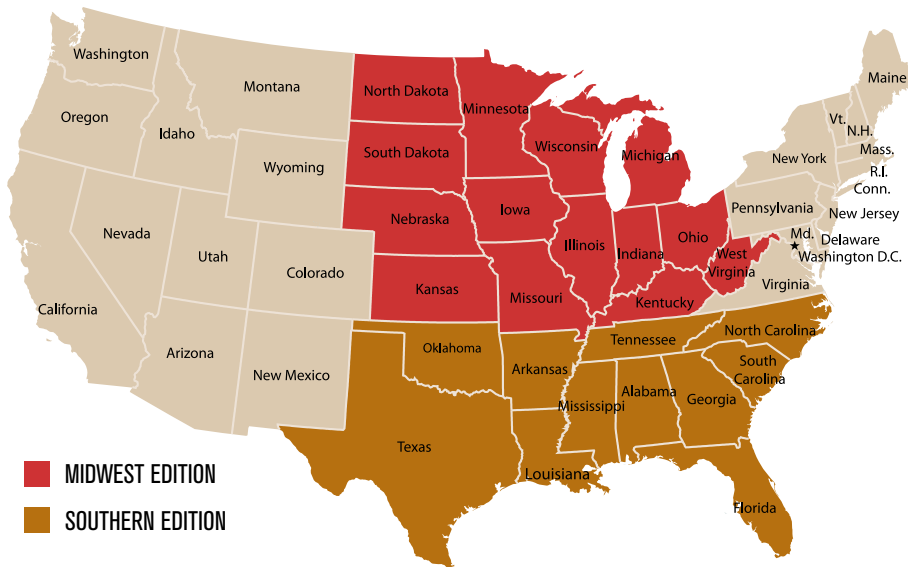


# 2021

# 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			
	1X	3X	6X
<b>FULL-PAGE</b>	\$3,000	\$2,500	\$2,000
<b>HALF-PAGE</b>	\$2,000	\$1,500	\$1,000
<b>INSIDE COVER</b>	\$5,500	\$5,000	\$4,500
<b>BACK COVER</b>	\$6,000	\$5,500	\$5,000
<b>*DIGITAL ONLY</b>	\$1,500	\$1,000	\$500

GEO-TARGETED EMAIL OUTREACH:	
<b>1X</b>	\$750 for up to 15,000 emails \$1,000 for 15,000 - 25,000 \$1,200 for 25,001-100,000

FRONT-COVER POST-IT NOTE	
	1,000 copies-\$500 (\$1,500 for non-advertisers.) *Add-on for \$65 per thousand (\$100 for N.A.)

### 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)

\*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.

### JANUARY/FEBRUARY

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

**MOVED TO NOVEMBER ISSUE**

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!**

**MOVED TO JANUARY 2022 ISSUE**

**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

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

New this year, we are hosting the voting for our annual Readers' Choice Awards in November, and announcing the winners in our January Issue!...don't miss out!

Other editorial includes Casino Winter Getaways and Indoor Amenities.

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.

\*All editorial content will be published in the print and digital edition as well as on gaminganddestinations.com and shared on social media.



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