

iGAMING BUSINESS NORTH AMERICA

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About iGaming Business North America

iGaming Business North America is a new publication dedicated to the emerging North American iGaming market. The magazine is designed to assist key decision makers throughout North America, from lotteries through to tribal and land-based operators, with the aim to bring their gaming interests online.

From an editorial perspective the content will be constructed with the North American readership's needs and interest in mind. Thus it will cover areas such as Law and Legislation in the U.S and Canada, managing and making an iGaming Business work from the perspective of terrestrial gaming groups and financing an online gambling operation from the viewpoint of the CEO's, CFO's and business analysts' – all with a focus on U.S. public companies.

Another recurrent major feature in the editorial will be an in-depth look at the two biggest forces in gaming and their development in the online sphere; namely tribal gaming and lotteries. With an increased focus on data driven content, iGaming Business expects to leverage key interviews and insights from the CEOs and market leaders within the online and terrestrial gaming sectors.

Editorial Sections

Law And Legislation

Up to date information on the legal and legislative changes and trends in the North American market.

Marketing & Management

Helping CEOs and CMOs transition from a terrestrial gaming group to a multi-channel, multi-media gaming enterprise.

Global Gaming Report

Providing a global prospective by highlighting key developments in iGaming from around the world.

Finance

A section dedicated to CEOs, CFOs, and financial analysts, covering budgeting, KPIs and observations on public gaming enterprises' historical performance.

Interviews

Insight from leaders in land-based and online gaming.

Lotteries

Analysis of online opportunities for Lottery operators and suppliers.

Tribal

Covering opportunities for Tribal Gaming in the USA and Canada.

Features

Insightful and educational features on the most important issues of the day.

Data

Key facts and figures to be used as the definitive reference in iGaming.

Racino

Examination of online opportunities for the racino market.



Contacts:

Jaspal Bambhra
+44 (0) 207 954 3489
Jaspal@iGamingbusiness.com

Roddy Coltart
+44 (0) 20 77025297
Roddy@iGamingbusiness.com

Key Benefits to Subscribers

- ▶ Only dedicated magazine for iGaming in North America.
- ▶ Editorial focused on the needs of North American gaming executives to help them prepare for their transition to iGaming.
- ▶ Section editors to ensure content is of a high quality and relevant
- ▶ Supported by the oldest and biggest publishing brand in iGaming
- ▶ Includes access to content from PRiME at the iGaming Super Show in a digital on demand format.
- ▶ Daily email newswire on the global iGaming market
- ▶ 10% subscriber discount off iGaming Business intelligence reports and events
- ▶ Exclusive access to monthly webinars focusing on education, insight and analysis

Issue Dates:

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Issue 2: July 2012
Issue 3: October 2012
Issue 4: January 2013
Bi Monthly in 2013

Costs:

1 Year Subscription: **\$250/£160**
2 Year Subscription: **\$460/£290**

Other iGaming Business Products

iGaming Business is the number one business information provider for the interactive gambling industry.

Alongside its flagship title iGaming Business, the company also publishes in depth market research reports which are regarded as real 'how to guides' and 'best practice strategies' across various sectors in iGaming, which include Poker, Online Casinos, Skill Gaming, Online Sports Betting, Mobile Gambling, Social Gaming and more. The reports provide industry specific analysis, forecasts and outlooks, global demographics, region by region market characteristics and high level research that is not readily available in the market. These are currently regarded as valuable resources to corporations such as Ladbrokes, IGT, ARJEL, Loto Quebec, Atlantic Lotteries Corp, Barcrest, Nordic Gaming Group and many more high profile companies.

For a full list of these reports please use the contact details above.

