

亞博匯 inside asian gaming  
**iag**

MEDIA KIT  
2 0 2 3



[asgam.com](http://asgam.com)



[asgam.mo](http://asgam.mo)

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# Our proprietary brands



## Brands we provide services to for financial compensation or as equity partners



# Trade shows we are media partners for



Lead Media Partner and Official Production Partner



Lead Media Partner



Lead Media Partner



Asian Lead Media Partner



Asian Lead Media Partner



Lead Media Partner



Official Media and Production Partner



Lead Media Partner



Lead Media Partner



Media Partner



Media Partner

# 2023

## An exciting new year for IAG and the industry

Inside Asian Gaming has always endeavored to cover the entire Asia-Pacific gaming industry — from Vladivostok in the north to New Zealand in the south and from Saipan in the east to Kazakhstan in the west. Ever since IAG launched in 2005, the largest market in Asia has traditionally been Macau, and this is why IAG's head office has always been in the SAR. There's no plan to change the location of our head office, but as we all know Macau was hit very hard by the pandemic in 2020, 2021 and 2022.

The good news is that all the Asian markets outside Macau are making major recoveries, with many tipped to return to pre-pandemic levels in 2023. This makes 2023 a very exciting year for the industry and for IAG, and during the 2023 year you'll see IAG enthusiastically covering all corners of the APAC region. In particular our coverage and focus will be on the major established markets of the Philippines, Australia and Singapore, but of course we'll also be travelling to and publishing content on many other markets — such as those named in the following paragraph.

After very limited travel in the past three years, 2023 is going to be a major “travel catch up” year for IAG. You'll see the team all over the continent, at every trade show, and even at other times. In the 2023 year our CEO is planning around six trips to the Philippines, quarterly trips to Australia, Singapore and Malaysia, trips to London for ICE and Las Vegas for G2E, as well as a minimum of one trip to most (if not all) of these markets: Cambodia, Hong Kong, India, Japan, Laos, Korea, Myanmar, New Zealand, Russia, Saipan, Sri Lanka, Thailand and Vietnam. Other senior members of our team will also be travelling widely, exploring new content and finding new ways we can engage with existing and new IAG clients. We're here to support and help grow the businesses that make up our industry.

## → 2023

None of this means we will neglect Macau. Macau has been IAG's home for over 17 years — in fact our "coming-of-age" 18th birthday will be in September 2023. We're cheerleading for Macau to make a return to stronger business volumes — in fact some government policy changes at the time of writing in December 2022 give us cause for optimism for Macau. The six new concessions to begin on 1 January 2023 are an inspiring and fresh beginning for Macau and we hope this signals an exciting new chapter in the history of the Macau industry.

To summarize, 2023 is going to be one of the most exciting years yet for IAG, and we believe for the industry as a whole. It will be a year of change and of widened IAG coverage across the entire APAC region — including Macau. It will be a year of new initiatives, new industry friends and new possibilities for us all. Bring it on!

# 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. For just over three years from January 2019 to January 2022, at the height of international interest in operating a Japanese integrated resort, *IAG Japan* had two formats: a monthly Japanese and English fully bilingual digital magazine and a daily Japanese language e-newsletter titled *IAG Daily Briefing*. International industry interest in operating in Japan has since waned considerably, so after the January 2022 issue of *IAG Japan* was released we discontinued the Japanese language version of the monthly magazine, but we still issue our Japanese language *IAG Daily Briefing* when major Japan-related news breaks.

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 the ballroom of a major Asian integrated resort. For the first time ever, the Asian Gaming Power 50 Black Tie Gala Dinner was held in the Philippines in 2022 at City of Dreams Manila.

*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* founded the IR Academy Asia (IRAA) in January 2021, and manages the new industry body. The IRAA ran its first industry awards event in November 2021.

*IAG* is the Lead Media Partner for G2E Asia, G2E Asia @ the Philippines, and the G2E Asia Online Conference. We also publish *G2E Asia Daily*, the daily newspaper of G2E Asia, and co-organize the G2E Asia Awards with Reed Exhibitions. In 2022, *IAG* organized the conference at G2E Asia Special Edition: Singapore, which was held at Marina Bay Sands in August.

## ➔ 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. In 2022, *IAG* organized MGS Summit – a one-day, online conference discussing the latest industry news and issues from across the Asia-Pacific region.

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

*IAG* has been named Asian Lead Media Partner for the upcoming ICE London, to be held at ExCeL London in February 2023.

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

*IAG* is also Official Media and Production Partner for the Australasian Gaming Expo (AGE), held in Sydney each August. In 2022, *IAG* developed and produced a new product called *Inside AGE*, the official show publication of AGE. *Inside AGE* is a high-quality 100-page magazine full of essential show information such as a detailed floor map, full exhibitor list, a networking guide, conference information, a “what’s new” section, a guide to nearby attractions, executive interviews and a solution showcase highlighting exhibitor products and services.

*IAG* maintains its head office in Macau, however from late 2022 we expanded our wider regional focus, especially on the Philippines, Singapore and Australia markets.

## ➔ About IAG

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.

*IAG* attends numerous industry trade shows and international conferences and seminars across Asia and throughout the world, including ICE in London, G2E Asia in Macau, Singapore and Manila, PAGE in Manila, AGE in Sydney, G2E in Las Vegas, G2E Asia @ the Philippines in Manila, MGS in Macau and various developing shows covering the 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](mailto:jh@asgam.com).

For editorial enquiries, please contact Ben Blaschke (in English) on [bb@asgam.com](mailto:bb@asgam.com), Oscar Guijarro (in English or Spanish) on [oscar@asgam.com](mailto:oscar@asgam.com), Pierce Chan (in Chinese or English) on [piercechan@asgam.com](mailto:piercechan@asgam.com) or Jenn Yamazaki (in Japanese or English) on [jenn@asgam.jp](mailto:jenn@asgam.jp).

For client accounts and subscription enquiries, please contact Caroline lau on +853 2875 2959 or [ci@asgam.com](mailto:ci@asgam.com).

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For all other enquiries, please contact Ana Fan on +853 2883 6497 or [ana@asgam.com](mailto:ana@asgam.com).

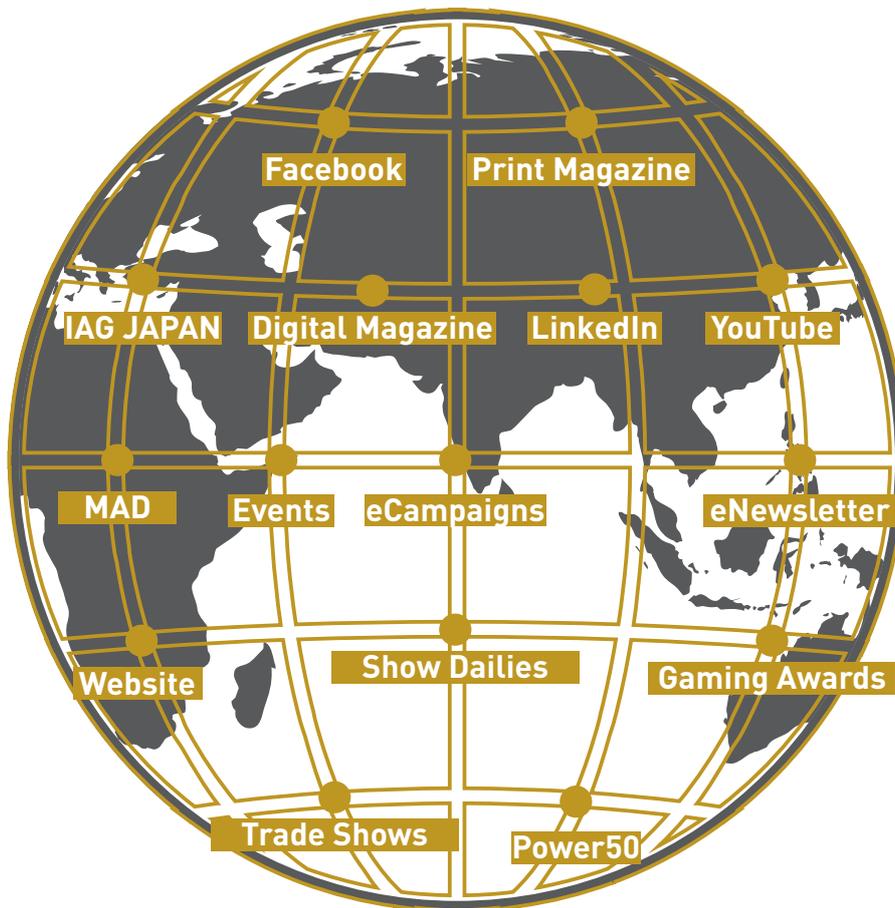
To subscribe to IAG Breakfast Briefing for daily industry news, please visit:

Language	Delivered	Subscribe link
<b>English</b>	8am Macau weekdays	<a href="https://www.asgam.com/index.php/subscribe">https://www.asgam.com/index.php/subscribe</a>
<b>Chinese (traditional)</b>	11am Macau weekdays	<a href="https://zh.asgam.com/index.php/subscribe-zh">https://zh.asgam.com/index.php/subscribe-zh</a>
<b>Japanese</b>	upon upload of Japanese language articles	<a href="https://www.asgam.jp/index.php/subscribe-jp">https://www.asgam.jp/index.php/subscribe-jp</a>

# 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

inside asian gaming  
亞博匯 iag



YouTube

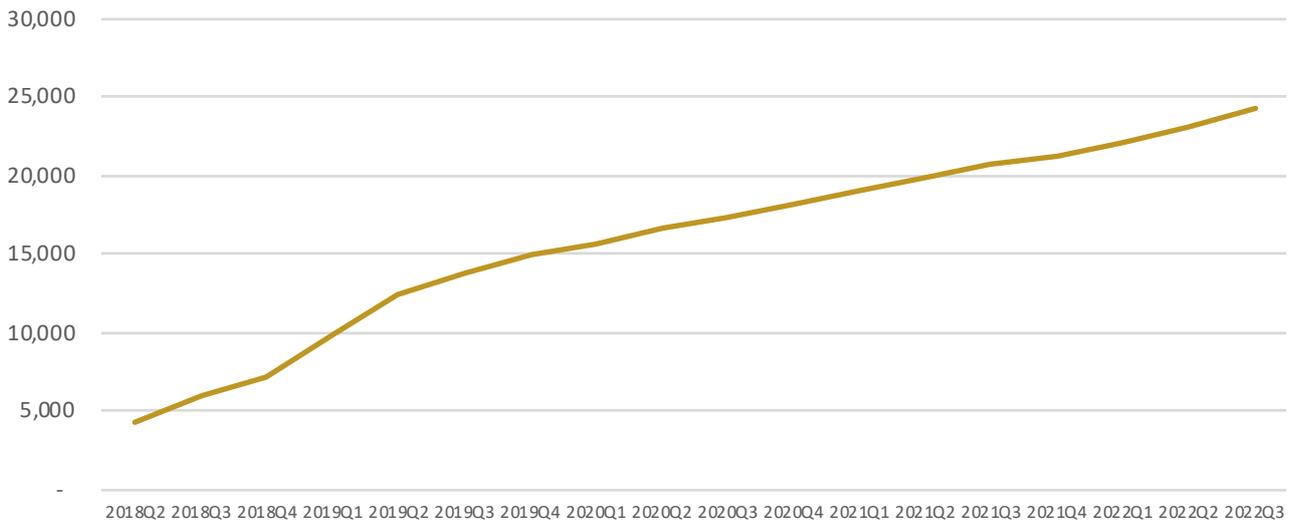


inside asian gaming  
iag 亞博匯早報  
BREAKFAST BRIEFING

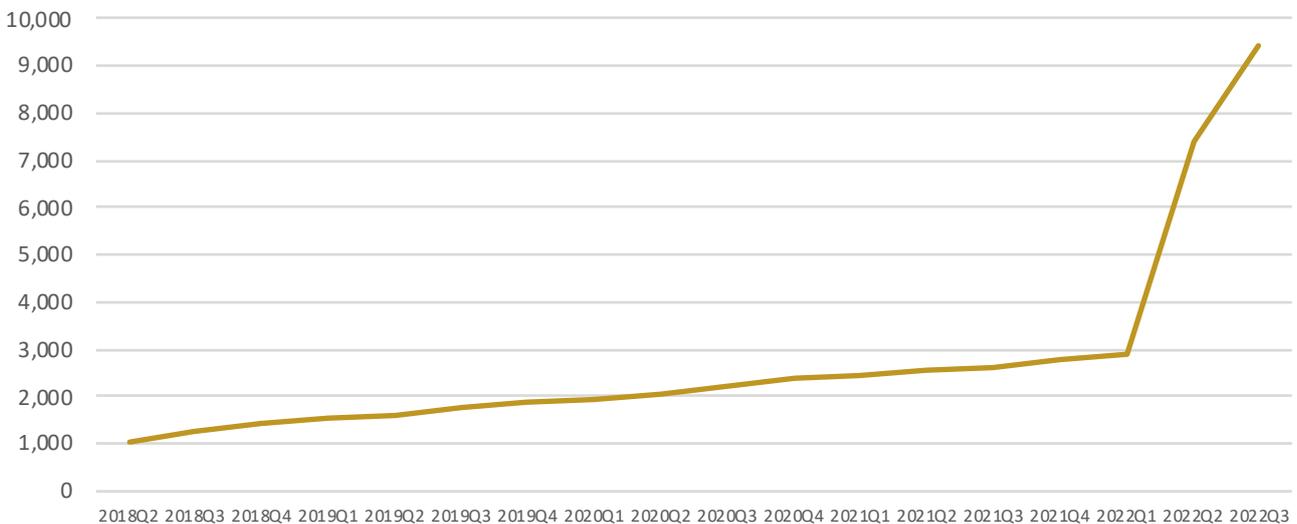


# Social Media

## LinkedIn IAG LinkedIn followers



## IAG Facebook followers



# 2023 Editorial Calendar

January  
2023

## Singapore swing

Our Singapore special! *IAG* takes a look at the state of the Singapore gaming market post-COVID, delves into future development at its two integrated resorts – Marina Bay Sands and Resorts World Sentosa – and sits down with MBS COO Paul Town for an insightful one-on-one interview.

February  
2023

## The 200th issue

Can you believe it? More than seventeen years after *IAG* published its very first issue, we've now reached issue #200 – and what a ride it's been. *IAG* looks back at its near two-decade journey and recalls some of the biggest stories to have run in that time.

March  
2023

## Executive interview 1

We sit down with a leading gaming industry executive to discuss recent developments both within their own organization and across the regional gaming and IR industry as a whole.

April  
2023

## Innovation in slots

We take a look at the latest trends in slot and EGM development and what products are trending well across Asia-Pacific.

May  
2023

## G2E is back!

*IAG* takes a look at this year's event with a detailed exploration of what guests can expect and our annual Solutions Showcase, previewing the latest and greatest from industry suppliers.

June  
2023

## Executive interview 2

We sit down with a leading gaming industry executive to discuss recent developments both within their own organization and across the regional gaming and IR industry as a whole.

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

## ➔ 2023 Editorial Calendar

July  
2023

### **Vietnam update**

It's been a long three years for Vietnam's foreigner-only casino industry, with border closures due to COVID-19 eliminating much of their business. But the nation's major IRs have a lot to offer, as *IAG* reveals.

August  
2023

### **Australian market update**

It's been a year since the last of a series of inquiries into Australia's Crown Resorts and Star Entertainment Group deemed the companies unsuitable to operate in NSW, Victoria and Queensland. We take a look at their progress as they seek to return to suitability and save their casino licenses.

September  
2023

### **Galaxy Macau Phase 3**

Galaxy Entertainment Group has finally opened its long-awaited Phase 3 expansion of Galaxy Macau. *IAG* provides an inside look at this important addition to Macau's gaming and leisure landscape.

October  
2023

### **Mohegan Inspire**

*IAG* visits the latest addition to South Korea's foreigner-only casino inventory, Mohegan Inspire, which has become the second integrated resort in Incheon since opening earlier this year.

November  
2023

### **Asian Gaming Power 50**

Inside Asian Gaming brings you our annual list of the 50 most influential people in the Asian Gaming industry.

December  
2023

### **Philippines special**

Our annual Philippines special explores the latest developments in the Philippine gaming market including market trends and new resort openings.

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

## ➔ 2023 Editorial Calendar

2023 will be an exciting year of expansion as it is widely expected the pandemic will start to be put behind us and we will begin re-growing the industry. During the year we plan to give substantial coverage to the following articles, some of which may be potential cover stories:

- Industry interviews with CEOs and other senior executives of major properties and suppliers.
- Openings/re-openings/expansions across Asia
- Responsible Gambling initiatives
- Corporate Social Responsibility (CSR)
- The rising future of ETGs in Asia
- Major industry events like IAG's Power 50 and the IRAA Awards
- Innovative new products for the Asian market
- Social Gaming: What's it all about and how does it relate to the Asian gaming industry
- eSports
- COVID-19 recovery in the US and Asian implications
- Advancements in cashless technology

# 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

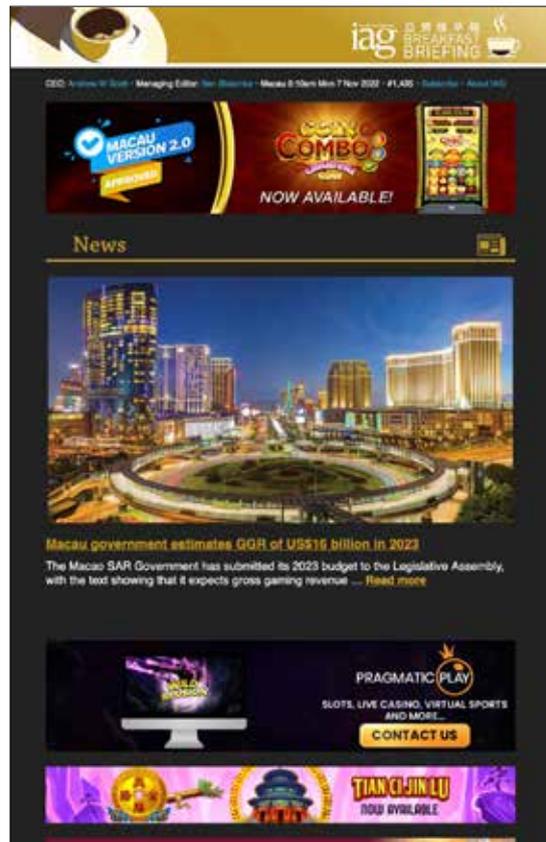


## GET NOTICED!

- Targeted editorial about your business or product(s)
- Industry profile interviews
- 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

Prices ranging from US\$4,000 to US\$8,000

inside asian gaming  
iag 亞博匯早報  
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	833	200	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

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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

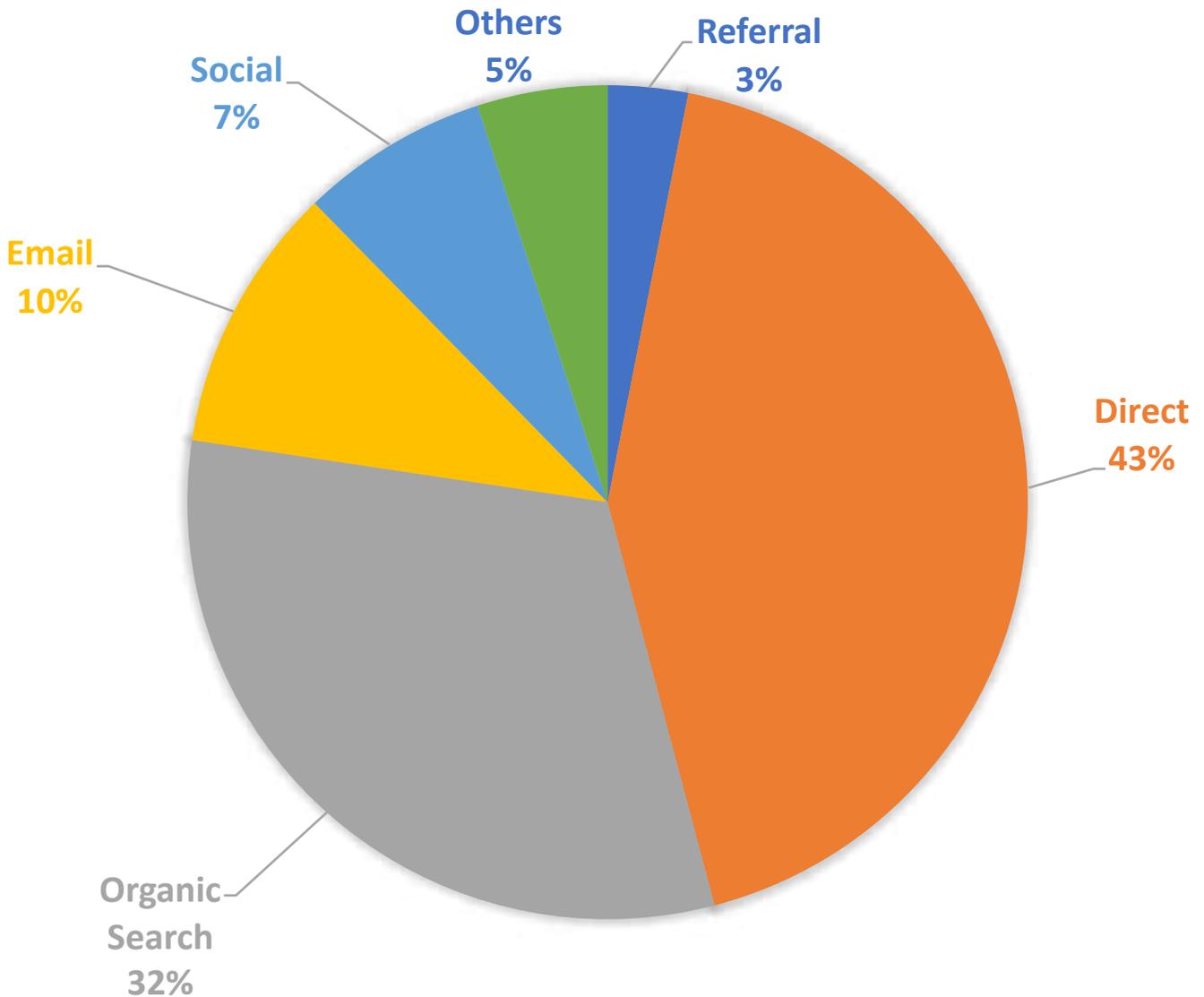
It is recommended that artwork submitted be sized at least twice as high and twice as wide as the actual ad size (please maintain the same aspect ratio as the actual ad size)

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

# Website

asgam.com

## asgam.com website acquisition sources 1H 2022

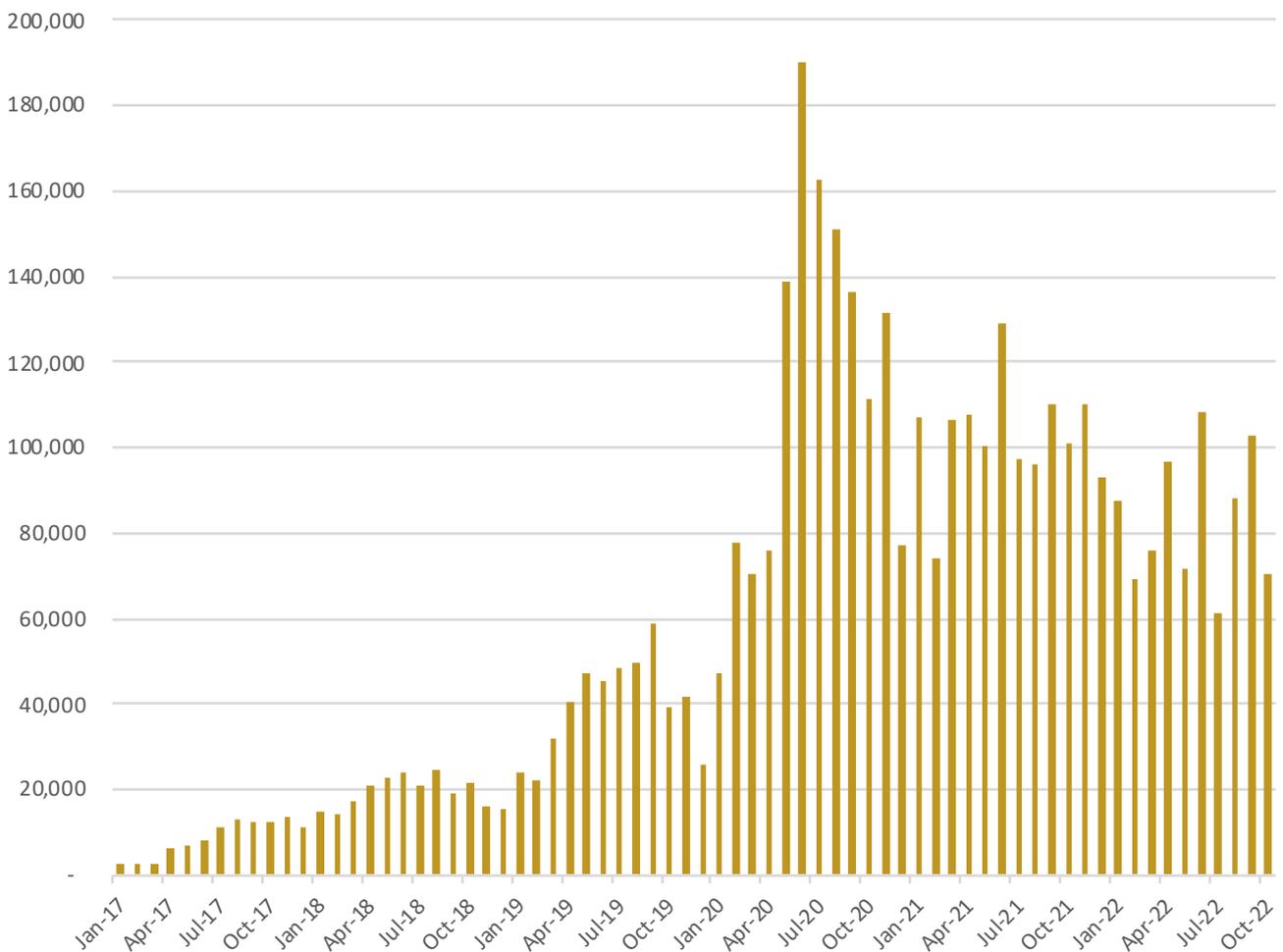


### Domain names

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

# Website Analytics

asgam.com  
Monthly unique users  
Jan 2017 to Oct 2022



# Website Rates

www.asgam.com

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	1720	220	US\$3,500
Half Skyscraper	300	560	US\$1,500
Banner	888	107	US\$1,250
Quarter Skyscraper	300	280	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
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## 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

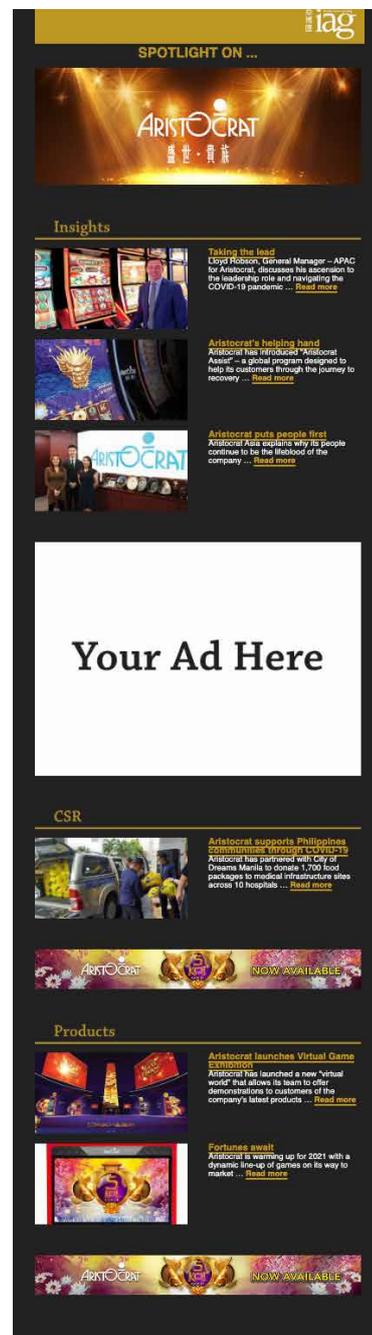
## SINGLE FOCUS

(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

asgam.mo

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	1720	220	US\$2,500
Half Skyscraper	300	560	US\$1,000
Banner	888	107	US\$800
Quarter Skyscraper	300	280	US\$700



## Chinese Rates

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



# 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](http://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](http://G2EAsiaAwards.com).

# SPONSORSHIP

	Welcome Area Sponsor <b>US\$24,000</b>	Platinum Sponsor <b>US\$16,500</b>	Goodbye Bags Sponsor <b>US\$15,000</b>	Gold Sponsor <b>US\$11,500</b>
<b>On the night</b>				
• 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
<b>Awards event guide</b>				
• 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
<b>Editorial</b>				
• 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		
<b>Awards website</b>				
• 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)



Presented by  
亞博匯 **iag**  
inside asian gaming

- Casual industry networking event
- Key industry professionals and decision-makers
- Informal networking
- Diamond sponsor presentation



**Operators**  
**65%**



**Manufacturers**  
**30%**



**Others**  
**5%**

## PROFESSIONAL STYLE

2022



2022



2022



## SOCIAL STYLE

2022





# 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
<b>MAD 1</b>	Fri 15 Feb 2019	 Duffy's Irish Pub at Broadway Macau
<b>MAD 2</b>	Fri 10 May 2019	 Kidult Club
<b>MAD 3</b>	Fri 02 Aug 2019	 Barcode Club
<b>MAD 4</b>	Fri 15 Nov 2019	 Prem1er Bar & Tasting Lounge
<b>No event held in 2020Q1 due to pandemic</b>		
<b>MAD 5</b>	Fri 17 Jul 2020	 Kam Pek Bar
<b>MAD 6</b>	Fri 09 Oct 2020	 Vasco Bar & Lounge in Grand Lapa Hotel
<b>MAD 7</b>	Fri 11 Dec 2020	 Galeria Lisboa at Macau Fisherman's Wharf
<b>MAD 8</b>	Fri 05 Mar 2021	 PORTUCAU
<b>MAD 9</b>	Fri 11 Jun 2021	 Sofitel Macau at Ponte 16
<b>MAD10</b>	Fri 17 Sep 2021	 Paulaner Wirtshaus Macau at Taipa Village
<b>MAD11</b>	Fri 17 Dec 2021	 Vasco Bar & Lounge in Grand Lapa Hotel
<b>MAD12</b>	Tue 29 Mar 2022	 Casa Don Alfonso at Grand Lisboa
<b>No event held in 2022Q2 due to pandemic</b>		
<b>MAD13</b>	Tue 18 Oct 2022	 Macau Tower
<b>MAD14</b>	Fri 09 Dec 2022	 Vasco Bar & Lounge in Grand Lapa Hotel



# SPONSORSHIP

	Diamond sponsors US\$8,000	Platinum sponsors US\$4,000	Gold sponsors US\$2,500
<b>Invitations</b>			
• Guest list invitations (20)	x	x	
• Guest list invitations (10)			x
<b>Event tickets</b>			
• 10 entry tickets included	x		
• 5 entry tickets included		x	x
<b>Onsite display</b>			
• Dedicated signage at event entrance	customisable	customisable	logo only
• Display literature, business cards and give-away souvenirs at entrance	x	x	
• Brand exposure in networking area	x		
<b>Onsite spoken promotion</b>			
• Diamond sponsor personal thank you on stage	x		
• Emcee mention and thanks	individual mention	individual mention	in aggregate
<b>Print media</b>			
• Logos in IAG advertisements for MAD	x	x	x
• Post-event article in IAG	mention and logo	mention and logo	logo only
<b>Digital media</b>			
• 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
• Post-event article in IAGBB and asgam.com	individual article logo banner	individual article logo banner	in aggregate logo banner

*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](http://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.



# G2E ASIA Rates

## STANDARD ADVERTISING

Full Page ROP	<b>US\$4,500</b>
Half Page ROP	<b>US\$4,000</b>
Quarter Page	<b>US\$2,500</b>
Banner	<b>US\$2,500</b>

## SPECIAL POSITIONS

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

## TITLE SPONSORSHIP

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

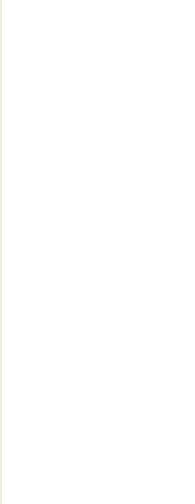
## OTHER TERMS

- 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

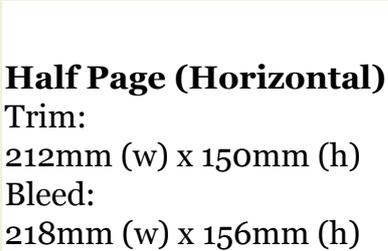


**Full Page (ROP)**  
 Trim:  
 242mm (w) x 335mm (h)  
 Bleed:  
 248mm (w) x 341mm (h)

**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](http://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.





### STANDARD ADVERTISING

Full Page ROP	<b>US\$4,500</b>
Half Page ROP	<b>US\$4,000</b>
Quarter Page	<b>US\$2,500</b>
Banner	<b>US\$2,500</b>

### SPECIAL POSITIONS

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

### 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)  
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**Material Deadline:** 7 days before

**Editorial Material Deadline:**

15 days before

## MATERIAL SUBMISSION

**Hi-res PDF 300 dpi**

Use **WeTransfer.com** for large files

# INSIDE AGE

*The official publication of the Australasian Gaming Expo  
Produced by IAG under agreement with AGE*

## ***IAG appointed Official Media and Production Partner of AGE***

The Gaming Technologies Association (GTA), organiser of the Australasian Gaming Expo (AGE), and *Inside Asian Gaming* (IAG), Asia's leading B2B gaming industry media brand, jointly announced on 29 June 2022 that IAG had been appointed Official Media and Production Partner of AGE, and will produce a brand new, 100-page official show publication, *Inside AGE*.

IAG organized two panel sessions for the AGE seminar series and heavily marketed AGE through its numerous digital and print media channels to its audience of tens of thousands of industry executives throughout Australasia and the wider Asia-Pacific region.

IAG enjoyed a strong presence at AGE reporting directly from the floor of the show and had its own show booth at **stand #280**.

**After the success of IAG's participation in AGE in 2022, IAG is planning for an increased role at AGE for the 2023 show.**

GTA CEO **Jinesh Patel** said, "We're delighted to have IAG working with us on our official show publication, *Inside AGE*, and involved with our AGE seminar series. IAG brings a wealth of journalistic and industry wisdom to the collaboration, which is an asset for us as the event organiser and the event's visitors and exhibitors."

IAG Vice Chairman and CEO **Andrew W Scott** said, "We're absolutely thrilled to be appointed by GTA to create the official show publication of AGE, which will be in a high-quality magazine style covering all relevant aspects of the show. With our Managing Editor Ben Blaschke being a Sydney local, an exhibition booth showcasing IAG's offerings to the industry, and organising two of the AGE conference sessions, we can't wait to participate – especially after the past two years the industry has endured. We're back!"

# INSIDE AGE

*The official publication of the Australasian Gaming Expo  
Produced by IAG under agreement with AGE*

## Content

- All key show information
- Detailed show floor map
- Detailed exhibitor list
- Guide to networking opportunities at the show
- Guide to Darling Harbour and nearby attractions and facilities
- Interviews with GTA Chairman and CEO
- Interviews with industry executives
- Solutions showcase featuring *Inside AGE* advertiser products and services:
  - *All ROP full-page advertisers receive 1 page free of charge*
  - *All ROP DPS and premium advertisers receive 2 pages free of charge*

## Distribution

- Hand delivered to all exhibition booths on the morning of day 1 of the show
- Available at the main entrance of the show for all 3 days
- Available at the show seminars, lounges, and other key locations

## Specifications

- High quality perfect-bound magazine format
- 100 pages total
- High quality Silk/Matt 250GSM cover
- High quality Silk/Matt 113GSM paper throughout
- **Full page (FP) size:** 210mm x 275mm (216mm x 281mm - 3mm bleed each side)
- **Double page spread (DPS) size:** 420mm x 275mm (426mm x 281mm -3mm bleed each side)
- All advertising to be submitted as single layer PDF at 300dpi
- Editorial drop deadline **4 August 2023**
- Advertising drop deadline **8 August 2023**



## INSIDE AGE

*The official publication of the Australasian Gaming Expo  
Produced by IAG under agreement with AGE*

15 to 17 August 2023  
International Convention Centre, Darling Harbour, Sydney

## RATE CARD

POSITION	US\$	AU\$
Front cover flap (exclusive, one only)	5,600	8,000
Outside back cover (exclusive, one only)	4,900	7,000
Inside front cover DPS (double page spread) (exclusive, one only)	4,200	6,000
Inside back cover (exclusive, one only)	3,500	5,000
ROP DPS (double page spread)	3,500	5,000
ROP FP (full page)	2,500	3,500
ROP HP (half page)	1,400	2,000

### Terms and conditions

- 10% discount for existing IAG clients (minimum one 2023 contract at 1 June 2023)
- 10% loading for guaranteed forward position ROP ads
- ROP FP comes with one page editorial in Solutions Showcase free of charge
- ROP DPS and all cover positions come with two pages editorial in Solutions Showcase free of charge
- Advertising materials must meet technical specifications by drop deadline **8 August 2023**
- Editorial drop deadline **4 August 2023**
- All advertising subject to publisher approval
- Minimum 50% balance by 31 July 2023, balance due and payable by 31 August 2023
- Payment in full by 31 July 2023 preferred

**For enquiries email Jadeson Ho at [jh@asgam.com](mailto:jh@asgam.com).**

# 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](http://iagdd.com).



# 每日TheDaily 简报Download Rates

## STANDARD ADVERTISING

Full Page ROP	<b>US\$4,500</b>
Half Page ROP	<b>US\$4,000</b>
Quarter Page	<b>US\$2,500</b>
Banner	<b>US\$2,500</b>

## SPECIAL POSITIONS

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Inside Front Cover	<b>US\$9,000</b>
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## TITLE SPONSORSHIP

- Logo on every page
- Front cover banner
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- Editorial every day

**US\$29,000**

## OTHER TERMS

- Advertising clients receive editorial coverage
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  - 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 *The Daily Download* incurs a production fee
- Materials must comply with our standard operational guidelines

# 每日TheDaily 简报Download SPECS

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## 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](mailto:jh@asgam.com)**



亞博匯 inside asian gaming  
**iag**

is part of one of Macau's largest and most diverse media companies

