

亞博匯 inside asian gaming
iag

MEDIA KIT
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[asgam.com](https://www.asgam.com)



zh.asgam.com



[asgam.jp](https://www.asgam.jp)

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About IAG

Inside Asian Gaming is Asia's leading B2B digital and print media brand for the gaming, resort and entertainment industry. It has the highest website traffic, social media following, digital newsletter distribution and print magazine distribution of any such brand.

Founded in 2005, *IAG* has a broad business editorial focus on the Asian gaming and integrated resort industry. It is widely distributed to industry executives throughout Macau and the rest of Asia in two formats: a monthly English and traditional Chinese fully bilingual digital and print magazine and a daily English language e-newsletter titled *IAG Breakfast Briefing*, delivered at 8am Macau time each weekday. *IAG* also publishes special magazine editions for G2E Asia each May and the Asian Gaming Power 50 each November.

In January 2019, *Inside Asian Gaming* launched *IAG Japan* to cover the burgeoning Integrated Resort industry in Japan. *IAG Japan* publishes in two formats: a monthly Japanese and English fully bilingual digital magazine and a Japanese language daily e-newsletter titled *IAG Daily Briefing*, which is sent at midday Japan time each weekday.

In May 2019, *Inside Asian Gaming* launched in Traditional Chinese, again in two formats: a monthly Chinese and English fully bilingual digital and print magazine and a Chinese language daily e-newsletter which is sent at 11am Macau time each weekday.



➔ About IAG

Since 2008 *IAG* has been renowned for publishing “The Asian Gaming Power 50”. Anxiously awaited each year, The Asian Gaming Power 50 is an annual ranking of the 50 most influential and prominent Asian gaming industry leaders and executives. The Asian Gaming Power 50 is celebrated each November with *IAG* organizing a glamorous Black Tie Gala Dinner in a Macau Integrated Resort ballroom. The gala dinner ballroom location rotates annually amongst Macau’s six Integrated Resort concessionaires.

IAG produces Macau After Dark (MAD), a series of casual industry networking social events held in Macau every few months which brings together key industry decision-makers.

IAG is the Lead Media Partner for G2E Asia (held each May in Macau), G2E Asia @ the Philippines (which held its inaugural event in December 2019 in Manila), and the G2E Asia Online Conference (which will hold its inaugural event on 7 July 2020). We also publish *G2E Asia Daily*, the daily newspaper of G2E Asia, and co-organize the G2E Asia Awards with Reed Exhibitions.



➔ About IAG

IAG is the Lead Media Partner for the MGS Entertainment Show (held each November in Macau). We also publish *MGS Daily*, the daily newspaper of the MGS Entertainment Show.

IAG is the Asian Lead Media Partner for ICE Asia, which held its inaugural event digitally on 8 and 9 June 2020 (subject to ICE Asia being held in 2022). We publish *The Daily Download*, the official daily digital record of ICE Asia.

IAG is the Lead Media Partner for the Phil-Asian Gaming Expo (PAGE), held each July in Manila.

In addition to being the Lead Media Partner for various major industry trade shows throughout Asia, *IAG* is an official media partner of dozens of leisure and gaming industry events held across every continent of the world.



➔ About IAG

IAG attends numerous industry trade shows and international conferences and seminars across Asia and throughout the world, including ICE in London in February, G2E Asia in Macau in May, PAGE in Manila in July, AGE in Sydney in August, G2E in Las Vegas in October, G2E Asia @ the Philippines in Manila in November, MGS in Macau in November and various developing shows covering the burgeoning Japanese IR industry. Our CEO Andrew W Scott and our Managing Editor Ben Blaschke variously chair, moderate and speak at such conferences and seminars.

IAG has produced a range of industry conferences and seminars such as the Cambodia International Gaming Conference on behalf of the Ministry of Economy and Finance and the Ministry of Interior of the Kingdom of Cambodia, sessions for the G2E Asia conference and the MGS Entertainment Show conference, and the highly acclaimed “Strategy and Leadership for Personal and Business Success” seminar series.

IAG Consulting is *IAG*’s consulting business unit, which offers consulting and revenue support services for businesses exploring or operating in the Asian gaming and Integrated Resort industry. *IAG Consulting* also produces tailor-made training and education programs (and has been commissioned by Philippines regulator PAGCOR to do so) and organizes events on behalf of our clients, such as product launches, seminars and social events.

➔ About IAG

For our main Macau office please phone +853 2883 6497.

For advertising enquiries, please contact Jadeson Ho on +853 6331 5577 or jh@asgam.com.

For editorial enquiries, please contact Ben Blaschke (in English) on bb@asgam.com, Oscar Guijarro (in English or Spanish) on oscar@asgam.com, Jane Ka Cheng Wong (in Chinese or English) on jw@asgam.com or Jenn Yamazaki (in Japanese or English) on jenn@asgam.jp.

For client accounts and subscription enquiries, please contact Caroline lau on +853 2875 2959 or ci@asgam.com.

For events, public relations, media or government affairs enquiries, please contact Victoria Man on vm@asgam.com.

For finance enquiries, please contact Sue Liang on sue@asgam.com.

For all other enquiries, please contact Ana Fan on +853 2883 6497 or ana@asgam.com.

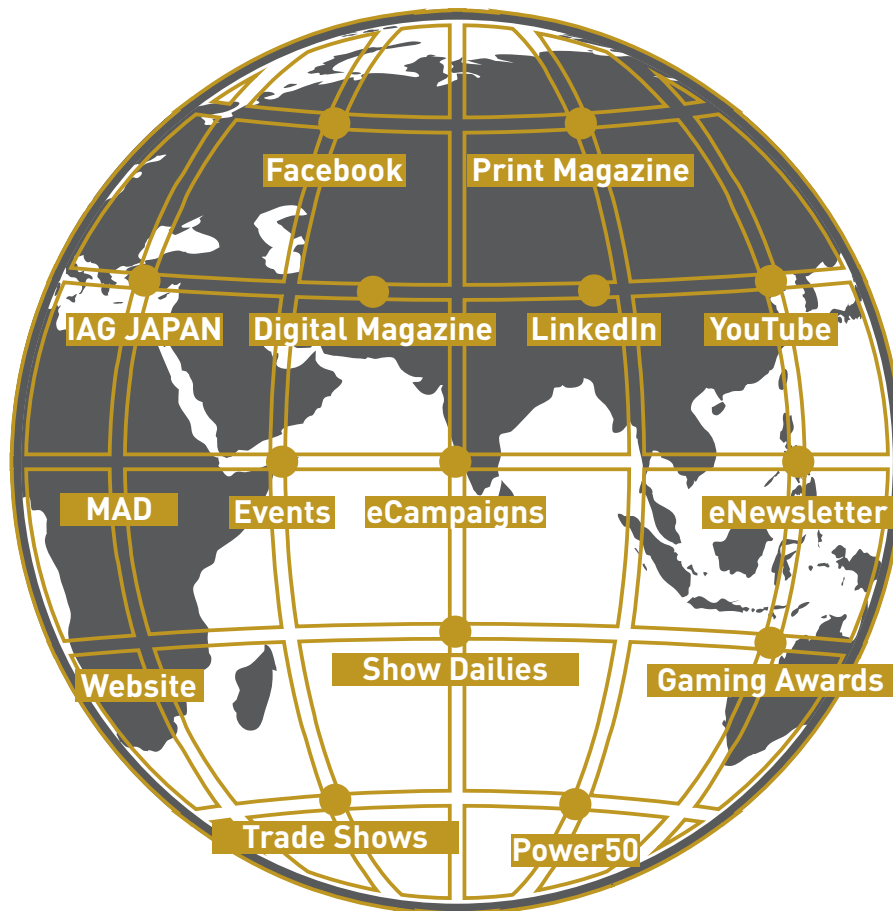
To subscribe to IAG Breakfast Briefing for daily industry news, please visit:

Language	Delivered weekdays at	Subscribe link
English	8am Macau time	https://www.asgam.com/index.php/subscribe/
Chinese (traditional)	11am Macau time	https://zh.asgam.com/index.php/subscribe-zh/
Japanese	12noon Japan time	https://www.asgam.jp/index.php/subscribe-jp/

Reach

250,000+ unique visitors

MONTHLY AUDIENCE REACH



Readership



- Asian gaming, integrated resort and hospitality industry executives and professionals
- Operators, suppliers, regulators and academics
- iGaming professionals and service providers
- Investors, policymakers and analysts
- Professionals from the financial, legal and technological sectors

Digital Channels

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YouTube

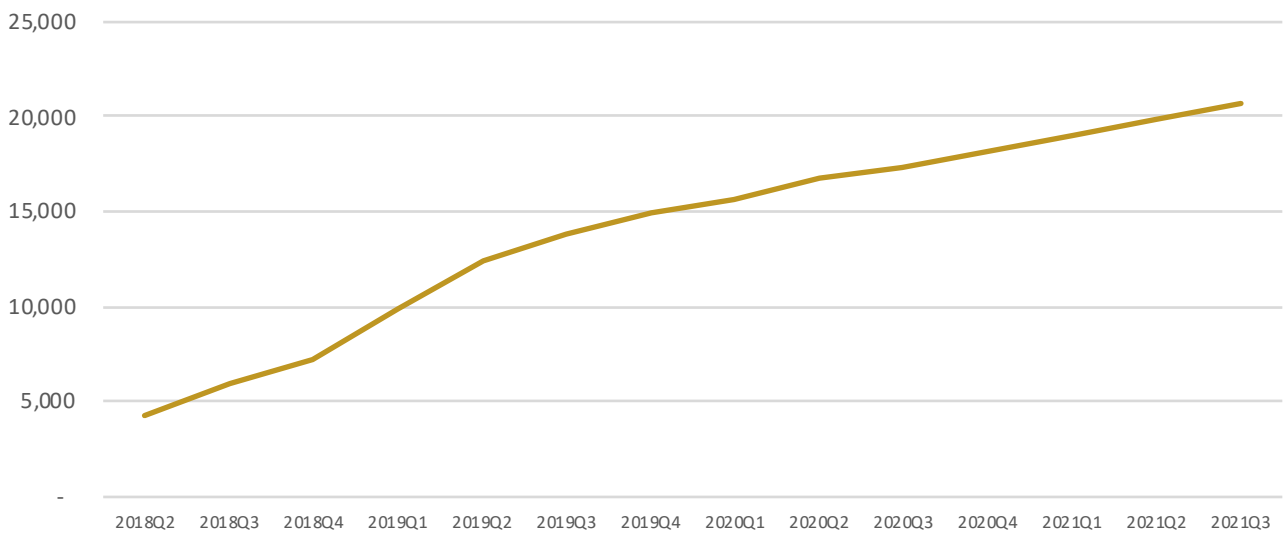


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BREAKFAST BRIEFING

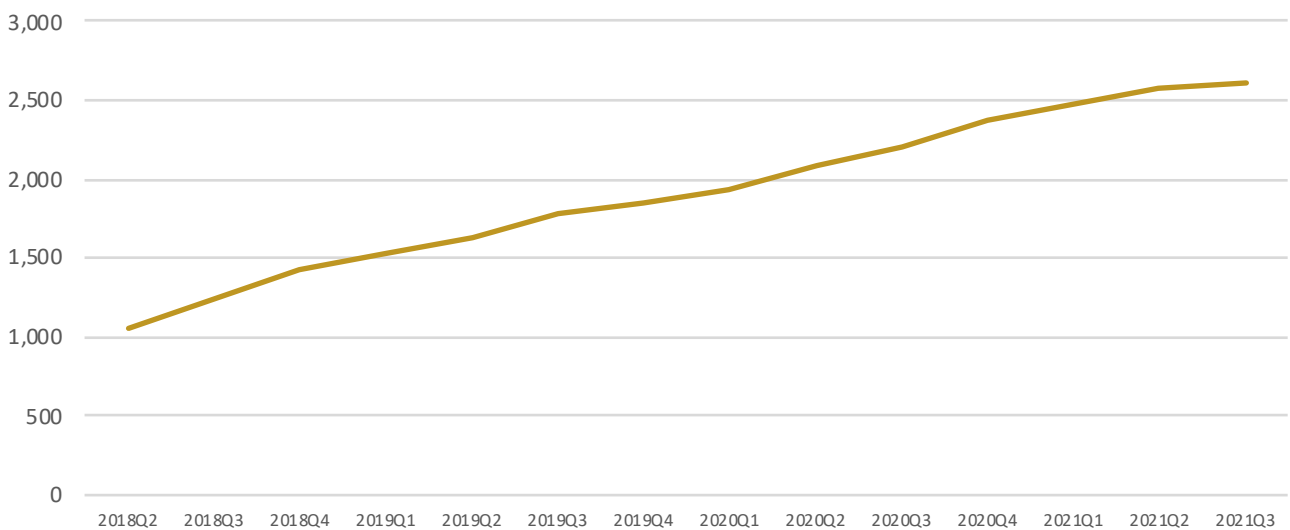


Social Media

LinkedIn® IAG LinkedIn followers



IAG Facebook followers



2022 Editorial Calendar

January
2022

Philippines/Solaire

Inside Asian Gaming takes a look at the state of the Philippines gaming market heading into 2022 and how Solaire Resort & Casino is taking a leading role in the road to recovery.

February
2022

Lawrence Ho

An exclusive interview with Melco Resorts Chairman and CEO Lawrence Ho as we discuss the challenges of the past two years, Japan and the company's expansion projects in Macau and Cyprus.

March
2022

Grand Lisboa Palace

We take an in-depth look at SJM Holdings' long-awaited Cotai integrated resort, Grand Lisboa Palace, which promises to change the market share landscape in Macau.

April
2022

Singapore expansion

The *IAG* team takes advantage of the resumption of international travel with a trip to Singapore to discuss the expansion plans of local IRs Marina Bay Sands and Resorts World Sentosa.

May
2022

Hengqin focus

The Macao SAR Government recently announced that it will jointly govern Hengqin as part of a plan to facilitate the economic diversification of Macau. We take a closer look at what this means and what involvement Macau's concessionaires will have in the future.

June
2022

MGM Osaka

IAG speaks to MGM Resorts to discuss their planned Osaka integrated resort and how they envision future opportunities with the Japan gaming market.

* Working titles only. Subject to change due to current events.

➔ 2022 Editorial Calendar

July
2022

Australia's sports betting race

With long-term racing and wagering giant Tabcorp facing serious competition from corporate bookmakers within Australia's lucrative sports betting market, we look at the main factors shaping this epic market share battle.

August
2022

Galaxy Macau Phase 3

Galaxy Macau is bigger and better than ever following the launch of its Phase 3 development (with Phase 4 already on the way). What can first-time visitors expect?

September
2022

Macau/G2E Asia special

It's back! *IAG* presents its G2E Asia special as we welcome back the popular trade show for the first time since May 2019!

October
2022

Incheon

With South Korea opening back up to the world, we revisit the Incheon economic zone to see how two new IR developments are shaping up.

November
2022

Power 50

The 2022 Asian Gaming Power 50: IAG's annual and comprehensive list of the most influential people in Asian gaming.

December
2022

Vietnam special

As Vietnam's integrated resort industry becomes a reality, we take a look at the country's biggest IR developments and how moves to introduce locals gambling will shape their long-term success.

* Working titles only. Subject to change due to current events.

Print Rates

STANDARD ADVERTISING

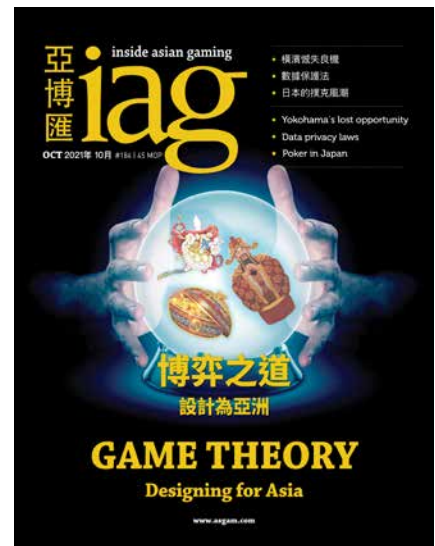
DPS ROP	US \$ 8,000
Full page ROP	US \$ 5,000
Half page ROP	US \$ 3,000

SPECIAL POSITIONS

Outside back cover	US \$ 8,000
Inside front cover	US \$ 6,000
Inside back cover	US \$ 5,500

SPECIAL FORMAT

Front cover banner	US\$12,000
Inside 4pp gatefold	US\$12,000



Print Specs

Full Page (ROP)

Trim: 210mm (w) x 275mm (h)
Bleed: 216mm (w) x 281mm (h)

Double Page Spread

Trim: 420mm (w) x 275mm (h)
Bleed: 426mm (w) x 281mm (h)



Half Page (Vertical)

Trim: 105mm (w) x 275mm (h)
Bleed: 111mm (w) x 281mm (h)

Half Page (Horizontal)

Trim: 210mm (w) x 137.5mm (h)
Bleed: 216mm (w) x 143.5mm (h)

KEY DATES

Publishing Date: 1st of the month (or earlier)
Booking Deadline : 4 weeks before
Material Deadline: 2 weeks before

MATERIAL SUBMISSION


Hi-res PDF 300 dpi
Use **WeTransfer.com** for large files

Paid Editorial

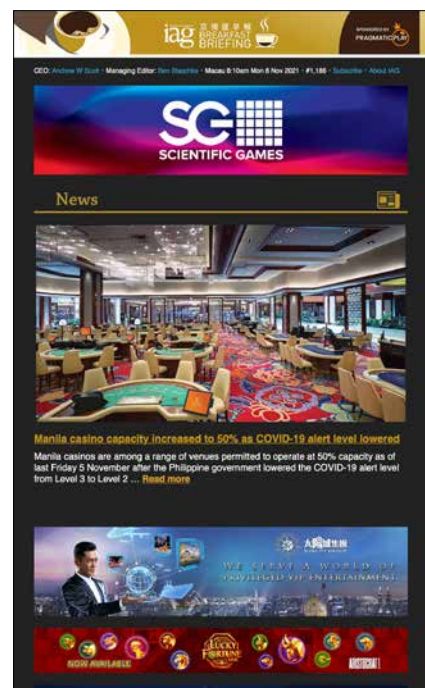
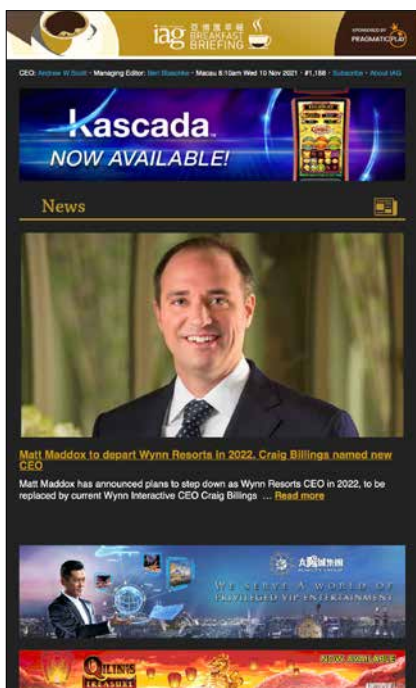


GET NOTICED!

- Targeted editorial about your business or product(s)
- Published in print magazine and distributed via IAG's extensive digital and social media channels
- High quality writing provided by IAG (if required)
- Photography available
- Translated and published in three languages – English, traditional Chinese and Japanese

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BREAKFAST BRIEFING 

- Daily industry newsletter sent to around 28,000 inboxes at 8am Macau time each weekday
- Asian gaming's most widely distributed and widely read newsletter
- Breaking news, company filings, industry updates, iGaming latest
- Up to date gaming industry stock prices
- List of upcoming industry events
- From the floor coverage of major industry exhibitions and conferences





Rates

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	1500	180	US\$4,000
Double Height Banner	833	200	US\$2,250
Banner	833	100	US\$1,500

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

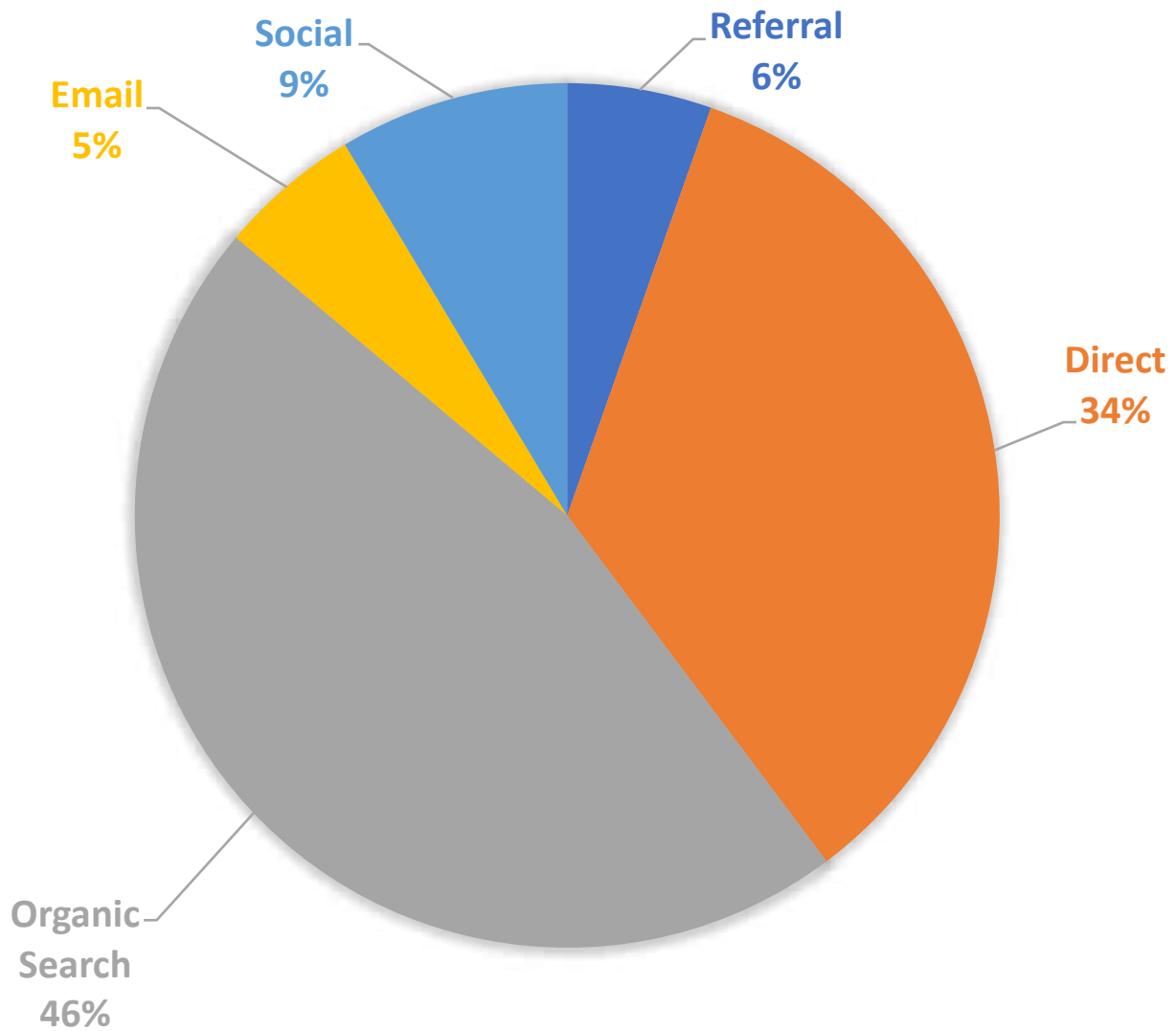
It is recommended that artwork submitted be sized at least twice as high and twice as wide as the actual ad size (please maintain the same aspect ratio as the actual ad size)

*English rates only. Rates for traditional Chinese and Japanese shown elsewhere in this media kit.

Website

asgam.com

asgam.com website acquisition sources
1H 2021

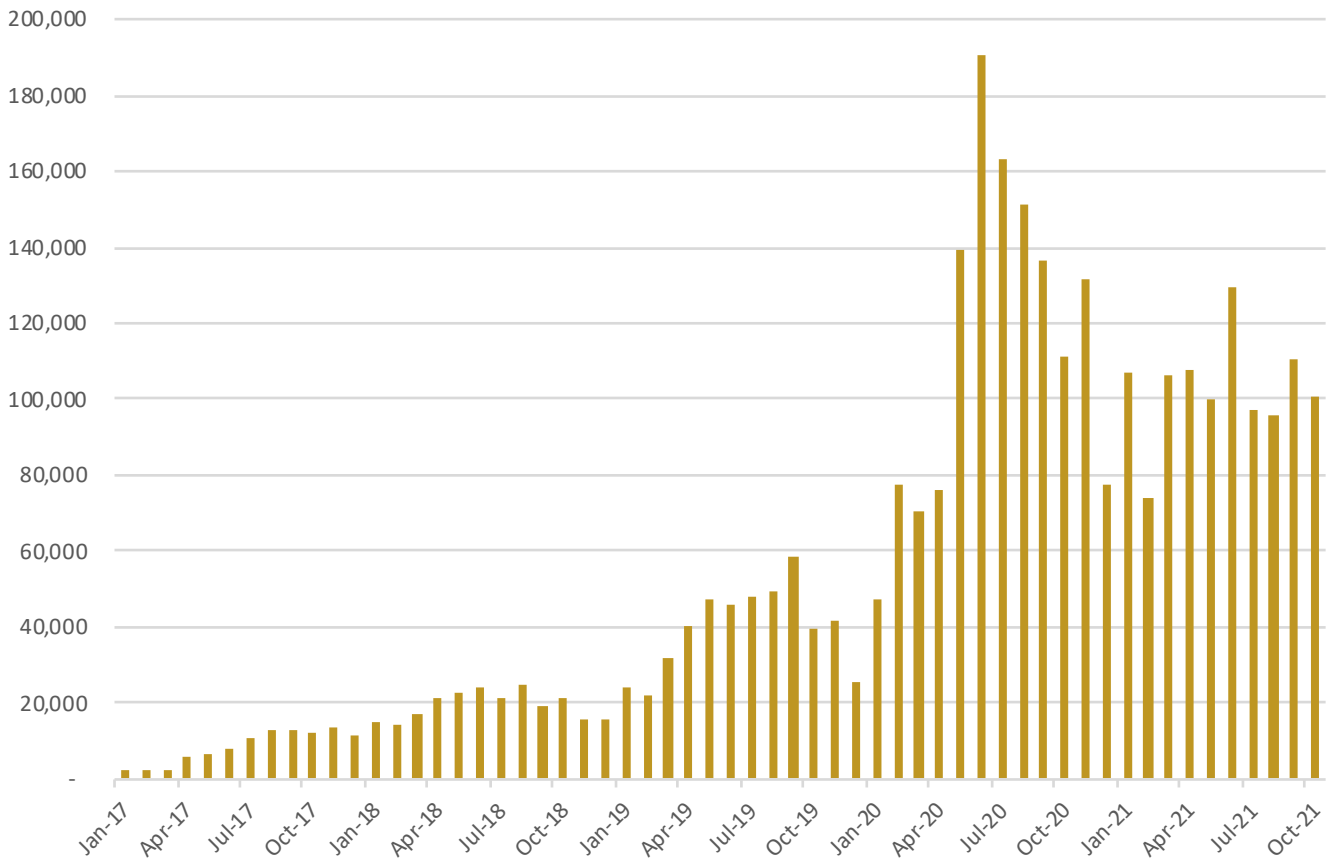


Domain names

- asgam.com
- asgam.jp
- zh.asgam.com
- iagpower50.com
- omedia.mo
- G2EAsiaAwards.com
- G2EAsiaDaily.com
- MGSDaily.com
- iagdd.com

Website Analytics

asgam.com
Monthly unique users
Jan 2017 to Oct 2021



Website Rates

www.asgam.com

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	860	110	US\$3,500
Half Skyscraper	300	562	US\$1,500
Banner	750	90	US\$1,250
Quarter Skyscraper	300	281	US\$1,000

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)

*English rates only. Rates for traditional Chinese and Japanese shown elsewhere in this media kit.

Email Marketing campaigns

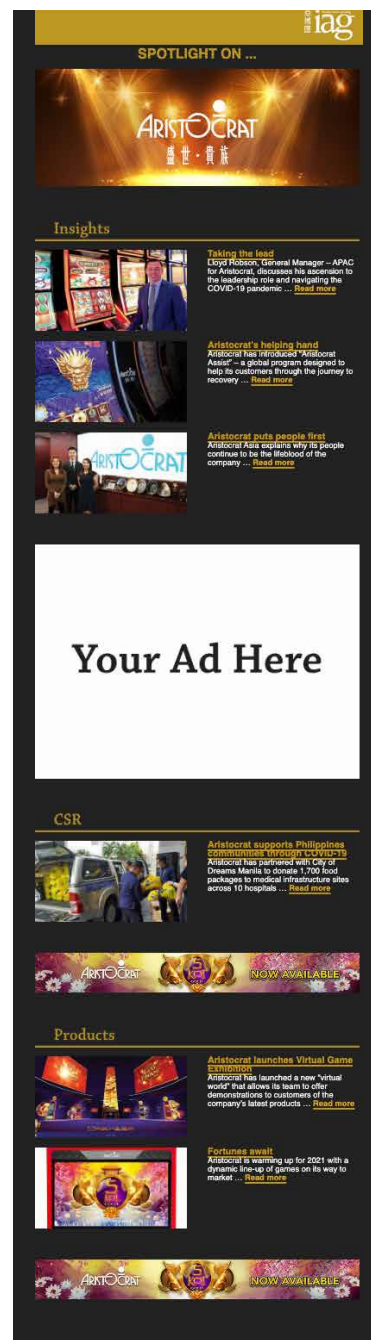
SINGLE FOCUS

(One featured article)



SPOTLIGHT STYLE

(Multiple articles and client banners)



Email Marketing campaigns

SINGLE FOCUS

(One featured article)

Standard specifications

- One article or video
- One standard banner

SPOTLIGHT STYLE

(Multiple articles and client banners)

Standard specifications

- Spotlight leaderboard banner
- One main lead article or video
- Three secondary feature articles
- Two standard banners
- One 6x height feature banner

Ask us about our tailor-made eDM packages:

- Send your message directly to IAG's industry-leading 28,000-strong database
- Campaigns custom-designed according to client needs
- Content production options available

	SINGLE FOCUS	SPOTLIGHT STYLE
1 EDM blast	US\$1,500	US\$5,000
4 EDM blasts	US\$4,000	US\$13,500

IAG in traditional Chinese



- Launched in May 2019
- Daily industry newsletter in traditional Chinese sent to around 15,000 readers at 11am Macau time daily

Traditional Chinese Digital Rates

zh.asgam.com

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	860	110	US\$2,500
Half Skyscraper	300	562	US\$1,000
Banner	750	90	US\$800
Quarter Skyscraper	300	281	US\$700



Chinese Rates

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	1,500	180	US\$2,500
Banner	833	100	US\$1,000
Double Height Banner	833	200	US\$1,500

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 JAPAN



- Launched in January 2019
- First monthly magazine and daily newsletter covering developments in Japan's IR industry
- Japanese language website at asgam.jp
- Specialist team of Japanese writers and translators based in Japan
- Daily industry newsletter sent to Japanese readers at 12noon Japan time daily

Monthly *IAG Japan* magazine options

STANDARD ADVERTISING

DPS ROP	US \$ 8,000
Full page ROP	US \$ 5,000
Half page ROP	US \$ 3,000

SPECIAL POSITIONS

Outside back cover	US \$ 8,000
Inside front cover	US \$ 6,000
Inside back cover	US \$ 5,500

SPECIAL FORMAT

Inside 4pp gatefold	US \$ 12,000
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Website Options

asgam.jp

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	860	110	US\$2,500
Half Skyscraper	300	562	US\$1,000
Banner	750	90	US\$800
Quarter Skyscraper	300	281	US\$700



Options

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	1,500	180	US\$2,500
Double Height Banner	833	200	US\$1,500
Banner	833	100	US\$1,000



IAG Power 50 Gala Dinner

The Asian Gaming Power 50 Gala Dinner is an exclusive black tie event in which *IAG* counts down the Asian Gaming Power 50 – culminating in our announcement of the year's number one.

Anxiously awaited each year, The Asian Gaming Power 50 is an annual ranking of the 50 most influential and prominent Asian Gaming industry leaders and executives and is anxiously anticipated each December.

The full Asian Gaming Power 50 sponsorship package can be downloaded at the dedicated event website iagpower50.com.



SPONSORSHIP

		Venue	Welcome Cocktail	After Party	Platinum	Entertainment	Farewell Gift	Gold
		Notionally HK\$888,000 but all paid in kind by venue, F&B and other support	HK \$280,000	HK \$280,000	HK \$148,000	HK \$138,000	HK \$128,000	HK \$99,000
Tables at gala dinner		Premium Position x 2	Premium Position x1	Premium Position x1	Good Position x 1	Good Position x 1	Table x1	Table x1
MC Mention		Detailed	Brief	Brief	✓	✓	✓	✓
On-site display (Production)	Literature at reception	✓	✓	✓	✓			
	Souvenir Distribution	by entrance	at cocktail area	at cocktail area				
	Sponsor's greeters	by entrance	at cocktail area	at cocktail area				
	Stage backdrop Logo	✓	✓	✓	✓	✓	✓	✓
	Signage Logo	✓	✓	✓	✓	✓	✓	✓
	Dinner menu Logo	✓	✓	✓	✓	✓	✓	✓
Publications	Event Guide - Logo & Profile	✓	✓	✓	✓	✓	✓	✓
	Event Guide - Ads	Double page spread	Double page spread	Double page spread	Full Page	Full Page	Full Page	Full Page
	IAG Magazine	Product article and Exec Interview	Product article and Exec Interview	Product article and Exec Interview				
	IAG Magazine event article	Mention	Mention	Mention	Mention	Mention	Mention	Mention
IAG Digital Platforms (Mention)	Event Articles	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website	IAG BB IAG Website
	Event Press Release							
	Announcement of sponsors							
	Product promotion							
Gala Dinner website	Banner ad	✓	✓	✓	✓			
	Video on website	3 minutes	2 minutes	2 minutes	1 minute			
	Sponsor logo	✓	✓	✓	✓	✓	✓	✓
	Org. Description	100 words	100 words	100 words	100 words	100 words	100 words	100 words
	Link to your website	✓	✓	✓	✓	✓	✓	✓

G2E ASIA AWARDS

The G2E Asia Awards are co-organized by *Inside Asian Gaming* and G2E Asia.

Held each May on the first evening of the annual G2E Asia trade show and exhibition, the G2E Asia Awards are celebrated with a gala dinner recognizing excellence and innovation within Asian gaming while acknowledging the success and outstanding contributions of the non-gaming aspects of the entertainment industry in Asia.

The G2E Asia Awards presents awards in a total of 12 categories and is judged by a large jury of expert peers from a wide variety of industry sectors.

It is recognized as the most prestigious awards ceremony for the gaming industry in Asia.

The full G2E Asia Awards sponsorship package can be downloaded at the dedicated event website G2EAsiaAwards.com.

SPONSORSHIP

	Welcome Area Sponsor US\$24,000	Platinum Sponsor US\$16,500	Goodbye Bags Sponsor US\$15,000	Gold Sponsor US\$11,500
On the night				
• Sponsorship named at entrance	x			
• Sponsor's bags to guests			x	
• Literature at reception	x	x	x	x
• Souvenir distribution (welcome)	x			
• Souvenir distribution (ceremony)	x			
• Photo opps with model/mascot	x			
• Tables	1 premium	1	1	1
• Logo on ceremony backdrop	at top	x	x	x
• Logo on ceremony signage	at top	x	x	x
• Logo on "Thank you to our sponsors"	at top	x	x	x
Awards event guide				
• Logo	at top	x	x	x
• Organization description	100 words	100 words	100 words	100 words
• Advertisement	double-page spread (premium position)	full page ROP	full page ROP	full page ROP
Editorial				
• Article	x			
• Announcement of sponsors in eDMs	x	x	x	x
• Media partners/ PRs your logo	where app	where app	where app	where app
• Social media	where app	where app		
Awards website				
• Banner ad	x	x		
• Video on website	2 minutes	1 minutes		
• Sponsor logo	at top	x	x	x
• Organization description	100 words	100 words	100 words	100 words
• Link to your website	x	x	x	x
• Online announcement of sponsors	x	x	x	x



MACAU AFTER DARK (MAD)

Macau After Dark (MAD) is a series of industry networking social events held in Macau every few months and hosted by Inside Asian Gaming. While primarily an informal networking event, MAD usually features one Showcase Sponsor offering a very brief presentation of a new product or service to the industry.

Who attends MAD?

Each MAD brings together key industry decision-makers with the people they want to meet in a relaxed and friendly environment. Attendees must work for an operator (land-based or online), a supplier to an operator, a VIP promoter or be connected to the industry in some way.

Where is MAD held?

A new venue in Macau is chosen for each event, however free flow wine and beer plus snacks are provided at every venue. In 2019, MAD 1 was celebrated at Duffy's Irish Pub, MAD 2 at Kidult Club, MAD 3 at Barcode and MAD 4 at Prem1er Bar & Tasting Room. In 2020, MAD5 was at Kampek Bar, MAD6 at Vasco Bar and Lounge at Grand Lapa Hotel and MAD7 will be celebrated at a yet-to-be-announced venue on 11 December. Event venues range from casual pubs through to more upmarket cocktail lounges.

When is MAD held?

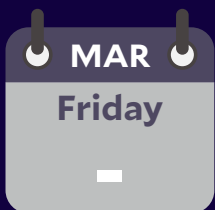
Macau After Dark is always held on a Friday night in the last month of each quarter.

How can I get involved?

For those working either within the gaming industry or for associated businesses, tickets to each MAD can be purchased for HK\$500. There is also a VIP invited guest list for senior industry leaders.



Presented by
inside asian gaming
亞博匯 iag



MAD 12
March MADness



MAD 13
Mid-year MADness



MAD 14
Summer MADness



MAD 15
MAD Santa



WHERE MAD HAS BEEN HELD

Each MAD brings together key industry decision-makers with the people they want to meet in a relaxed and friendly environment. A new venue is chosen for each event.

EVENT	DATE	VENUE
MAD 1	Fri 15 Feb 2019	 Duffy's Irish Pub at Broadway Macau
MAD 2	Fri 10 May 2019	 Kidult Club
MAD 3	Fri 02 Aug 2019	 Barcode Club
MAD 4	Fri 15 Nov 2019	 Prem1er Bar & Tasting Lounge
MAD 5	Fri 17 Jul 2020	 Kam Pek Bar
MAD 6	Fri 09 Oct 2020	 Vasco Bar & Lounge in Grand Lapa Hotel
MAD 7	Fri 11 Dec 2020	 Galeria Lisboa at Macau Fisherman's Wharf 澳門漁人碼頭
MAD 8	Fri 05 Mar 2021	 PORTUCAU
MAD 9	Fri 11 Jun 2021	 Sofitel Macau at Ponte 16 澳門十六浦豪華精選酒店 MACAU AT PONTE 16
MAD10	Fri 17 Sep 2021	 Paulaner Wirtshaus Macau at Taipa Village



SPONSORSHIP

	Showcase sponsor US\$8,000	Platinum sponsor US\$4,000	Gold sponsor US\$2,500
Event tickets			
• 10 entry tickets included	x		
• 5 entry tickets included		x	x
Onsite display			
• Dedicated signage at event entrance	customisable	customisable	logo only
• Display literature, business cards and give-away souvenirs at entrance	x	x	
• Product or service display in networking area	x		
Onsite spoken promotion			
• Showcase sponsor 10 minute presentation	x		
• Emcee mention and thanks	individual mention	individual mention	in aggregate
Print media			
• Logos in IAG advertisements for MAD	x	x	x
• Post event article in IAG	mention and logo	mention and logo	logo only
Digital media			
• IAG Breakfast Briefing advertising promotions	x	x	x
• Pre event article in IAGBB and asgam.com	mention and logo	mention and logo	logo only
• IAG LinkedIn promotions	mention and logo	mention and logo	logo only
• IAG Facebook promotions	mention and logo	mention and logo	logo only
• Pre event press release	mention and logo	mention and logo	logo only

G2E Asia Daily is a daily newspaper produced by *Inside Asian Gaming* at G2E Asia each May in partnership with the show's organizers, the American Gaming Association and Reed Exhibitions.

G2E Asia Daily is printed and distributed each morning of the show at the entrance and various locations around the exhibition halls and conference areas at The Venetian Macao. It is also personally delivered to every booth each morning.

G2E Asia Daily provides comprehensive coverage of G2E Asia and is a unique opportunity for exhibitors to get directly into the hands of visitors. *G2E Asia Daily* has a dedicated website at G2EAsiaDaily.com.

What is G2E Asia?

G2E Asia is an international gaming trade show and conference for the Asian gaming industry. Organized by the American Gaming Association (AGA) and Reed Exhibition, it provides a one-stop platform to industry professionals to network, forge fresh connections, source new products and solutions and gain a deeper insight into the latest global industry trends. It is the sister show of Global Gaming Expo (G2E) which is held in Las Vegas, Nevada each year. *G2E Asia* made its debut in 2007 and has since defined itself as the preeminent show for the Asian gaming-entertainment industry.

2019亚洲国际娱乐展更上一层楼 G2E ASIA LEVELS UP IN 2019

2019年亚洲国际娱乐展在澳门威尼斯人度假村酒店会展中心拉开帷幕。本届展会以“更上一层楼”为主题，旨在为亚洲博彩业专业人士提供一个展示最新产品、技术和解决方案的平台。展会期间，参展商将有机会与来自世界各地的买家建立联系，并探讨未来的合作机会。此外，展会还安排了多场研讨会和论坛，邀请行业领袖分享他们的见解和经验。本届展会的亮点包括：展示最新的博彩设备和技术；探讨亚洲博彩市场的最新趋势；以及为参展商提供与潜在客户建立联系的机会。展会将于5月21日至23日在澳门威尼斯人度假村酒店会展中心举行。更多详情请访问G2EAsiaDaily.com。

何超凤：澳门应遵循瑞士酒店培训模式 MACAU SHOULD FOLLOW SWISS HOSPITALITY TRAINING MODEL: DAISY HO

瑞士酒店业以其卓越的服务和培训体系而闻名于世。何超凤在演讲中指出，澳门博彩业在追求经济效益的同时，也应借鉴瑞士酒店业的成功经验，提升服务质量和员工素质。她认为，通过引入先进的培训模式和管理体系，澳门可以吸引更多的国际游客，并提升其在全球博彩市场的竞争力。何超凤还提到，瑞士酒店业注重员工的职业发展和培训，这有助于提高员工的忠诚度和工作效率。她建议澳门博彩企业加强与国际酒店品牌的合作，引进先进的管理理念和培训体系，以提升整体服务水平。此外，她还强调了诚信经营和负责任博彩的重要性，认为这是博彩业可持续发展的关键。演讲吸引了大量行业人士的关注，大家纷纷就如何提升服务质量和培训体系进行了热烈的讨论。

澳门特区政府旅游局探索吸引游客的新途径 MCTO EXPLORING NEW METHODS OF BRINGING TOURISTS INTO MACAU

澳门特区政府旅游局正积极探索吸引游客的新途径，以进一步提升澳门的旅游业竞争力。旅游局表示，除了传统的博彩业吸引游客外，还将加大对文化、创意和休闲旅游业的投入，打造更多具有吸引力的旅游产品和项目。旅游局还计划推出更多针对年轻游客和家庭的旅游套餐，并提供更加便捷和个性化的旅游服务。此外，旅游局还将加强与国际旅游组织的合作，开展更多的国际旅游推广活动，吸引更多国际游客来澳旅游。旅游局还计划推出更多针对本地居民的旅游项目，提升本地居民的旅游体验和满意度。旅游局表示，将始终坚持以游客为中心，不断提升服务质量和旅游体验，为游客提供更加优质和多元化的旅游选择。旅游局还计划推出更多针对年轻游客和家庭的旅游套餐，并提供更加便捷和个性化的旅游服务。此外，旅游局还将加强与国际旅游组织的合作，开展更多的国际旅游推广活动，吸引更多国际游客来澳旅游。旅游局还计划推出更多针对本地居民的旅游项目，提升本地居民的旅游体验和满意度。旅游局表示，将始终坚持以游客为中心，不断提升服务质量和旅游体验，为游客提供更加优质和多元化的旅游选择。

G2E ASIA Rates

STANDARD ADVERTISING

Full Page ROP	US\$4,500
Half Page ROP	US\$4,000
Quarter Page	US\$2,500
Banner	US\$2,500

SPECIAL POSITIONS


Outside Back Cover	US\$11,000
Inside Front Cover	US\$9,000
Inside Back Cover	US\$7,000
Page facing IBC	US\$5,500

TITLE SPONSORSHIP

- Logo on every page
 - Front cover banner
 - 2 ROP full page ads each day
 - Editorial every day
- US\$29,000**


OTHER TERMS

- Advertising clients receive editorial coverage
 - No length guarantee
 - No proof reading provided
- Other creative advertising options available
- All bookings non-cancellable
- Non-exhibitors incur 20% loading
- Fixed positions incur 15% loading
- Advertising designed by *G2E Asia Daily* incurs a production fee
- Materials must comply with our standard operational guidelines

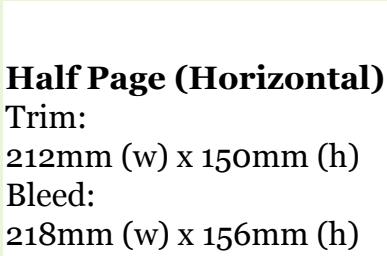


Full Page (ROP)
 Trim:
 242mm (w) x 335mm (h)
 Bleed:
 248mm (w) x 341mm (h)


Half Page (Vertical)
 Trim: 103mm (w) x 305mm (h)
 Bleed: 109mm (w) x 311mm (h)




Half Page (Horizontal)
 Trim:
 212mm (w) x 150mm (h)
 Bleed:
 218mm (w) x 156mm (h)



Quarter Page
 Trim:
 103mm (w) x 150mm (h)
 Bleed:
 109mm (w) x 156mm (h)



Banner
 Trim:
 212mm (w) x 58mm (h)
 Bleed:
 218mm (w) x 64mm (h)



KEY DATES

Booking deadline: 10 days before
Material deadline: 7 days before
Editorial Material Deadline:
 15 days before

MATERIAL SUBMISSION

Hi-res PDF 300 dpi
 Use **WeTransfer.com** for large files

MGS Daily is a daily newspaper produced by *Inside Asian Gaming* at MGS Entertainment Show each November in partnership with the Macau Gaming Equipment Manufacturers Association.

MGS Daily is printed and distributed each morning of the show at the entrance and various locations around the exhibition halls and conference areas at The Venetian Macao. It is also personally delivered to every booth each morning.

MGS Daily provides comprehensive coverage of MGS Entertainment Show and is a unique opportunity for exhibitors to get directly into the hands of visitors. *MGS Daily* has a dedicated website at MGSDaily.com.

What is MGS Entertainment Show?

Organized by Macau Gaming Equipment Manufacturers Association, MGS Entertainment Show is a showcase for the Asia's most innovative and creative products related to casino, leisure and service sectors. Aside from technological developments, it also offers unique business networking opportunities. It is a show established and run by local Macau representatives with the support of the Macao SAR government.

澳门休闲科技发展聚焦5G 迎接未来
MGS WELCOMES THE FUTURE WITH 5G FOCUS IN 2019

MGS继续支持澳门多元化
MGS CONTINUES TO SUPPORT MACAU'S DIVERSIFICATION

陈达夫称大众市场是澳门博彩业未来的关键
PAULO MARTINS CHAN SAYS MASS MARKET THE KEY TO MACAU'S GAMING FUTURE



STANDARD ADVERTISING

Full Page ROP	US\$4,500
Half Page ROP	US\$4,000
Quarter Page	US\$2,500
Banner	US\$2,500

SPECIAL POSITIONS

Outside Back Cover	US\$11,000
Inside Front Cover	US\$9,000
Inside Back Cover	US\$7,000
Page facing IBC	US\$5,500

TITLE SPONSORSHIP

- Logo on every page
 - Front cover banner
 - 2 ROP full page ads each day
 - Editorial every day
- US\$29,000**

OTHER TERMS

- Advertising clients receive editorial coverage
 - No length guarantee
 - No proof reading provided
- Other creative advertising options available
- All bookings non-cancellable
- Non-exhibitors incur 20% loading
- Fixed positions incur 15% loading
- Advertising designed by *MGS Daily* incurs a production fee
- Materials must comply with our standard operational guidelines

MGSDAILY 日报 Specs

Full Page (ROP)

Trim:
242mm (w) x 335mm (h)
Bleed:
248mm (w) x 241mm (h)

Half Page (Vertical)

Trim: 103mm (w) x 305mm (h)
Bleed: 109mm (w) x 311mm (h)

Half Page (Horizontal)

Trim:
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Bleed:
218mm (w) x 156mm (h)

Quarter Page

Trim:
103mm (w) x 150mm (h)
Bleed:
109mm (w) x 156mm (h)

Banner

Trim:
212mm (w) x 58mm (h)
Bleed:
218mm (w) x 64mm (h)

KEY DATES

Booking Deadline: 10 days before
Material Deadline: 7 days before
Editorial Material Deadline:
15 days before

MATERIAL SUBMISSION

Hi-res PDF 300 dpi
Use **WeTransfer.com** for large files

每日TheDaily 简报Download

The Daily Download:

- is the official daily newspaper of ICE Asia, produced by Inside Asian Gaming.
- is printed and distributed each morning of the show at the entrance and various locations around the show exhibition halls and conference areas. It is also personally delivered to every booth each morning.
- is bilingual, published in English and simplified Chinese.
- provides comprehensive show coverage and is a unique opportunity for exhibitors to get directly into the hands of visitors.
- provides attendees with detailed information about ICE Asia, including all panel times, topics and speakers, highlighted speaker interviews, session spotlights, sponsor information and more.
- is emailed to IAG's 28,000-strong database and distributed by Clarion. All content is also published on The Daily Download's dedicated website at iagdd.com.



每日TheDaily 简报Download Rates

STANDARD ADVERTISING

Full Page ROP	US\$4,500
Half Page ROP	US\$4,000
Quarter Page	US\$2,500
Banner	US\$2,500

SPECIAL POSITIONS

Outside Back Cover	US\$11,000
Inside Front Cover	US\$9,000
Inside Back Cover	US\$7,000
Page facing IBC	US\$5,500

TITLE SPONSORSHIP

- Logo on every page
- Front cover banner
- 2 ROP full page ads each day
- Editorial every day

US\$29,000

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- Fixed positions incur 15% loading
- Advertising designed by *The Daily Download* incurs a production fee
- Materials must comply with our standard operational guidelines

每日TheDaily 简报Download SPEC

Full Page (ROP)

Trim:
242mm (w) x 335mm (h)
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Banner

Trim:
212mm (w) x 58mm (h)
Bleed:
218mm (w) x 64mm (h)

KEY DATES

Booking Deadline: 6 November 2020
Material Deadline: 9 November 2020
Editorial Material Deadline:
5 November 2020

MATERIAL SUBMISSION

Hi-res PDF 300 dpi
Use **WeTransfer.com** for large files

Contact Us

For further enquiries please contact us
+853 2883 6497 or **jh@asgam.com**



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