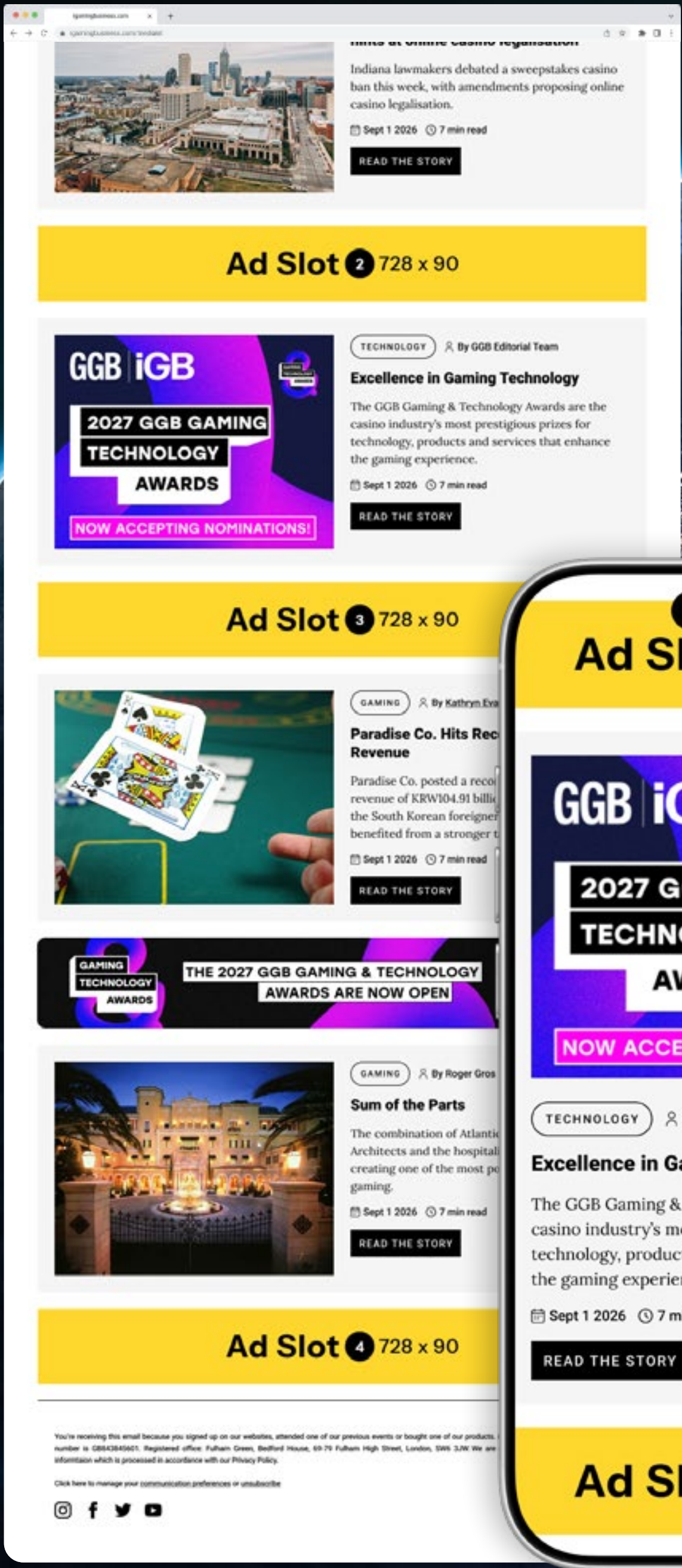
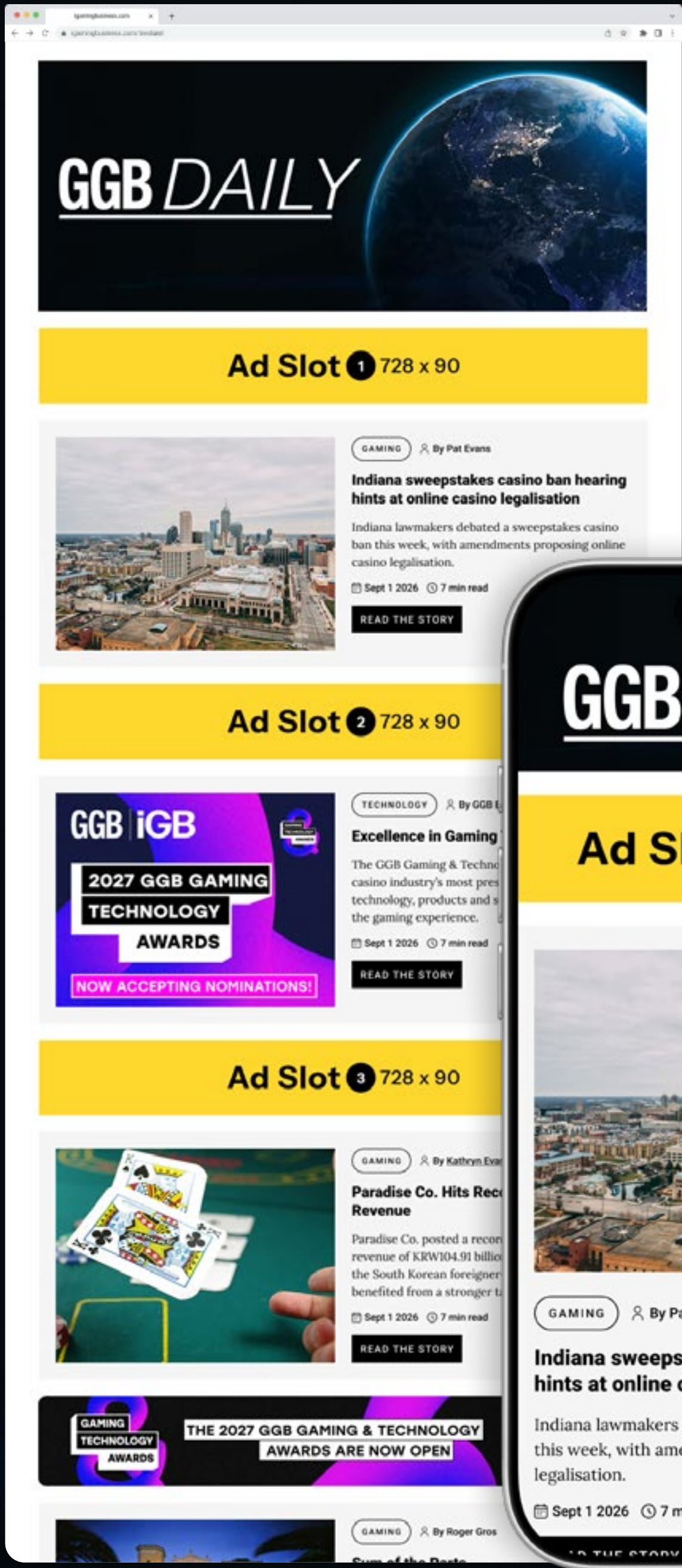
- Associate your brand with trusted industry news
- Delivered to engaged industry professionals each morning

Ad Slot 1 \$4,330

Ad Slot 2 \$3,635

Ad Slot 3 \$3,000

Ad Slot 4 \$2,600



GGB Weekly

Reach GGB readers as they catch up on the week’s most important industry news.

GGB Weekly delivers a weekly round-up of the latest news and features.

Benefits:

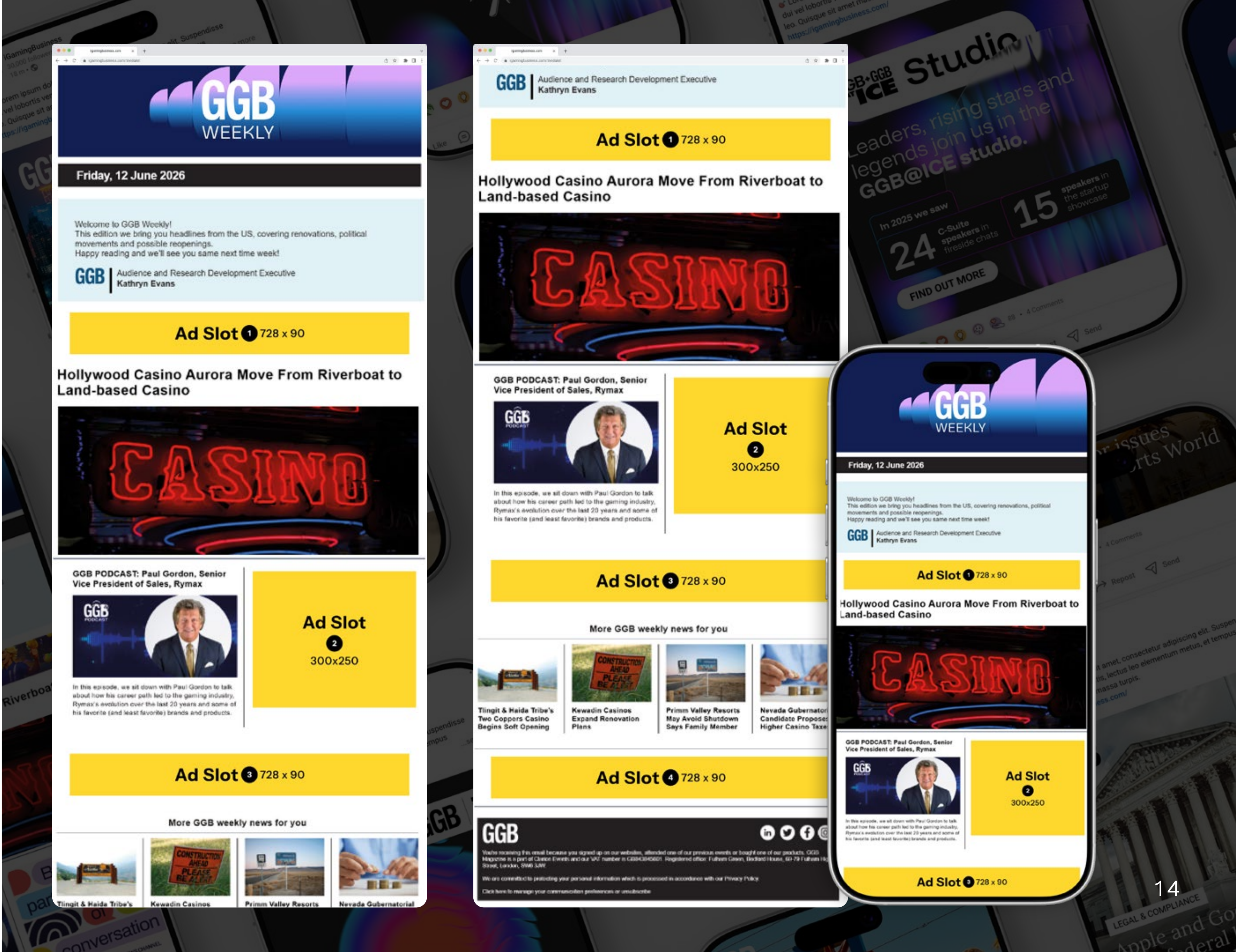
- Association with trusted editorial covering the biggest stories
- Maintain a regular presence with the industry

Ad Slot 1 \$2,480

Ad Slot 2 \$2,250

Ad Slot 3 \$1,900

Ad Slot 4 \$1,670



Brand Social

Take your audience from problem to solution with a three-part social video campaign.

Video 1: Introduce your brand, product or an industry problem

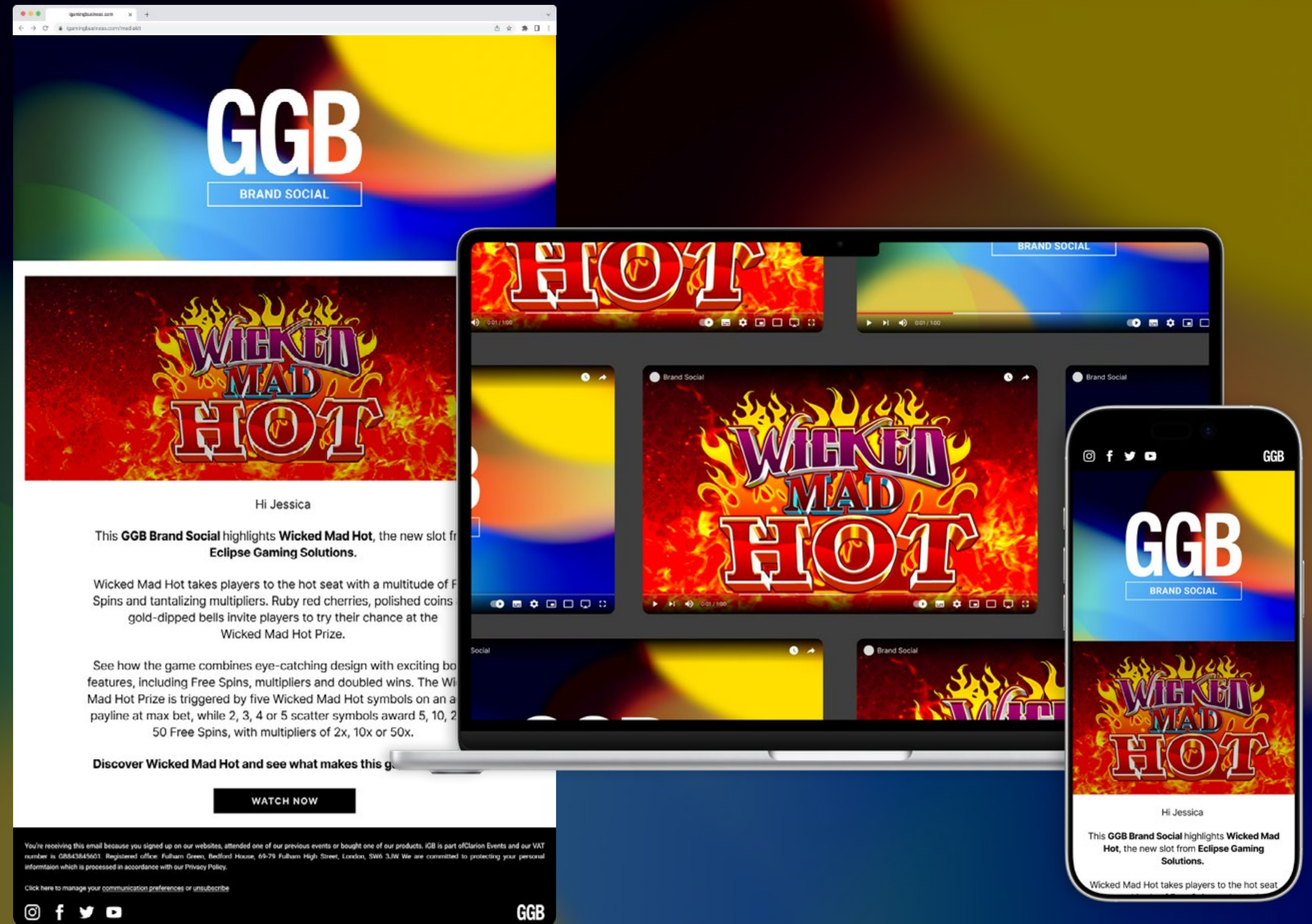
Video 2: Highlight the need for your solution

Video 3: Present your solution

Benefits:

- Reach GGB's engaged social following through three video posts, amplified across social and email
- Use audience data to target relevant users, with additional lookalike target lists available
- Templated formats use your storyboard, script, and video content, edited by the GGB team
- Bespoke options also available

\$7,750



Press release

Give your company news valuable exposure through GGB’s trusted editorial channels.

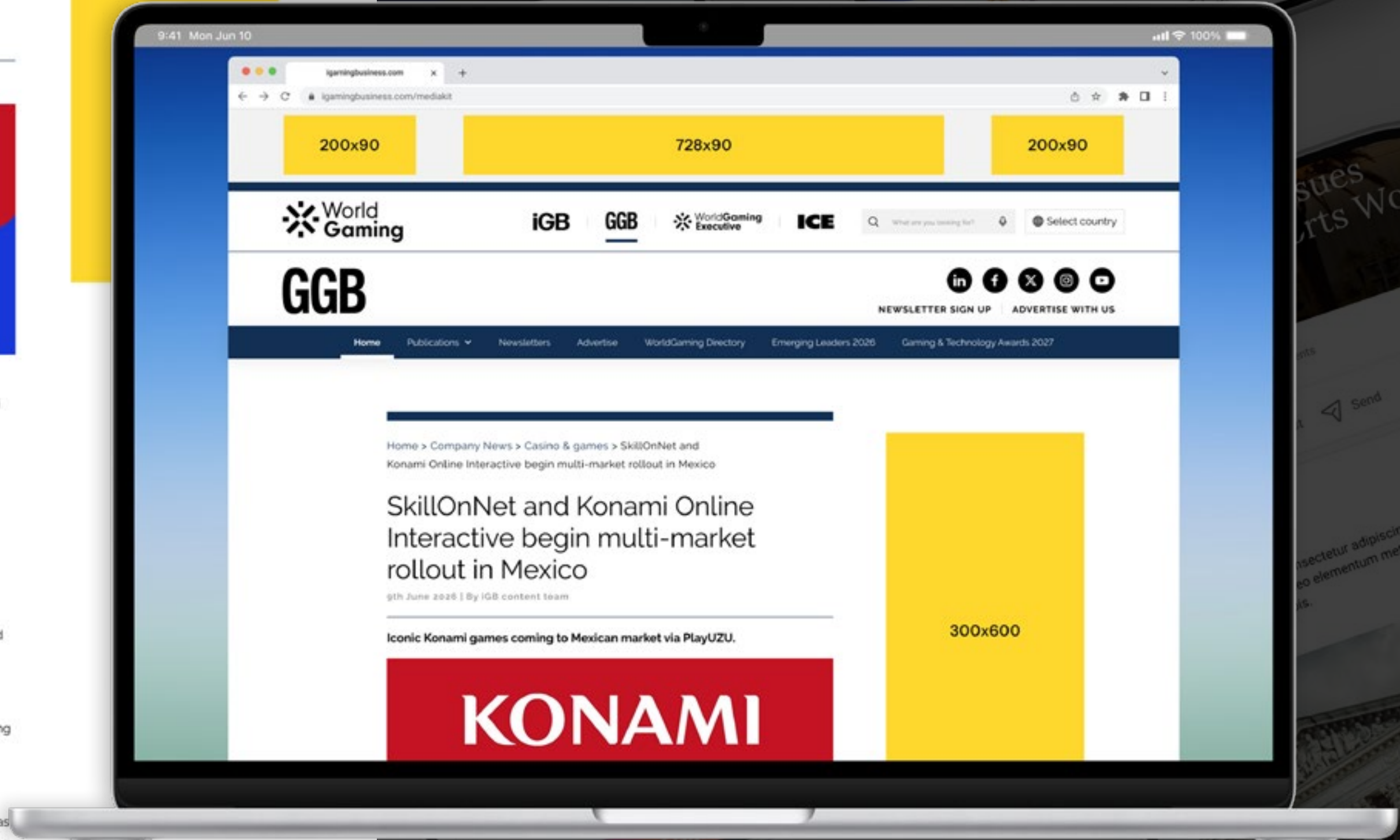
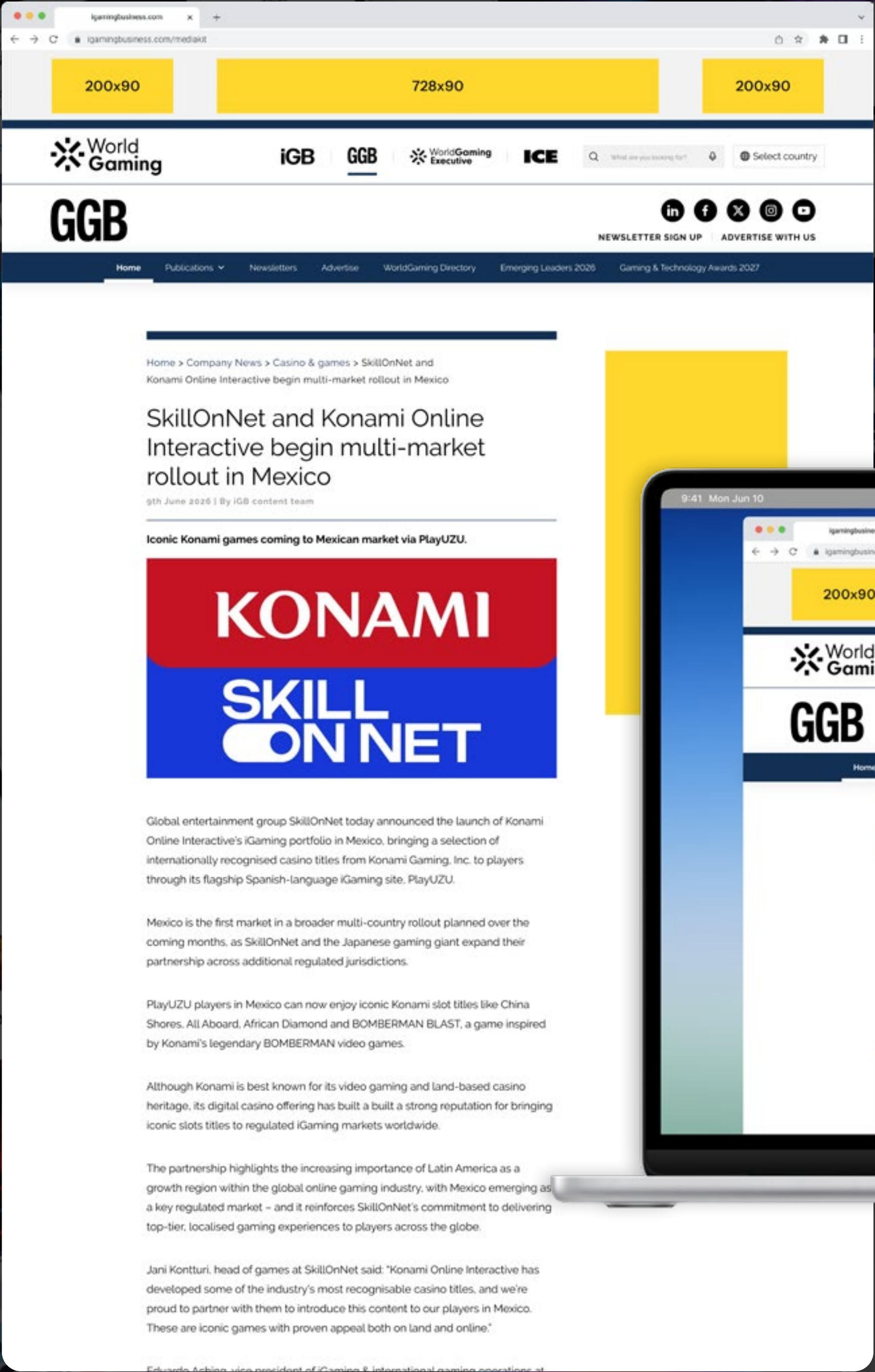
A simple way to share important announcements and updates with the GGB readership.

Benefits:

- Get timely news in front of the GGB audience
- Share a concise update about your business

1x \$500

4x \$1,850



Industry Voices

Premium Option

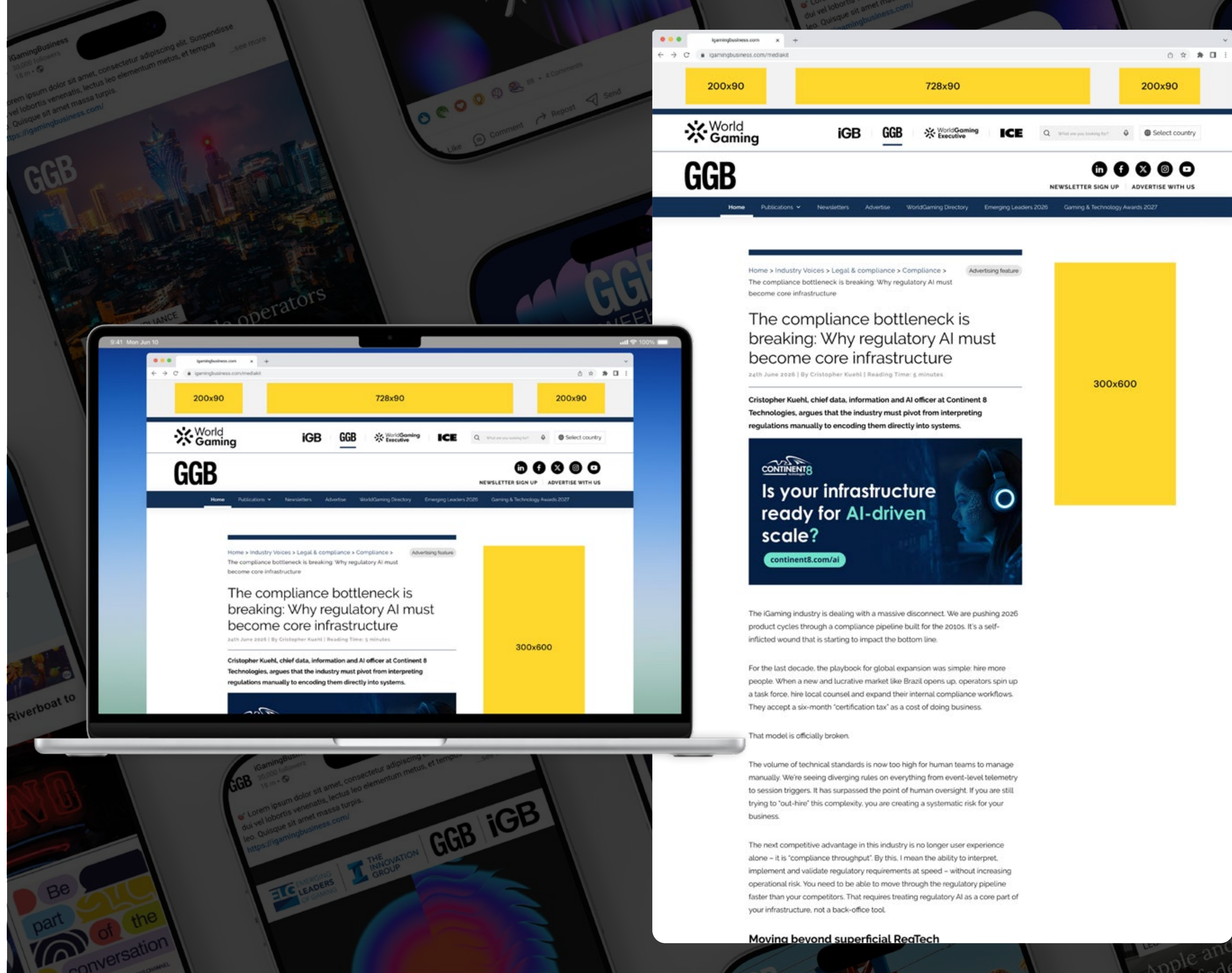
Let the GGB editorial team turn your expertise into high-impact content designed to build your brand and hit your strategic goals.

Designed for positioning, narrative building and thought leadership.

Benefits:

- 2,000-word article
- Fully SEO and AIO-optimized
- 2 backlinks to your website(s)
- Guaranteed above-the-fold homepage placement for 3 days
- Organic and paid social promotion
- Included in the GGB Daily newsletter
- Full reporting
- Includes up to 1 GIF and 2 videos

\$4,000



Webinar

Put your brand at the heart of the conversation with a live webinar exploring a topic that matters to your target audience.

Benefits:

- On average 150 registrants, including 35 different operators and casinos
- 30-40 minute session, including audience Q&A
- Hosted by GGB or a third-party thought leader

Branding opportunities:

- Audience polls to fuel engagement, inform discussion and feed into future campaigns
- Branding on webinar slides
- Promotional videos and imagery in the pre-session waiting room
- Option to pin linkable messages within the chat
- Pop-up links to your website or landing pages to book meetings at events such as G2E
- Downloadable handouts, with data collected from those accessing them

\$10,500



GGB website banners

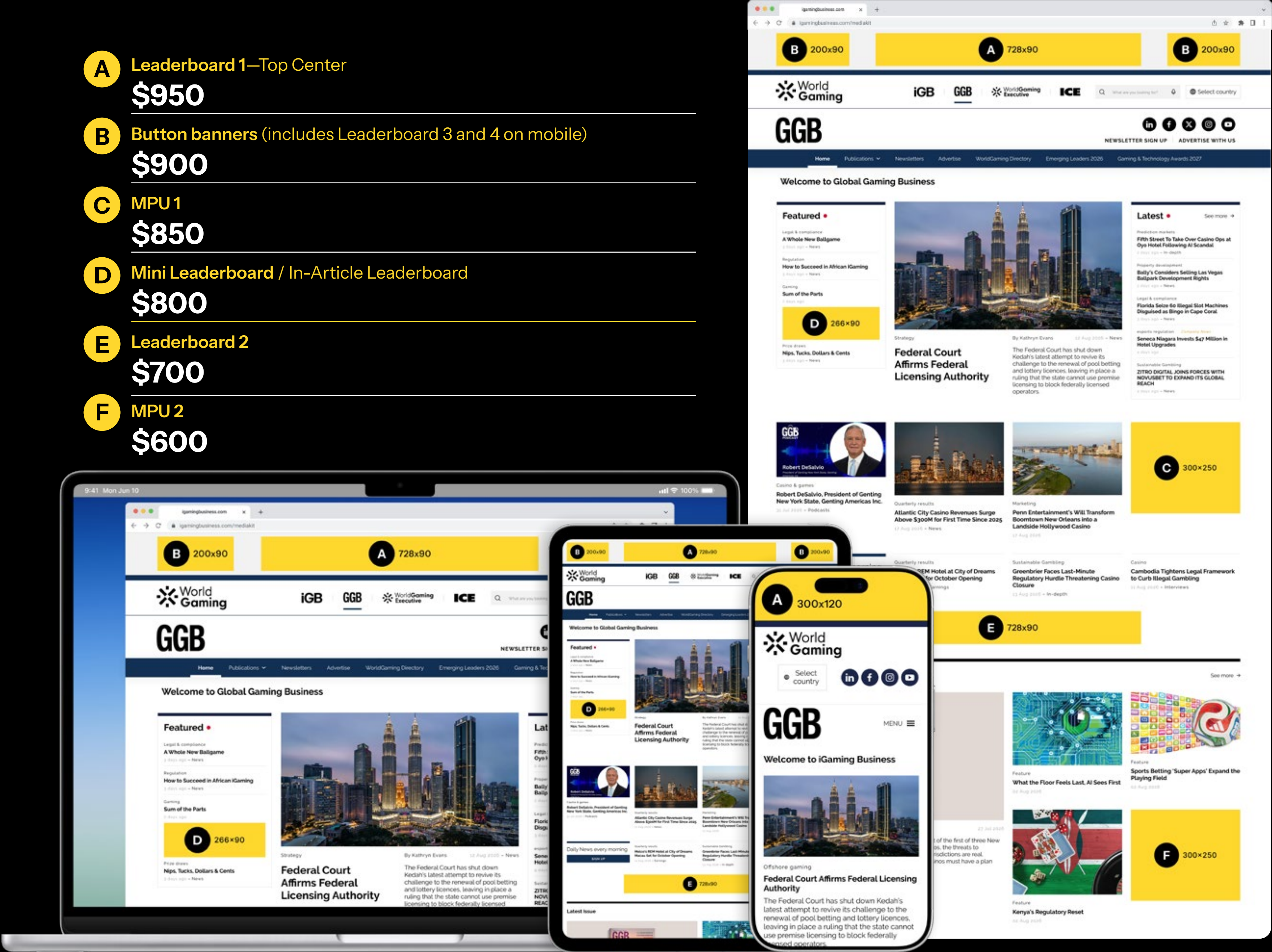
Reach GGB’s engaged audience in the moments they come to us for the latest gaming news, insight and intelligence.

Choose from a range of advertising positions on the GGB homepage.

Benefits:

- Reach GGB’s professional audience in an editorial environment
- Choose from multiple positions across the site
- Ads rotate evenly to guarantee equal impressions

- A** Leaderboard 1—Top Center
\$950
- B** Button banners (includes Leaderboard 3 and 4 on mobile)
\$900
- C** MPU 1
\$850
- D** Mini Leaderboard / In-Article Leaderboard
\$800
- E** Leaderboard 2
\$700
- F** MPU 2
\$600



GGB website banners (cont.)

Reach GGB’s engaged audience in the moments they come to us for the latest gaming news, insight and intelligence.

Choose from a range of advertising positions on the GGB homepage.

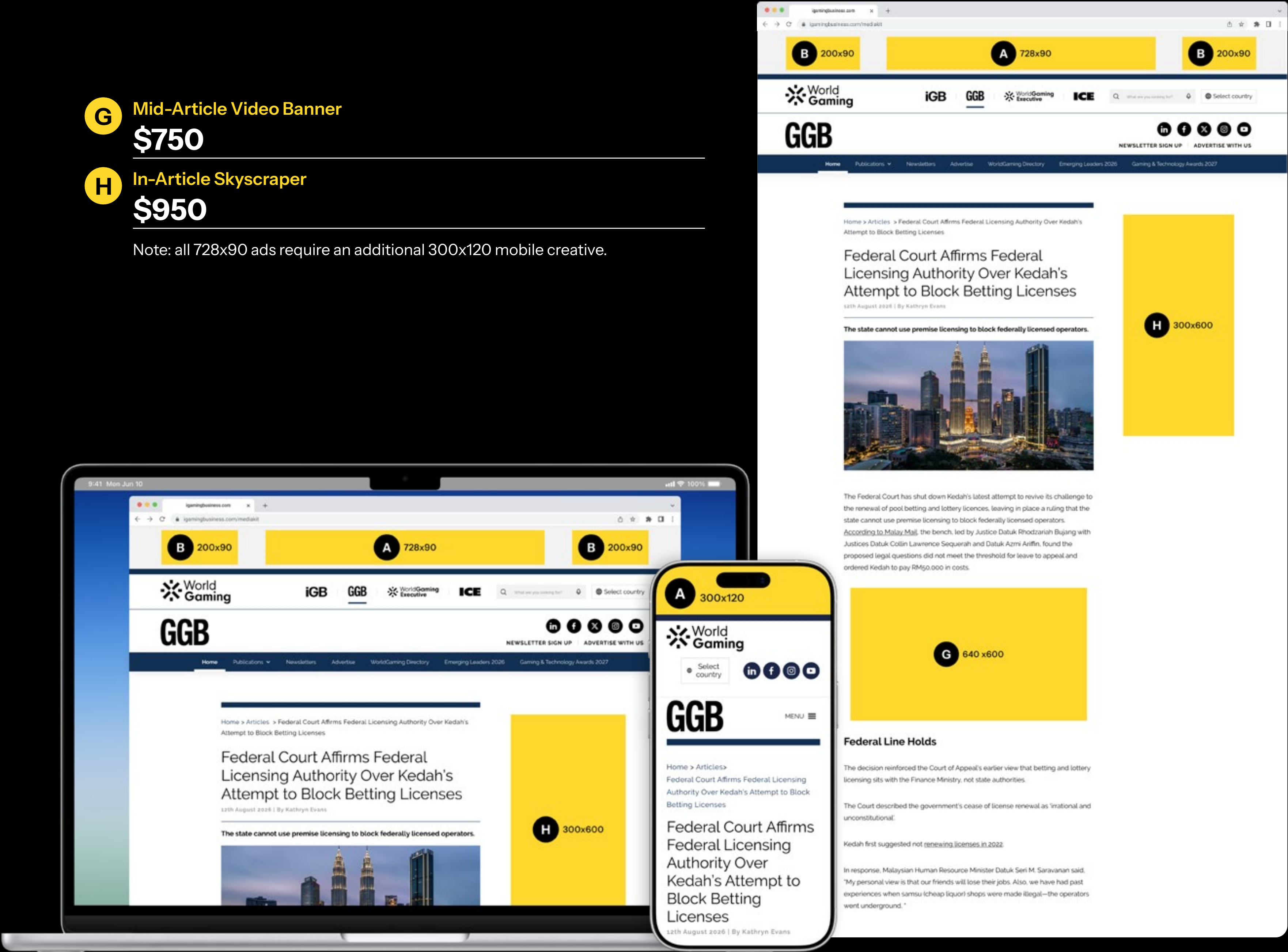
Benefits:

- Reach GGB’s professional audience in an editorial environment
- Choose from multiple positions across the site
- Ads rotate evenly to guarantee equal impressions

G Mid-Article Video Banner
\$750

H In-Article Skyscraper
\$950

Note: all 728x90 ads require an additional 300x120 mobile creative.



GGB Audience Retargeting

Stay connected with potential buyers by advertising across our leading products and publications.

Extend your campaign beyond GGB by retargeting our engaged North American gaming audience with your banner advertising across the wider web—keeping your brand visible to relevant industry decision-makers after they interact with GGB content.

- Benefits:**
- Reach verified, relevant gaming professionals already engaged with GGB and the wider gaming industry
 - Keep your product in front of those who have already shown interest
 - Stay top-of-mind with decision-makers as they move through the buying cycle
 - Track engagement, impressions, and clicks to gauge campaign performance

Campaign	Impressions (est.)	CTR	Rate
2 months	230,000	0.38%	\$5,750
4 months	460,000	0.38%	\$10,150
6 months	690,000	0.38%	\$14,250



Bonus opportunities

Get more from your annual investment.

Annual advertising partners can unlock a flexible range of editorial opportunities throughout the year—giving your brand more ways to stay visible around the moments that matter.

Choose the content that best fits your product launches, key events and business objectives—from game reviews and previews to company features, podcasts and PR.

Our added-value editorial gives you a ready-made menu of opportunities to keep your brand visible across the industry's biggest moments, while maximizing the value and impact of your annual marketing investment.

Benefits

- More value—get more from your annual advertising investment
- More flexibility—choose opportunities that fit your marketing priorities
- Year-round presence—stay visible beyond the major industry events



Bonus opportunities—editorial extras included with qualifying campaigns

<i>Opportunity</i>	<i>Description</i>	<i>Format</i>	<i>Magazine options</i>
Game Review	300-word game review	GGB magazine, website and newsletter	GGB IGA, G2E issues or P3
IGA Game Preview	500-word game preview ahead of the show	GGB magazine, website and newsletter	GGB IGA, G2E issues or P3
G2E Game Preview	500-word game preview ahead of the show	GGB magazine, website and newsletter	GGB IGA, G2E issues or P3
G2E Game Review Wrap Up	500-word game review written by Frank Legato, following a stand visit and demo	GGB website, social campaign and newsletter	
IGA Game Review Wrap Up	500-word game review written by Frank Legato, following a stand visit and demo	GGB website, social campaign and newsletter	
Cutting Edge	Monthly 300-word feature covering one product, two customers per month	GGB print and online	GGB IGA, G2E issues or P3
Technical Editorial	Monthly 300-word technical feature, including customer content. Up to three sponsors per feature	GGB print and online	GGB IGA, G2E issues or P3
Company Feature	Two-page feature story on customer's company	GGB print and online	GGB IGA, G2E issues or P3
Covers	Complimentary cover for high spenders	GGB print and online	GGB G2E or P3 (2 available)
Podcast	1 episode , subject developed with GGB content team	Website and newsletter	
Tribal Feature in GGB Magazine	½ page company profile , 250 words, logo and online link	GGB print and online	GGB IGA or G2E issue
Casino Style Feature in GGB Magazine	½ page company profile , 250 words, logo and online link	GGB print and online	
Company Profile in P3 Magazine	½ page company profile	P3 Magazine, website and newsletter	P3
PR Booster	Company news announcement	GGB website, boosted on social	

Trusted intelligence.

Better connections.

Greater ROI.

Contact

Laurie Pilate, Head of Account Sales
laurie.pilate@worldgamingbusiness.com

GGB