

THE AUTHORITY ON GAMING AND TRAVEL SINCE 1999!

# Gaming Media Group — Incorporated —

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



## 2024 MEDIA GUIDE

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



# OUR NUMBERS: PRINT & DIGITAL

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## PRINT

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**210,000**

Annual Print Circulation  
(Approx. 35,000 printed copies per issue)

**20,000**

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

**15,000**

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

## DATABASE

### DIGITAL MARKETING

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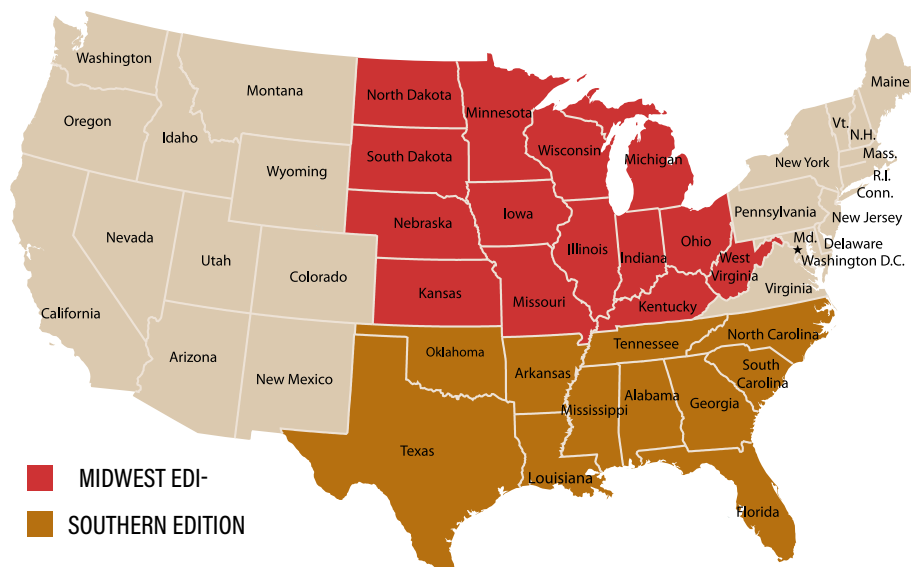
**175,000**

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





# 2024 CIRCULATION, RATES, EDITORIAL & DEADLINES



## BY THE NUMBERS (PER ISSUE)

|  | PRINT COUNT | MAILED COPIES | IN-ROOM & CONTROLLED CIRC | TOTAL DATATABASE<br>(Names, Emails, Address, Game Preference, Etc.) |
|--|-------------|---------------|---------------------------|---|
| <b>SOUTHERN &amp; MIDWEST EDITIONS</b> | 35,000      | 20,000        | 15,000                    | 175,000   |

### RATES INCLUDE MIDWEST & SOUTHERN EDITIONS

|                      | 1X      | 3X      | 6X      |
|----------------------|---------|---------|---------|
| <b>FULL-PAGE</b>     | \$3,000 | \$2,500 | \$2,100 |
| <b>HALF-PAGE</b>     | \$2,000 | \$1,500 | \$1,000 |
| <b>INSIDE COVER</b>  | \$4,500 | \$4,000 | \$3,500 |
| <b>BACK COVER</b>    | \$5,000 | \$4,500 | \$4,000 |
| <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.)

### OPTIONAL ADDED-VALUE FOR ADVERTISER WITH MULTIPLE INSERTIONS:

**Awesome Editorial:** Advertisers can be included in relevant content per issue of insertion published in print, online and shared on social media. Advertisers will also be included in our 'Casino Scene: Hot Happenings' page in each issue of insertion.

**Social Media:** Advertisers can be included in social media posts targeted and boosted to relevant demographics and markets determined by advertiser.

**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 can be included in exclusive editorial with subject determined by advertiser. (I.e. Property Spotlight, Restaurant Review, etc...)

**Email Outreach:** All advertisers will be included in our 'New Issue Email' that is deployed to 150,000 email addresses. Property photo and linked headline will be included in the body of the email. Advertisers can also be included in exclusive geo-targeted email deployments to our opt-in database of gaming enthusiasts.

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

### JANUARY/FEBRUARY: READERS' CHOICE AWARDS & 2024 OUTLOOK

- > **Readers' Choice Awards:** Winners Revealed
- > **Betting the Super Bowl:** Strategies and Trends
- > **Setting Gambling Resolutions for a Successful Year**

Space Reservation: Dec. 1  
Ad Material Due: Dec. 9



### MARCH/APRIL: CASINO SLOT GUIDE

- > **Slot Floor Spotlights:** Our Top Picks
- > **The Evolution of Slot Machines:** From Classic to Modern
- > **Betting on the Masters:** Golf's Most Prestigious Tournament

Space Reservation: Feb. 1  
Ad Material Due: Feb. 9



### MAY/JUNE: SUMMER CASINO OUTLOOK

- > **Sweet Suites:** The Life of Luxury
- > **Triple Crown Highlights:** The 150th Kentucky Derby and other major milestones
- > **The World Series of Poker:** A History of Champions

Space Reservation: March 30  
Ad Material Due: April 8



### JULY/AUGUST: SUMMER TRAVEL GUIDE

- > **Top Casino Resort Outdoor Amenities:** Golf, Pools and more fun in the sun
- > **Gambling Bucket List:** Great Gambling Getaways
- > **Luxury Casino Cruises:** Sailing The Seas
- > **Sports Betting:** Football & Baseball Strategies

Space Reservation: June 1  
Ad Material Due: June 9



### SEPTEMBER/OCTOBER: CASINO DINING GUIDE

- > **Casino Dining:** Chef Spotlights and more
- > **Sensational Sportsbooks:** Our Top Picks
- > **Betting on the MLB Playoffs:** Tips for Postseason Success

Space Reservation: Aug. 2  
Ad Material Due: Aug. 10



### NOVEMBER/DECEMBER: AWARDS VOTING ISSUE

- > **Promote the Vote!** Readers' Choice Awards Voting Issue
- > **Holiday Casino Getaways:** Celebrate and Win Big
- > **The Art of Bluffing:** Poker Tips and Techniques

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)

GAMING MEDIA GROUP INC. | YOUR GAMING AND TRAVEL STRATEGIC MARKETING SOURCE SINCE 1999.

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2024 MEDIA GUIDE

# EXTRA OPPORTUNITIES:

## AWARDS, CONTESTS & DIGITAL CONNECTION

### READERS' CHOICE AWARDS – PROMOTE THE VOTE!

This is our biggest audience promotion of the year garnering thousands of 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:** November 1-December 15: Printed & Online Ballots

*(Results published in the January Issue, online and distributed via email. Ask about our 2-issue awards advertising package!)*

### 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: *(Price may vary on quantities over 1,500. Ask us for an estimate.)*

- |  |   |
|--|---|
| • Coupon Offer to Members of The Comps Club.... <b>FREE!</b>                         | • Front Cover Post-it Note/Sticker..... <b>\$500</b><br><i>(\$1,500 for non-advertisers)</i>  |
| • Card/Brochure Insert..... <b>\$1,500*</b><br><i>(\$2,500 for non-advertisers)</i>  | • Front Cover Custom Scratch-off Ticket..... <b>\$1,200</b><br><i>(\$2,200 for non-advertisers)</i>   |
| • Card/Brochure Outsert..... <b>\$2,500*</b><br><i>(\$3,500 for non-advertisers)</i> | • Custom Cover Gratefold, Fold-Outs, Posters & More Upon Request  |
| • Direct Mail Piece..... <b>\$1,500*</b><br><i>(\$2,500 for non-advertisers)</i>     | * Price includes application to up to 1,500 copies with additional quantities available for \$125 per thousand. (Direct mail piece does not include postage and will be added to invoice based on quantity) |

# 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 AUDIENCE: WHO WE REACH

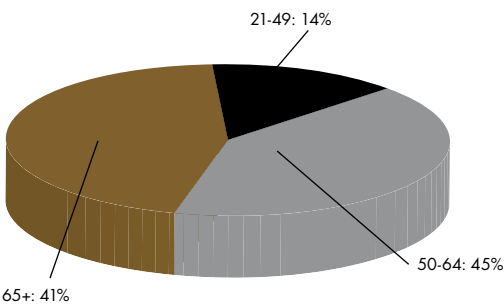
YOU WANT GAMERS AND TRAVELERS? WE'VE GOT 'EM!

National 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



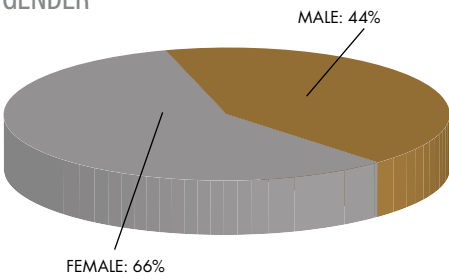
INCOME

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

EDUCATION

33% have a college degree or higher.

GENDER



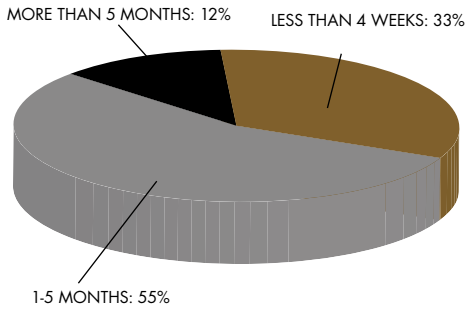
SOCIAL

70% are active on social media.

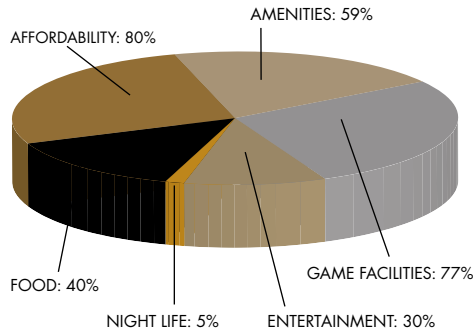


## TRAVEL TRENDS

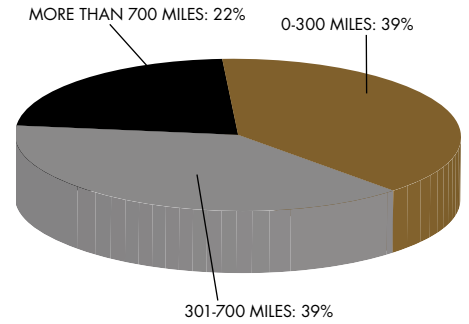
### PLANNING IN ADVANCE



### TRAVEL CONSIDERATIONS



### DISTANCE



### SEASONS

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

### GAMING TRIPS

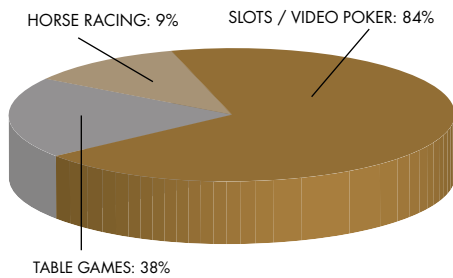
**43%** make more than 6 trips per year that include gaming.

### 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

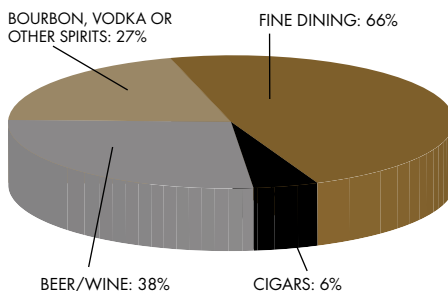
**41%** of readers plan to visit a casino more than 10 times per year.

### 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

| Ad Type  | Final Submittal Size<br>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"      |
| Player Strategy Sponsorship Includes:  |   |                  |                  |
| 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"    |
| File Formats:  | Adobe Acrobat PDF (300 DPI) – fonts embedded<br>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 MUST include bleed. Please design ad to size specifications and refer to final submittal size for final ad size with bleeds. |   |                  |                  |
| All ads submitted for publication MUST be in CMYK and accompanied by a laser print out for referral.   |   |                  |                  |