



亞博匯早報  
BREAKFAST  
BRIEFING



MEDIA KIT  
2019

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Industry news served piping hot  
with breakfast daily



# About

## WHAT IT IS

- Asia's premier industry daily email newsletter
- Gaming, integrated resort, leisure, tourism and hospitality industries
- Approximately 20,000 recipients
- Sent 8am Macau time each Macau business day

## TARGET AUDIENCE

- Asian gaming, integrated resort and hospitality industry executives and professionals
- Investors, policymakers, analysts, operators and academics
- Professionals from the financial, legal, technological, design and architectural fields
- Affluent demographic of decision-makers

## LANGUAGE

English

## CONTENT

- Lead story
- 3 or 4 feature articles
- Around 12 other articles
- Asian gaming stocks

## SPECIAL EDITIONS

- ICE (3 days in February)
- iGA (3 days in March)
- G2E Asia (3 days in May)
- AGE (3 days in August)
- G2E (3 days in October)
- MGS (3 days in November)

## FREQUENCY

Daily on Macau business days

## FIRST ISSUE

3 April 2017 replacing previous EDM launched 2 January 2015





# Editorial

## THE FIRST CUP

- Lead story
- 3 or 4 feature stories

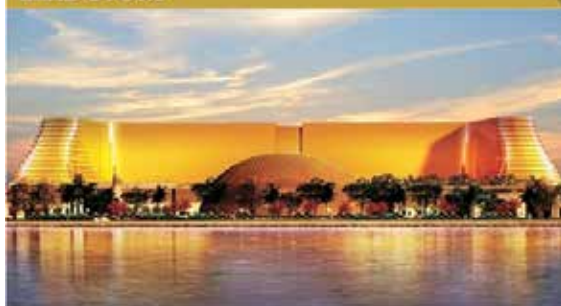
## THE SECOND CUP

- In brief: 4 stories
- iGaming news: 4 stories
- In case you missed it: previous edition's First Cup
- Upcoming events
- Current print issue of IAG with links to all articles
- More from O MEDIA: links to other publications

## STOCKS

- 48 Asian-facing gaming stocks from Hong Kong, the US, Australia, Korea, Malaysia and Singapore

### LEAD STORY



#### Okada Manila to steal Philippines market share lead by 2019: report

Okada Manila will steal the Philippines' market share lead by 2019, moving ahead of Bloomberg, Melco Resorts Philippines and Resorts World Manila... [Read more](#)



#### Travellers profit falls 80% in 1H17 after Resorts World Manila attack

Travellers International Hotel Group has seen its net profit plummet 79.2% to Ph372.98 million (US\$7.31 million) for the six months... [Read more](#)



#### In-play betting, online poker farewelled as Australia passes amendment bill

Australia's online gaming regulations just got a whole lot tougher after the Australian Senate passed the Interactive Gambling Amendment Bill... [Read more](#)



#### LDP coalition partner warns it may delay Japan IR bill

Senior officials from Komeito, the coalition partner of Japan's ruling Liberal Democratic Party (LDP), have warned they will consider pushing back... [Read more](#)

## THE SECOND CUP



### In brief

- Genting Group misses out on Canada gaming license
- Ground broken on new Philippines resort in Lapu-Lapu City
- Event build starts this week for AGE 2017
- GLI awarded Argentinian accreditation as an Independent Certification test Laboratory

### iGaming News

- Pariplay Ltd links strategic partnership with 1X2 Network
- Quickspin slots go live on Sky Bingo
- Amaya completes name change to The Stars Group Inc
- IGT's Lotomatica launches affiliate programme with Income Access

### In case you missed it

- Bloomberg soars higher in 2Q17 as Solaire breaks records
- Aristocrat acquires social gaming company Plarium

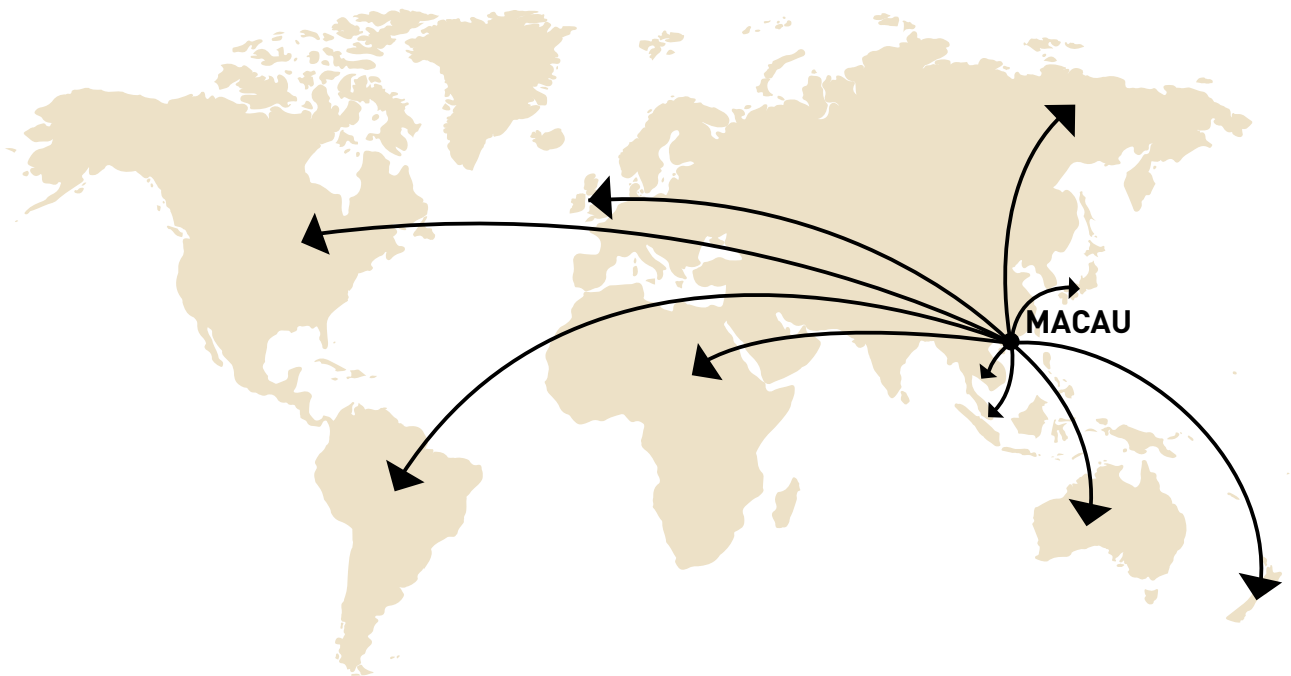
Stocks	
HONG KONG (HKKX) [HKD]	
Close 1600 (+08)	
Hang Seng	26883.51
Macau concessionaires	
Galaxy Ent Grp	
0027	\$46.00
MGM	
2282	\$15.54
Sands China	
1928	\$34.95
SJM	
0880	\$6.98
Wynn	
1128	\$16.12
Other Macau operators	
China Star	
0326	\$0.51
Emperor	
0163	\$2.72



# Distribution

TOTAL NUMBER OF RECIPIENTS AS AT 30 JUNE 2017: 19,478

- Asian gaming, integrated resort and hospitality industry executives and professionals
- Investors, policymakers, analysts, operators and academics
- Professionals from the financial, legal, technological, design and architectural fields
- Casino players and luxury consumers





# Rates

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Banner	833	100	US\$1,250
Double Height Banner	833	200	US\$2,000

## KEY DATES

**Publishing Date:** 1st of the month

**Booking Deadline:** 2 weeks before

**Material Deadline:** 1 weeks before

## OTHER TERMS

Fixed positions incur 15% loading

Contracts generally run by calendar year

Advertising designed by IAG incurs a production fee

Materials must comply with our standard operational guidelines

## MATERIAL SUBMISSION

**File Format:** GIF, JPEG

It is recommended that artwork submitted be sized at least twice as high and twice as wide as the actual ad size (please maintain the same aspect ratio as the actual ad size)

## CONTACT US

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# 亞博匯早報 BREAKFAST BRIEFING



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We proudly produce and operate



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