

THE AUTHORITY ON GAMING AND TRAVEL SINCE 1999!

# Gaming Media Group — Incorporated —

*DELIVERING GAMERS AND TRAVELERS TO PROPERTIES THROUGH  
SOLUTION-BASED MARKETING, USING PRINT AND DIGITAL STRATEGIES*



▶▶▶ 2021 MEDIA GUIDE

Print | Web | Targeted Email & Social Media Campaigns | In-Market Promotions & Content Marketing  
Redemption Programs | Player Development | Creative Services



# OUR NUMBERS: PRINT & DIGITAL

## PRINT (2 Regional Editions)

### 300,000

Annual Print Circulation  
(Approx. 50,000 copies printed per issue per year.  
Southern Edition: 30,000; Midwest Edition: 20,000)

### 25,000

Mailed Copies Per Issue  
Each issue is mailed to subscribers and industry contacts.

### 20,000-25,000

Controlled Distribution  
Each issue is distributed in casino hotel rooms and other targeted locations around the region.

## DATABASE

### 150,000

We maintain one of the strongest, independent databases of gaming enthusiasts in the country. We email each issue of the magazine to the full list as well as offer digital marketing and communication campaigns for our advertisers.

### 180,000-200,000

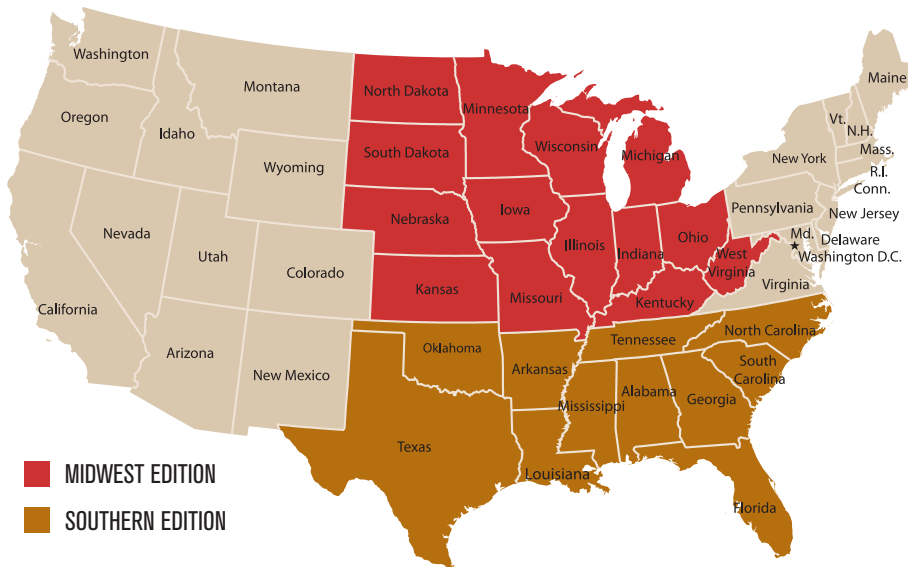
Annual Unique Visitors to [GamingandDestinations.com](http://GamingandDestinations.com)





# 2021

# CIRCULATION, RATES, EDITORIAL & DEADLINES



## BY THE NUMBERS

	PRINT COUNT	MAILED COPIES	IN-ROOM & CONTROLLED CIRC	TOTAL DATATABASE (Names, Emails, Address, Game Preference, Etc.)
<b>SOUTHERN EDITION</b>	31,000	16,000	15,000	105,000
<b>MIDWEST EDITION</b>	15,000	5,000	10,000	45,000
<b>COMBINED EDITION</b>	46,000	21,000	25,000	150,000

REGIONAL EDITIONS - MIDWEST OR SOUTHERN				GEO-TARGETED EMAIL OUTREACH:	
	1X	3X	6X		
<b>FULL-PAGE</b>	\$3,000	\$2,500	\$2,000	<b>3X</b>	\$500 for up to 15,000 emails
<b>HALF-PAGE</b>	\$2,000	\$1,500	\$1,000		\$750 for 15,000 - 25,000
<b>INSIDE COVER</b>	\$5,500	\$5,000	\$4,500		\$1,000 for 25,001-100,000
<b>BACK COVER</b>	\$6,000	\$5,500	\$5,000	<b>1X</b>	\$750 for up to 15,000 emails
<b>*DIGITAL ONLY</b>	\$1,500	\$1,000	\$500		\$1,000 for 15,000 - 25,000
					\$1,200 for 25,001-100,000

### ADVERTISER ADDED-VALUE:

**Awesome Editorial:** All advertisers will be included in relevant content per issue of insertion published in print, online and shared on social media.

**Social Media:** All advertisers will receive one targeted boosted post on facebook per insertion. Target audience, demographics and markets determined by advertiser. (Paid boost to 10,000-15,000 impressions)

**Digital Exposure:** All display ads will also be published in our digital edition and will be 'linked' to advertiser's website. Each edition will be emailed to G&D's database of gaming enthusiasts

**Exclusive Articles:** Advertisers with THREE or more insertions will receive an exclusive property editorial in the issue of choice with insertion. The article will be published in print, online and boosted on social media in markets of choice. (SIX issue advertisers will receive TWO articles)

**Email Outreach:** Advertisers with THREE or more insertions will receive one exclusive email deployment to a 100-mile radius of their property (SIX issue advertisers will receive TWO email deployments)

### JANUARY/FEBRUARY

**Awards Voting Issue: Promote the Vote!**

Space Reservation: Dec. 1

Ad Material Due: Dec. 9



### MARCH/APRIL

**Slot Guide: Hot New Games, Top Slot Floors, Racino-Round-up and more**

Space Reservation: Feb. 1

Ad Material Due: Feb. 9



### MAY/JUNE

**Award Winners: Time to Brag!**

**Plus...Summer Golf and Outdoor Getaways!**

Space Reservation: March 30

Ad Material Due: April 8



### JULY/AUGUST

**Outdoor Amenity Award Winner Spotlights;**

**Summer Gaming Getaways:**

**Resorts, Cruises and More...**

**Plus, Football Betting Preview**

Space Reservation: June 1

Ad Material Due: June 9



### SEPTEMBER/OCTOBER

**Casino Dining Guide: Dining Award Winner**

**Spotlights, Casino Cuisine, Chef Spotlights**

**and more...**

Space Reservation: Aug. 2

Ad Material Due: Aug. 10



### NOVEMBER/DECEMBER

**Indoor Amenity Award Winner Spotlights;**

**Holiday Gaming Getaways and**

**New Slots and Products from G2E**

Space Reservation: Sept. 30

Ad Material Due: Oct. 11



\*Each issue will feature various gaming related articles about industry trends, game play strategy, property spotlights and more. For editorial inquiries, suggestions and submissions please email [editor@gaminganddestinations.com](mailto:editor@gaminganddestinations.com)

\*All editorial content will be published in the print and digital edition as well as on [gaminganddestinations.com](http://gaminganddestinations.com) and shared on social media.

\*Multiple ad placements in the same issue will receive further discounts. Commissions paid to recognized agencies.

\*All editorial content is subject to change based on timing and space allocation.

**FOR CUSTOM PACKAGES AND PRICING** Contact G. Douglas Dreisbach at 502-212-5177 or email [ddreisbach@gamingmediagroupinc.com](mailto:ddreisbach@gamingmediagroupinc.com)

# EXTRA OPPORTUNITIES: AWARDS, CONTESTS & DIGITAL CONNECTION

## READERS' CHOICE AWARDS – PROMOTE THE VOTE!

This is our biggest audience promotion of the year garnering over 30,000 votes annually. Our readers vote for their favorite properties in a variety of categories from rooms to restaurants and spas to slots. To incentivize readers to vote, we give away an Ultimate Casino Getaway Package to a lucky voter. Voting takes place digitally on [Gamingmediagroupinc.com](http://Gamingmediagroupinc.com) and via a ballot in the printed magazine. All properties are offered 500 copies with the option to purchase more at a nominal fee. We encourage properties to promote the vote in emails, property promotions, social media and more. So, get creative, get votes and get awards!



**VOTING PERIOD:** January – February: Printed & Online ballots

*(Results Published in May: Print, online, email and social)*

## CASINO CHEF SHOWDOWN ONLINE RECIPE CONTEST

Showcase your culinary prowess in an online recipe contest among the region's top casino chefs. The chefs with the most votes advance through a three-round voting cycle to ultimately determine the Casino Culinary King. They will also win a special feature in our September Casino Dining Guide (along with the runner-up chefs). Plus, one lucky voter will receive a Casino Culinary Getaway that includes a special meal prepared by his or her chef of choice, with gambling money, and more.



**VOTING PERIOD:** Online contest July-August

*(Results published online and in the September Casino Dining Guide)*

**COST:** \$750 per chef (\$500 for advertisers of G&D); or \$1,000 for entry AND follow-up e-mail to voters and preferred placement near top of ballot.

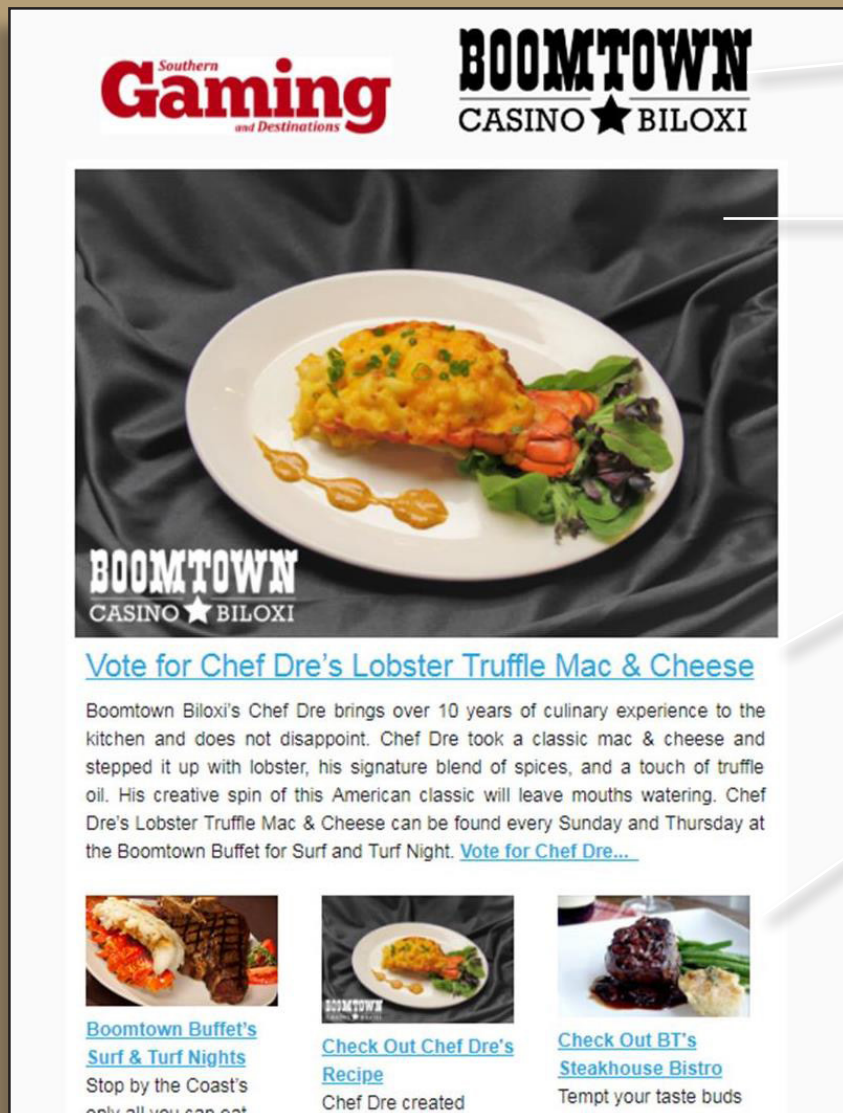
## CUSTOM PRINT MARKETING OPTIONS: *(Prices may vary based on quantities.)*

- Coupon Offer to Members of The Comps Club.... **FREE!**
  - Card/Brochure Insert..... **\$2,400\***
  - Card/Brochure Outsert..... **\$2,950\***
  - Direct Mail Piece..... **\$2,700\***
  - Front Cover Post-it Note/Sticker..... **\$2,900**
  - Front Cover Custom Scratch-off Ticket..... **\$3,350**
  - Player Strategy Sponsorship (Print and Digital)..... **\$1,500**
  - Custom Cover Gratefold, Fold-Outs, Posters & More Upon Request
- \* Plus postage and labeling*

# OUR DIGITAL: EMAIL TEMPLATE SPECS

**W**ANT TO REACH SLOT PLAYERS within 25 miles of your property, or poker players within 100 miles? What about golfers who also enjoy blackjack? By deploying relevant content to a targeted audience that identifies with the *Gaming and Destinations* brand, our digital outreach program is second to none. And with almost 200,000 gaming enthusiasts in our database, you can't go wrong –give it a shot! Tell us what you want to feature and we'll design and deploy a custom email blast just for you!

**AS LOW AS \$500 PER EMAIL. SEE PAGE 6 FOR PRICING.**



## SPONSOR LOGO CALL-OUT

Catch their attention right away with your logo for brand identification and awareness.

## MAIN FEATURE IMAGE

600 x 399: An appealing image will be used to promote your special event that may include a concert, slot tournament or special getaway package. The Main Feature Image will link directly to the URL you provide, sending our readers right to your site.

## MAIN FEATURE CONTENT

In 60-65 words, the Main Feature Content will briefly describe your promoted event, property, package etc. It should be short and sweet, hitting key points to quickly engage readers.

## SUPPORTING CONTENT

175 x 150 (each image): Each of the THREE Supporting Content sections will include a photo, headline and 35-40 words of copy giving readers a taste of what your link provides. These can be linked to your site or ours!

## SPONSORED FOOTER BANNER

600 x 75: each sponsored email deployment will also have a linked banner to the sponsored web-site of choice. Reinforce your message with this animated banner opportunity.



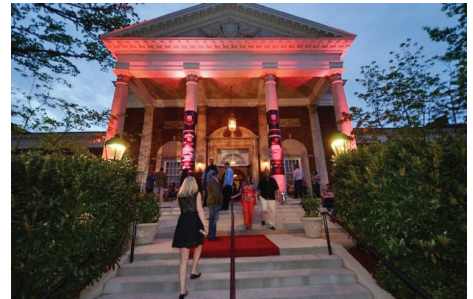
# OUR SERVICES:

## EVENTS:

### VEGAS IN THE VILLE: CELEBRITY DERBY PARTY

Louisville, Kentucky

Held annually just two days before the Kentucky Derby, this event is one of the highlights of the Derby weekend for both horseracing and gaming enthusiasts. Guests will rub elbows with celebrities and Derby jockeys while playing poker and casinos games, enjoying premium cocktails and food, and mingling on the dance floor. Whether it is sponsoring the event, or letting us produce one for you, we will create a spectacular event for you.



## CUSTOM PROMOTIONS:

### BOURBON & BLACKJACK CIGAR SERIES

(Market of Choice)

Did you know we can create custom in-market or on-premise promotions? Our team will handle everything from A to Z. Our Bourbon & Blackjack Cigar Series is popular as it invites guests to enjoy free cigars and high-end bourbon samples while playing blackjack at some of the city's best outdoor patios. The series culminates with a grand finale event hosted at the sponsor's property and includes great food, spirits, music, cigars and more. We can create unique promotions for you!



## CREATIVE SERVICES:

We are excited to offer a portfolio of creative services including graphic design, video production (in-room videos!), photography, web-development and more. Let us know how we can help or if we can be a part of your next RFP!!



## CONSUMER FEEDBACK:

With an opt-in database of gaming enthusiasts and travelers, we offer consumer surveys, focus groups, secret shopper programs and more. Let the power of data analysis work for you!





# OUR AUDIENCE: WHO WE REACH

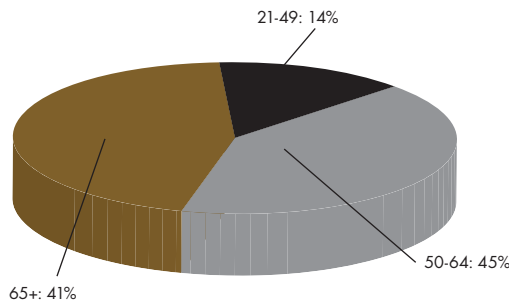
YOU WANT GAMERS AND TRAVELERS? WE'VE GOT 'EM!

**N**ational surveys indicate the gaming industry as a whole has returned to its glory days with record revenue and visitation. Today, there are more gamblers than ever as 34 percent of Americans visit casinos annually, with nine out of 10 of those visitors saying they will return within the next year.

As states continue to expand gaming and operators build more premium properties, the competitive landscape for individual property visitation will demand more from marketing departments than ever before. That's where *Gaming Media Group* steps in. By leveraging our internal database of gaming enthusiasts, we will deliver your campaign messages to audiences both broad and specific, all designed to accomplish your marketing goals and objectives.

## DEMOGRAPHIC

### AGE



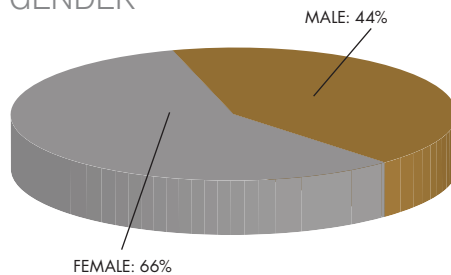
### INCOME

**23%** of reader households earn more than \$100,000 annually.

### EDUCATION

**33%** have a college degree or higher.

### GENDER

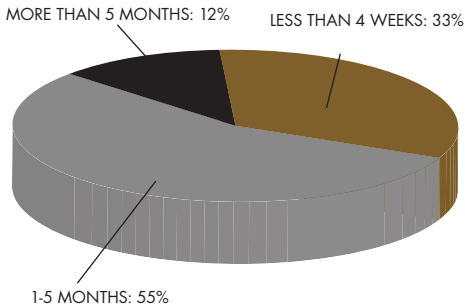


### SOCIAL

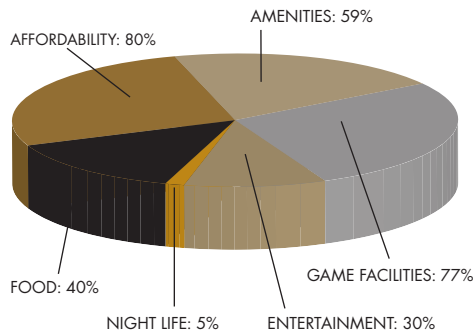
**70%** are active on social media.

## TRAVEL TRENDS

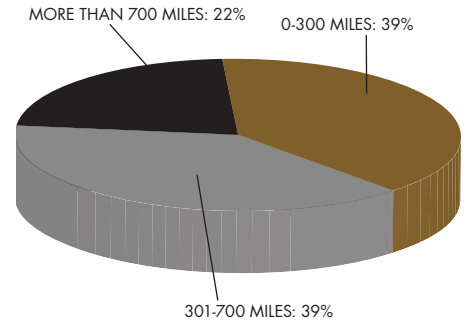
### PLANNING IN ADVANCE



### TRAVEL CONSIDERATIONS



### DISTANCE



### SEASONS

Our readers are most likely to travel during summer or fall.

### GAMING TRIPS

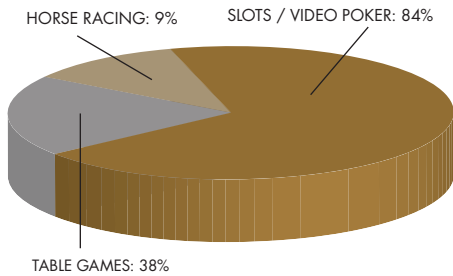
**43%** make more than 6 trips per year that include gaming.

### TRANSPORTATION

**75%** drive/rent a car when traveling.

## GAMING PREFERENCES

### GAMES PLAYED



### RACETRACK

**54%** have traveled /will travel to a racetrack or racino within 12 months.

### SKILL

**82%** of readers consider themselves intermediate or advanced gamers.

### VISITATION

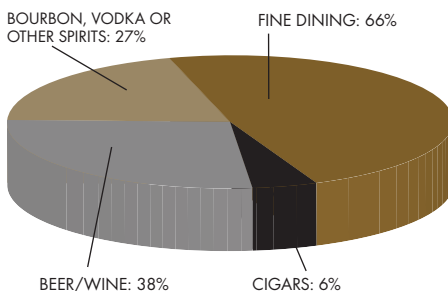
**41%** of readers plan to visit a casino more than 10 times per year.

### BANKROLL PER VISIT

**27%** bet more than \$500 per visit.

## OTHER BEHAVIORS

### ENJOY



### EXPENDITURES ON VISITS

When not gaming, **81%** of our readers enjoy dining out, **43%** visit a shopping center/outlet mall and **45%** seek out historic landmarks.

### NON-GAMING TRIPS

**94%** make between 1-5 trips per year that **do not** include gaming.



# OUR SPECS: PRINT ADS

↙ **Size with Full Bleed:** 8.375" x 11.125"
↘ **Trim Size:** 8.125" x 10.875"

**Safe Area:** 7.625" x 10.375"  
(keep all important copy within this area)

For advertising information, contact:

**G. Douglas Dreisbach**

**Tel 502.212.5177**

**[ddreisbach@gamingmediagroupinc.com](mailto:ddreisbach@gamingmediagroupinc.com)**

Ad Type	Final Submittal Size for Ad, Including Bleed**	Trim Size	Safe Area*
Two-page Spread	16.5" x 11.125"	16.25" x 10.875"	15.75" x 10.375"
Full-page	8.375" x 11.125"	8.125" x 10.875"	7.625" x 10.375"
Half-page	8.375" x 5.75"	8.125" x 5.5"	7.625" x 5"
<b>Player Strategy Sponsorship Includes:</b>			
One-page Banner	No Bleeds	7.125" x 1"	6.625" x 0.5"
Two-page Banner	No Bleeds	15.25" x 1"	14.75" x 0.5"
<b>File Formats:</b>	Adobe Acrobat PDF (300 DPI) – fonts embedded Macintosh-compatible EPS (300 DPI) – fonts embedded		
* All important copy information must fall within live area specifications.			
**Two-page, full-page and half-page ads <b>MUST</b> include bleed. Please design ad to size specifications and refer to final submittal size for final ad size with bleeds.			
<b>All ads submitted for publication MUST be in CMYK and accompanied by a laser print out for referral.</b>			