

THE AUTHORITY ON GAMING AND TRAVEL SINCE 1999!

Gaming Media Group — Incorporated —

*CONNECTING CASINOS WITH AMERICA'S MOST ENGAGED
GAMING ENTHUSIASTS SINCE 1999*



▶▶▶ 2027 CASINO MARKETING &
PLAYER ACQUISITION GUIDE

Print | Digital | Targeted Email and Social Media Campaigns | Player Acquisition | Destination Marketing | Tourism Partnerships



OUR NUMBERS: PRINT & DIGITAL

PRINT

150,000

Annual Print Circulation

25,000

Printed Copies Per Issue

10,000

Mailed Copies Per Issue

Each issue is mailed to subscribers and industry contacts.

15,000

Controlled Distribution

Each issue is distributed at casinos and other targeted locations around the region.

DATABASE

DIGITAL MARKETING

120,000

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.



WHY GAMING & DESTINATIONS

MORE THAN A MAGAZINE. WE'RE YOUR CASINO MARKETING PARTNER.

For more than 25 years, *Southern & Midwest Gaming & Destinations* has helped casino properties connect with gaming enthusiasts through compelling content, targeted marketing campaigns and innovative player acquisition programs.

From destination marketing and casino travel to player development initiatives and digital outreach, we create meaningful connections between casinos and the audiences most likely to visit, play and return.

BY THE NUMBERS



**GAMING
ENTHUSIASTS**



**PRINT ISSUES
ANNUALLY**



**ANNUAL PRINT
DISTRIBUTION**



**EMAIL & SOCIAL
MEDIA MARKETING**



**CASINO TRAVEL &
TOURISM CONTENT**



**READERS'
CHOICE AWARDS**



**CASINO CHEF
SHOWDOWN**



**PLAYER REFERRAL
NETWORK**



**DESTINATION SPOTLIGHT
CAMPAIGNS**

WE DON'T SELL ADS. WE CREATE CASINO MARKETING PARTNERSHIPS.

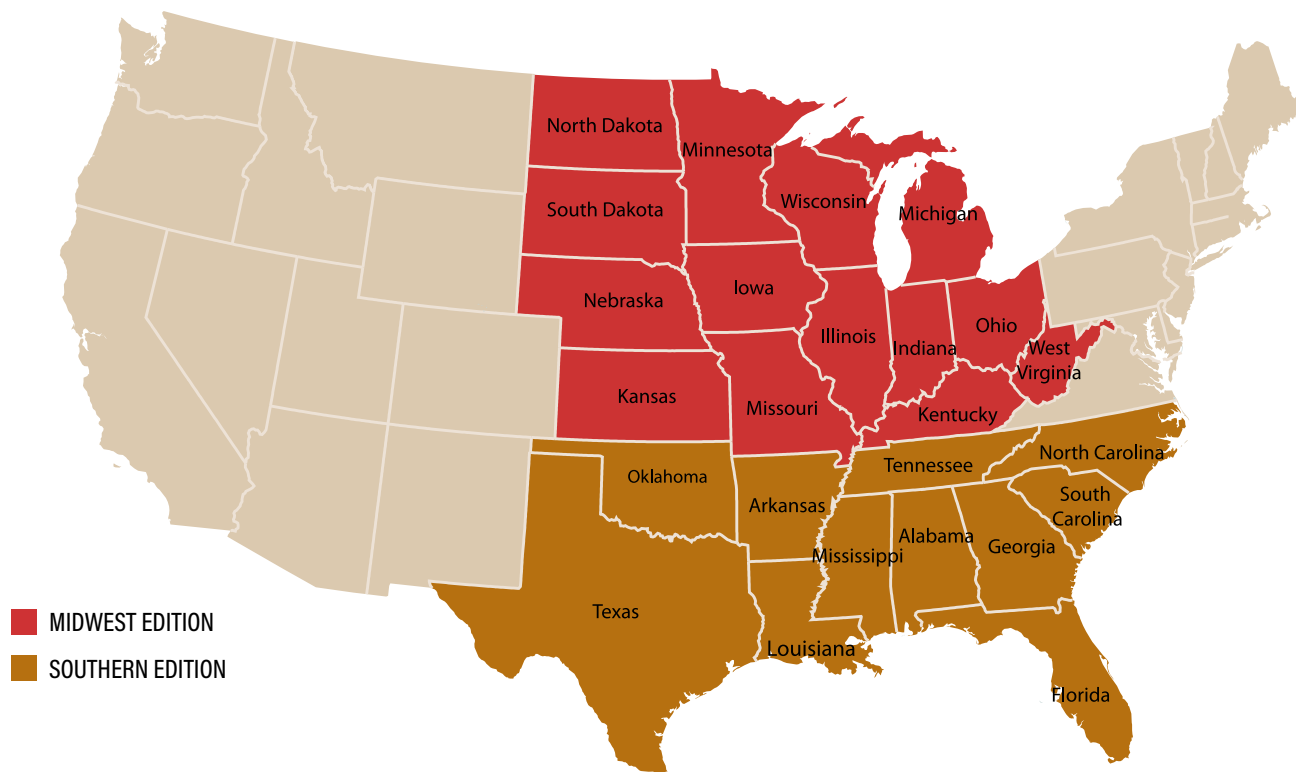
Reach Players Wherever They Discover Their Next Casino Getaway.

Our integrated marketing platform allows advertisers to engage readers across print, digital, email, social media, contests, editorial content and player acquisition campaigns.

Whether you're promoting a new sportsbook, casino resort, dining experience or VIP player offer, *Southern & Midwest Gaming & Destinations* helps deliver your message to highly engaged gaming and travel audiences.

2027

CIRCULATION & RATES



BY THE NUMBERS (PER ISSUE)

	PRINT COUNT	MAILED COPIES	IN-ROOM & CONTROLLED CIRC	TOTAL DATABASE (Names, Emails, Address, Game Preference, Etc.)
SOUTHERN & MIDWEST EDITIONS	25,000	10,000	15,000	120,000

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. (Ie. Property Spotlight, Restaurant Review, etc...)

Email Outreach: All advertisers will be included in our 'New Issue Email' that is deployed approximately 70,000 - 80,000 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.

RATES INCLUDE MIDWEST & SOUTHERN EDITIONS

	1X	3X	6X
FULL-PAGE	\$3,000	\$2,500	\$2,100
HALF-PAGE	\$2,000	\$1,500	\$1,000
INSIDE COVER	\$4,500	\$4,000	\$3,500
BACK COVER	\$5,000	\$4,500	\$4,000
*DIGITAL ONLY	\$1,500	\$1,000	\$500

GEO-TARGETED EMAIL OUTREACH:

1X	\$750 for up to 10,000 emails
	\$1,000 for 10,000 - 15,000 emails
	\$1,200 for 15,000-25,000 emails

FRONT COVER POST-IT NOTE

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

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

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

3 2027 MEDIA GUIDE

SIX ISSUES. SIX OPPORTUNITIES TO TELL YOUR STORY.

Each issue of *Southern & Midwest Gaming & Destinations* is designed to inspire casino visitation and showcase the very best the gaming industry has to offer. Our editorial calendar is strategically designed to help casino properties highlight their greatest assets while giving readers compelling reasons to plan their next casino getaway.

JANUARY/FEBRUARY: Readers' Choice Awards: Winners Revealed

Space/Editorial Reservation: Dec. 1 | Ad Material Due: Dec. 9

Celebrate the very best in gaming as we reveal our readers favorite casinos, restaurants, sportsbooks, hotels, entertainment venues, and gaming experiences.

Feature Articles:

- **Readers' Choice Awards Winners Revealed:** Thousands of gaming enthusiasts vote for their favorite properties and experiences, making this one of our most anticipated issues of the year.
- **Super Bowl Betting Guide:** From prop bets to futures and sportsbook promotions, readers discover where and how to maximize football's biggest weekend.
- **VIP Experiences Worth the Trip:** Highlight luxury suites, exclusive gaming areas and player club experiences that turn a casino visit into an unforgettable getaway.



MARCH/APRIL: Slots & Casino Gaming Guide

Space/Editorial Reservation: Feb. 2 | Ad Material Due: Feb. 9

Designed for slot enthusiasts and casino gamers alike, this issue explores the latest gaming trends, new casinos and existing casino additions and renovations, the latest slot machines and games on casino floors and more.

Feature Articles:

- **Cool Slot Floor & Casino Trends:** Showcase properties with the latest and greatest machines, new renovations and additions and great gaming experiences.
- **Table Game Strategies & Trends:** Expert tips and strategies for blackjack, craps, roulette and more to help readers play smarter and maximize their bankroll.
- **Casino Entertainment Spotlight:** Highlight premier concert venues, comedy shows and special events that drive visitation beyond the casino floor.



MAY/JUNE: Summer Casino & Resort Guide

Space/Editorial Reservation: April 1 | Ad Material Due: April 8

Summer is casino getaway season. This issue highlights the top casino resorts for gaming, golf, outdoor amenities and relaxation.

Feature Articles:

- **Casino Golf Guide:** Showcase of casino golf courses and resort packages that appeal to gaming enthusiasts looking for the ultimate weekend getaway.
- **Casino Pools and Outdoor Experiences:** Highlight of luxurious amenities that keep guests extending their stay and returning year after year.
- **Summer Entertainment Outlook:** Highlight of top summer headliner entertainment at properties across the region.
- **World Series of Poker Preview:** Everything readers need to know about poker's biggest stage and where to find outstanding poker rooms around the country.



INCLUDED IN EVERY ISSUE

- Gaming Tips & Strategies
- Casino Dining Reviews
- Sportsbook & Gaming Trends
- Entertainment & Event Spotlights
- Exclusive Interviews
- Casino Resort Spotlights
- Travel Recommendations & Features
- Player Loyalty Program Insights
- Gaming Industry News

JULY/AUGUST: Sportsbook & Casino Travel Guide

Space/Editorial Reservation: June 1 | Ad Material Due: June 8

Football season is right around the corner, making this issue the perfect opportunity to highlight casino travel, sportsbook experiences and bucket list destinations.

Feature Articles:

- **Sportsbook Spotlights:** Just in time for football season, these spotlights will showcase exciting sportsbooks and great casinos to watch your favorite games.
- **Pigskin Preview:** A look at top picks and trends for pro and college football and strategies to pick the winners.
- **Ultimate Casino Road Trips:** From Biloxi to Milwaukee, discover unforgettable casino destinations worth adding to every gamer's travel list.



SEPTEMBER/OCTOBER: Casino Dining Guide

Space/Editorial Reservation: Aug. 3 | Ad Material Due: Aug. 10

One of our most popular issues of the year, the Casino Dining Guide showcases the chefs from the Casino Chef Showdown, award-winning restaurants, celebrity chefs and culinary experiences found throughout the gaming industry.

Feature Articles:

- **Casino Chef Showdown Winners & Finalists:** Meet the industry's top culinary talent and discover the incredible dishes voted on by our readers.
- **Top Casino Restaurants:** A Spotlight on fine dining, casual favorites and hidden gems that make casino destinations worth the trip.
- **Casino Cocktails:** Bars, Bourbon & Spirits Guide: Don't miss the chance to highlight your bartenders best cocktail recipes showcased for our readers as well as a guide of our favorite bourbon selections, wine programs and cocktail experiences and where to enjoy them.



NOVEMBER/DECEMBER: Readers' Choice Awards Voting Issue

Space/Editorial Reservation: Oct. 1 | Ad Material Due: Oct. 8

Don't miss the region's most prestigious reader-voted awards while discovering some of the year's top gaming destinations and holiday travel opportunities.

Feature Articles:

- **Reader's Vote for Their Favorite Casinos:** Readers cast their ballots for the casinos, restaurants, hotels and experiences they love most. Be front and center when they do!
- **Holiday & New Year's Casino Getaways:** Showcase special promotions, entertainment and travel opportunities during one of the industry's busiest seasons.
- **Gaming Trends & Year in Review:** Explore the biggest stories, trends and innovations shaping the future of casino gaming.





PLAYER REFERRAL NETWORK

THE FUTURE OF CASINO PLAYER ACQUISITION IS HERE.

Imagine receiving qualified referrals from gaming enthusiasts actively looking for their next casino experience.

The Player Referral Network connects casinos directly with players through targeted campaigns designed to identify gaming preferences, travel habits and destination interests.



Participating casinos will receive:

- Qualified player leads
- Geo-targeted campaigns to encourage leads
- Property content to encourage leads
- Monthly reporting of leads sent

IT'S MORE THAN MARKETING. IT'S PLAYER ACQUISITION AT ITS BEST.

Player Acquisition Campaign Elements:

- Custom Property Content published on GamingandDestinations.com with player opt-in form to connect with a casino host.
- Content is re-purposed and distributed to G&D's email database of players within 150 miles of the property with direct link to the web-content with the player opt-in form.
- Content is also re-purposed on Social Media thru a geo-targeted digital campaign linked to the web-content with the player opt-in form.
- Opt-ins from the campaigns are sent to the property contact/host to follow-up with the player directly for next steps.

Cost: \$2,500 per campaign. (\$1,900 per campaign for 4 or more)



DESTINATION SPOTLIGHTS

ATTENTION TOURISM AND VISITOR BUREAUS...
TURN YOUR CASINO MARKET INTO A MUST-VISIT DESTINATION..

Today's casino trip is about more than gaming. Visitors want great restaurants, concerts, outdoor activities, shopping and unforgettable experiences, Southern & Midwest Gaming and Destinations is their source to find it.

Our Destination Spotlight Program positions entire casino markets as premier gaming and travel destinations through creative content marketing and branding via email, web, social media and the print and digital magazine.

Perfect for:

- Tourism Organizations
- Convention & Visitors Bureaus
- Casino Markets
- Gaming Associations
- Multi-Property Partnerships

Destination Spotlight Campaign Elements:

- Custom Destination Content published in the corresponding print and digital issue of Southern & Midwest Gaming and on GamingandDestinations.com
- A full-page display ad is published adjacent to the content in the print and digital edition of Southern & Midwest Gaming.
- Content is re-purposed and distributed to G&D's email database of players within 150 miles of market.
- Content is re-purposed and distributed in our New Issue Email to G&D's full email database of players.
- Content is also re-purposed on Social Media thru a geo-targeted digital campaign.

Cost:

- 2-Issue Campaign Commitment: \$7,900 Net
- 4-Issue Campaign Commitment: \$13,600 Net
- 6-Issue Campaign Commitment: \$18,000 Net

MARKETING PARTNERSHIPS

One Campaign Doesn't Build Relationships. Partnerships Do.

The most successful campaigns are built through consistent engagement. Whether you're promoting a grand opening, resort or dining experiences or an annual marketing initiative, we'll customize a campaign designed specifically for your goals and budget.

Partnerships Can Include:

- Print Branding Ads
- Cover Mentions
- Digital Content and Branding
- Geo-Targeted Emails
- Dedicated Email Campaigns
- Website Promotion
- Content Marketing
- Property Spotlights
- Destination Features
- Sponsored Interviews
- Editorial Integration
- Promotions
- Readers' Choice Awards
- Casino Chef Showdown
- Custom Promotions
- Casino Getaways
- Player Acquisition
- Player Referral Network
- VIP Player Campaigns
- Lead Generation

EXTRA OPPORTUNITIES:

AWARDS, CONTESTS & DIGITAL CONNECTION

READERS' CHOICE AWARDS – PROMOTE THE VOTE!

This is our biggest 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 and via a ballot in the November Issue of the printed magazine, and the results are published in the January Issue and online. 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 culinary prowess in a two-round online recipe contest among the regions top casino chefs. The two recipes with the most votes after round one, will advance to round two to ultimately determine the Casino Culinary King. The winning chef will grace the front cover of our September Casino Dining Guide for a Champion Chef Spotlight Article, and all competing chefs will also be featured in chef spotlights in the dining guide.



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. (Participating properties receive a discounted display ad in the September Casino Dining Guide for \$2,000 Net)

CUSTOM PRINT MARKETING OPTIONS: *(Price may vary on quantities over 1,500. Ask us for an estimate.)*

- | | |
|--|---|
| • Card/Brochure Insert..... \$1,500*
<i>(\$2,500 for non-advertisers)</i> | • Front Cover Post-it Note/Sticker..... \$500
<i>(\$1,500 for non-advertisers)</i> |
| • Card/Brochure Outsert..... \$2,500*
<i>(\$3,500 for non-advertisers)</i> | • Front Cover Custom Scratch-off Ticket..... \$1,200
<i>(\$2,200 for non-advertisers)</i> |
| • Direct Mail Piece..... \$1,500*
<i>(\$2,500 for non-advertisers)</i> | • Custom Cover Gatefold, Fold-Outs, Posters & More Upon Request |
- * 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

WANT 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 100,000 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.



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

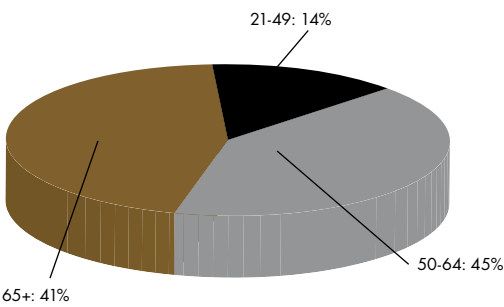
YOU WANT GAMERS AND TRAVELERS? WE'VE GOT 'EM!

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.

DEMOGRAPHICS

AGE



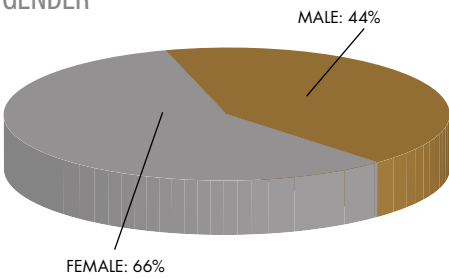
INCOME

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

EDUCATION

33% have a college degree or higher.

GENDER

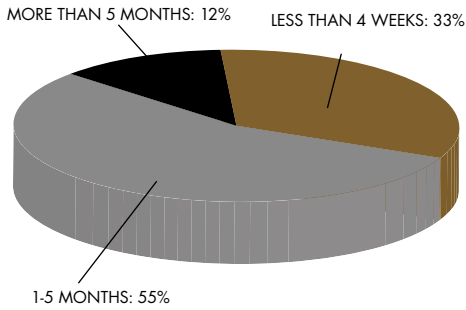


SOCIAL

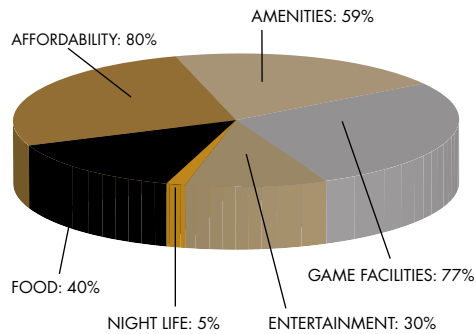
70% are active on social media.

TRAVEL TRENDS

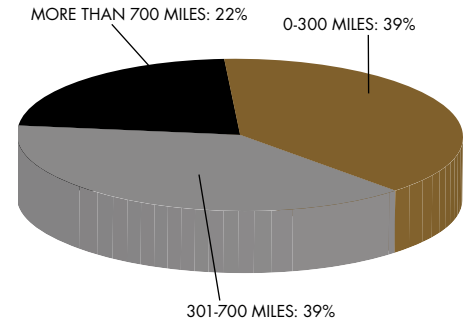
PLANNING IN ADVANCE



TRAVEL CONSIDERATIONS



DISTANCE



SEASONS

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

GAMING TRIPS

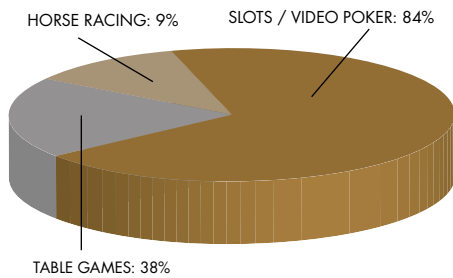
43% make more than 6 trips per year that include gaming.

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

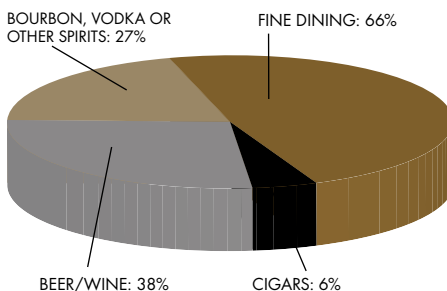
41% of readers plan to visit a casino more than 10 times per year.

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 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 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.			