
About iGaming Business North America

iGaming Business North America is a publication dedicated to the emerging North American iGaming market.

The magazine will be distributed to key decision makers throughout North America, from Lotteries through to tribal and land-based operators, with the aim to help bring their gaming interests online.

Launched at the end of April, the magazine will be a quarterly publication, moving bi-monthly within 12 months following legislation in the U.S.

Key Facts

- Only dedicated magazine for iGaming in North America.
- Distributed to decision makers across land-based, lottery, racing and tribal gaming.
- Editorial focused on the needs of North American gaming executives to help them prepare for their transition to iGaming.
- Distribution to all major North American facing events.
- Strategic partnerships with key associations.

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 perspective 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.

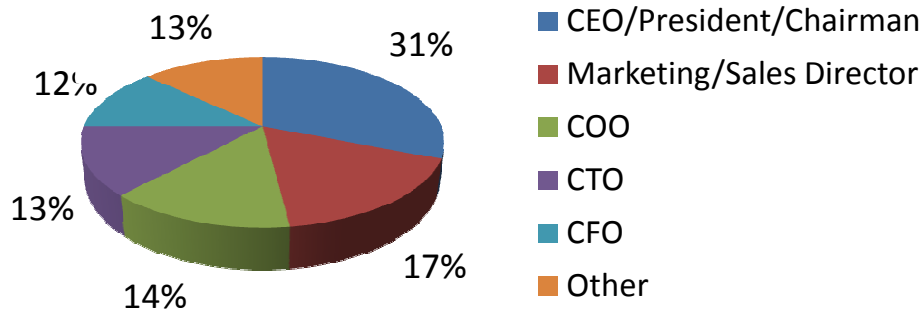
Data – Key facts and figures to be used as the definitive reference in iGaming.

Distribution

iGB North America will be distributed to the key decision makers working across the North American gaming industry from lotteries through to terrestrial gaming operators. The readership will be sent to paid subscribers as well as a controlled circulation driven via research and key partnerships with leading associations and events .

The total postal circulation is expected to be 2,000 initially with 2,000+ additional copies sent to key events throughout the year.

Distribution by job title:



Examples of companies receiving iGB North America:

Apache Gold Casino Resort, **American Gaming Systems**, Atlantis Internet Group, **Bally Technologies** , Black Oak Casino, **Boyd Gaming Corp**, **California Lottery**, Caesars Entertainment,, **Cherokee Nation Entertainment**, Chumash Casino Resort, **Churchill Downs Inc.**, **Colville Tribal Casinos**, Coughatta Casino Resort, **Coyote Valley Casino**, DC Lottery, Delaware Lottery, **Endora Global**, Foxwoods Development Agency, **Galaxy Gaming Inc.** Gila River Casino, **Golden Gaming Inc**, Grand Casino Hinckley, **Grand Traverse Resort**, Haerbst Gaming Inc. **Ho-Chunk Nation**, IGT, **Intralot**, Iowa Racing & Gaming, **Island Resort Casino**, Kansas Lottery, **Karuk Tribe**, Laguna Development Corp, **Las Vegas Sands Corp**, MGM Grand Detroit, **Montana Lottery**, Montgomery Ventures Inc., **Muckleshoot Gaming Commission**, Mystic Lake Casino Hotel, **NIGA**, Nevada Gaming Control Board, **Ojibwa Casino Resort**, Osage Casinos, **Pechanga Development Corp**, Peninsula Gaming, **Planet Bingo**, Potawatomi Bingo Casino, **Quapaw Casino**, Red Lake Gaming Enterprises, **Rush Street Gaming**, San Manuel Band Mission Indian, **Deneca Gaming Corporation**, Shooting Star Casino, **Sky UTE Casino**, Sugar Creek Casino, **Table Mountain Rancheria**,, The Chickasaw Nation, **The Mill Casino**, Tulalip Resort Casino, **United Auburn Indian Community**, UTE Mountain Casino, **Vegas.com**, Warner Bros., **West Virginia Lottery**, Wildhorse Resort & Casino, **WMS Gaming**, Yakama Nation Gaming Commission

Expected Event Distribution

April 2012 (Launch Issue)

- Bingo World
- Southern Gaming Summit
- East Coast Gaming Congress
- Canadian Gaming Summit
- Gaming Technology Summit
- GPIGA
- NCAI
- iGaming Super Show
- IMGL Conference

July 2012

- World Gaming Executive Summit

October 2012

- EIG
- G2E (including iGaming pavilion)
- New England Gaming Summit
- Annual Symposium on Racing & Gaming
- TribalNet Conference

Jan 2012

- Florida Gaming Summit
- WGPC
- ICE Totally Gaming
- RES 2013
- NCAI 2013

April 2013 (First bi-monthly issue)

- NIGA Indian Gaming 2013
- iGaming North America
- GIGSE
- Bingo World
- Southern Gaming Summit
- iGaming Super Show
- IMGL Conference 2013

Our event distribution is constantly being added to and is expected to grow substantially .

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Advertising Rate Card

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- 4 Issues: £4,826

Full Page

- 1 Issue: £3,275
- 2 Issues: £2,948
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Belly Band

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- 4 Issues: £3,295

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