



# 2017 MEDIA KIT

[www.CanadianGamingBusiness.com](http://www.CanadianGamingBusiness.com)

CANADIAN  
**GAMING**  
**BUSINESS**

Canada's Premier Gaming Industry Magazine

PUBLISHED BY:  
**MediaEdge**

 CANADIAN  
GAMING  
ASSOCIATION

OFFICIAL PUBLICATION OF THE:

**CANADIAN**  
**GAMING**  
**SUMMIT**

## Welcome to Canadian Gaming Business Magazine

*Canadian Gaming Business* (CGB) is the only trade magazine in Canada that is specifically focused on the Canadian gaming industry. CGB is owned, operated and produced in Canada and circulated quarterly to over 5,000 gaming industry professionals.

CGB is owned and operated by the Canadian Gaming Association (CGA) and its Joint Venture business partner, MediaEdge Communications. The magazine provides in-depth information to senior-level decision makers involved in all gaming sectors, disciplines and regions within Canada.

The CGA and MediaEdge also own and produce Canada's only annual gaming trade show and conference - the Canadian Gaming Summit. The 2017 Summit marks the event's 21st anniversary. It will be held in Vancouver, B.C. from June 19-21, 2017. Please visit the Show Website for more details: [www.CanadianGamingSummit.com](http://www.CanadianGamingSummit.com)



## Electronic Media

The articles from each issue of CGB are posted at [www.CanadianGamingBusiness.com](http://www.CanadianGamingBusiness.com), the official website for the magazine. It's a user-friendly and content-rich site bringing our readers all the current news in a timely, informative format. We also produce our bi-weekly CGB e-News which is distributed to the inboxes of over 6,000 gaming professionals across Canada, with each issue's content archived on the CGB website. CGB e-News delivers up to the minute industry news including the latest announcements, product releases, mergers and acquisitions, corporate wins, new executive hires and more. Both our CGB website and CGB e-News offer digital advertising opportunities. See more details within this media planner.

## About the Canadian Gaming Industry

Generating more than \$15 billion in revenue annually, gaming is the largest segment of Canada's entertainment industry and a pillar of the broader hospitality industry. It directly employs over 135,000 Canadians, supporting more than 267,000 jobs in total, and pays more than \$2 billion in salaries annually.

In terms of annual spending power, the gaming industry directly purchases more than \$4 billion of goods and services and supports almost \$14 billion of purchased goods and services in total. In addition the industry has invested approximately \$10 billion in capital assets across Canada.

Past growth was due primarily to the expansion of casinos and the implementation of electronic gaming devices at facilities such as racetracks and other gaming centres and locations. Future growth will depend upon a number of factors including additional new facilities, expansions and refurbishments, adoption of new technologies to deliver product to an increasingly fragmented market and potential changes to the law and regulations governing gaming.

## Canadian Gaming Business Circulation

CGB has a controlled and qualified circulation of more than 5,000 gaming industry leaders and decision makers – responsible for property operations and development, procurement of products and services, financial and investment, legal and regulatory, F&B, marketing and entertainment, human resources, and more. In addition to our nationwide coverage, our circulation also includes key industry professionals across other gaming jurisdictions.



## PUBLISHING SCHEDULE

Issue	Advertising Close	Material Deadline	Publish Date	Key Feature
Spring 2017	February 3, 2017	February 10, 2017	March 2017	2017 Gaming Summit Pre-Show Issue
Summer 2017	May 12, 2017	May 19, 2017	June 2017	Bonus Distribution at 2017 Gaming Summit
Fall 2017	August 18, 2017	August 25, 2017	September 2017	Bonus Distribution at 2017 Global Gaming Expo (G2E)
Winter 2017	November 10, 2017	November 17, 2017	Dec/Jan 2017	2018 Gaming Industry Preview Issue

## EDITORIAL DEPARTMENTS

Data Analytics	Facility Profile	Marketing & Communications	Entertainment
Responsible Gaming	Corporate Profile	Finance	Food & Beverage
Executive Profile	Sports Betting	Horse Racing	Legal/Regulatory
Customer Service	Charitable Gaming	Security & Surveillance	Human Resources

## EDITORIAL PLANNER

### SPRING 2017

- **Issue theme:** Customer Engagement
- **Special Feature:** Demographic Dilemma: The Challenge of Connecting with Today's Player
- **Gaming Industry Spotlight:** Community and Charitable Gaming
- **Gaming Industry Q&A:** RG and Corporate Social Responsibility

### SUMMER 2017

- **Issue theme:** Technology and Innovation
- **Special Feature:** Ready Player One: New Frontiers for Gaming in Canada
- **Gaming Industry Spotlight:** Cash and currency automation
- **Gaming Industry Q&A:** Online Lotteries

### FALL 2017

- **Issue theme:** Facilities and Operations
- **Special Feature:** Casinos and the Battle for the Entertainment Dollar
- **Gaming Industry Spotlight:** Security and Surveillance
- **Gaming Industry Q&A:** Engaging Your Employees

### WINTER 2017

- **Issue theme:** Sports Gambling
- **Special Feature:** Will the Games Begin? What's in Store for Sports Wagering in Canada
- **Gaming Industry Spotlight:** The Emergence of E-Sports
- **Gaming Industry Q&A:** Horse Racing

## 2016-17 PRINT ADVERTISING RATES (NET PRICING)

SIZE	1X	2-3X	4X
Full page. . . . .	\$3,900. . . . .	\$3,550. . . . .	\$3,350
2/3 page vertical. . . . .	\$3,500. . . . .	\$3,150. . . . .	\$3,000
1/2 island . . . . .	\$3,150. . . . .	\$2,850. . . . .	\$2,700
1/2 horizontal or vertical . . . . .	\$2,900. . . . .	\$2,650. . . . .	\$2,500
1/3 square or vertical . . . . .	\$2,250. . . . .	\$2,050. . . . .	\$1,950
1/4 vertical . . . . .	\$1,600. . . . .	\$1,450. . . . .	\$1,400

### SPECIAL POSITIONING

Double Page Spread . . . . .	\$5,550. . . . .	\$5,000. . . . .	\$4,750
Outside Back Cover. . . . .	\$4,350. . . . .	\$3,950. . . . .	\$3,750
Inside Front Cover . . . . .	\$4,250. . . . .	\$3,850. . . . .	\$3,650
Inside Back Cover . . . . .	\$4,100. . . . .	\$3,700. . . . .	\$3,500
Front Cover Earlug . . . . .	\$2,700. . . . .	\$2,450. . . . .	\$2,300

All rates are in Canadian funds

### SPECIAL MEMBERSHIP PRINT & DIGITAL AD DISCOUNTS\*:

- ✓ Canadian Gaming Association (CGA) Members receive a 15% discount
- ✓ Association of Gaming Equipment Manufacturers (AGEM) Members receive a 10% discount
- ✓ Organizations that are Members of both associations receive a 25% discount

\*For minimum 4X/year print ad bookings, or minimum 6X/year e-News or Website ad bookings.



**SIZE OF ADVERTISEMENTS**

<p><b>FULL PAGE</b> Bleed Size: 8.375" x 11.125" Trim Area: 8.125" x 10.875" Live Area: 7-1/8" x 9-5/8"</p>	<p><b>2/3 PAGE VERTICAL</b> 4.563" x 9.563"</p>
<p><b>1/2 PAGE VERTICAL</b> 3.375" x 9.563"</p>	<p><b>1/3 PAGE VERTICAL</b> 2.25" x 9.563"</p>
<p><b>1/2 PAGE ISLAND</b> 4.563" x 7.375"</p>	<p><b>1/2 PAGE HORIZONTAL</b> 7.125" x 4.75"</p>
<p><b>1/3 PAGE SQUARE</b> 4.563" x 4.75"</p>	<p><b>1/4 PAGE VERTICAL</b> 3.375" x 4.75"</p>

**MECHANICAL REQUIREMENTS**

Type page: 7.125" x 9.625"  
Trim size: 8.125" x 10.875"  
Bleed size: 8.375" x 11.125"  
Halftone screen: 133 line maximum  
Printed offset, saddle stitch bound.

**DIGITAL FILES:**

Preferred format is Adobe InDesign CS6 or PDF. Please include all image files and all fonts used in the document and a laser copy for reference. **NO** Microsoft Office, Quark XPress or Corel Draw files will be accepted.

**GENERIC PDF FILES:**

Generic PDF files, created with Adobe Acrobat Distiller using high resolution CMYK (no colour profiles), with all the fonts embedded. "Save-as" PDF files (Adobe Illustrator, Adobe Photoshop) and native application files (QuarkXpress, Adobe InDesign, Pagemaker, Corel Draw, Microsoft Word) are not acceptable for digital ad submissions. These files are not final material and can create problems with reproduction.

**WHEN SENDING MATERIAL:**

1. Submit files on a Macintosh formatted CD-ROM.
2. Include a Magazines Canada standards colour proof, for accurate reproduction. All colour files must be accompanied by a colour proof or a separated laser proof. Publisher assumes no responsibility for accuracy where no proof is provided.
3. Upload files to the FTP site  
Host: ftp3.mediaedge.ca  
Username: me\_gaming\_ad  
Password: artwork
4. Digital materials, Film, artwork, etc. to be sent to: Production Manager 5255 Yonge Street, Suite 1000, Toronto, ON M2N 6P4

**POLYBAGS/INSERTS**

Contact publisher for quotation and specifications.

**SHIPPING INSTRUCTIONS FOR INSERTS**

Check with publisher for information. Send six samples of insert to production manager.

**MediaEdge**

**Publisher**  
Chuck Nervick  
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*Our mission is to produce market leading, superior quality magazines, conferences and trade show brands that provide distinctive and effective ways to deliver client information to key industry players.*

Publications produced by MediaEdge Communications Inc.



## TAKE ADVANTAGE OF CGB'S DIGITAL MARKETING OPPORTUNITIES...

Our CGB Website content encompasses all sectors of the Canadian gaming industry: Provincial Lottery and Gaming Corporations, Casinos and Racetracks, Charitable Gaming and Bingo, First Nations, i-Gaming, Elected Officials, Regulatory Agencies and more, and represents a readership of senior decision makers connected to: Property Operations and Development, Procurement of Products and Services, Finance and Investment, Legal, F & B, Marketing and Entertainment, Human Resources and other gaming disciplines.

### HOME PAGE & INSIDE PAGES

**3** Leaderboard  
728 x 90 pixels

**1** Video Feature

**2** Skyscraper  
120 x 600 pixels

**4** Button  
125 x 125 pixels

**4** Button  
125 x 125 pixels

2016 Canadian Gaming Summit Sponsors

PLATINUM SPONSORS

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### CGB WEBSITE ADS

[www.CanadianGamingBusiness.com](http://www.CanadianGamingBusiness.com) provides professionals in all gaming sectors and regions with up-to-date Canadian industry information - delivering current profiles, the latest products, feature stories, and a wealth of valuable content from each CGB issue and e-Newsletter. The CGB website offers decision makers the latest news in a timely and informative format, and serves as a key portal to the official site for the annual Canadian Gaming Summit: [www.CanadianGamingSummit.com](http://www.CanadianGamingSummit.com). Drive traffic and business to your site by booking one of our high profile CGB Website ads today.

### WEBSITE AD RATES (3 MONTH MINIMUM)

	3X	6X	12X
<b>1</b> Video Feature . . . . .	\$900/month	\$750/month	\$650/month
Quicktime or Avi HD 1280 x 720 or 1920 x 1080			
<b>2</b> Skyscraper . . . . .	\$800/month	\$700/month	\$625/month
120 x 600 pixels, 72 DPI gif or jpg only RGB			
<b>3</b> Leaderboard . . . . .	\$700/month	\$625/month	\$550/month
728 x 90 pixels, 72 DPI gif or jpg only RGB			
<b>4</b> Button . . . . .	\$400/month	\$350/month	\$325/month
125 x 125 pixels, 72 DPI gif or jpg only RGB			



## TAKE ADVANTAGE OF CGB'S DIGITAL MARKETING OPPORTUNITIES...

Our bi-weekly CGB e-News content encompasses all sectors of the Canadian gaming industry: Provincial Lottery and Gaming Corporations, Casinos and Racetracks, Charitable Gaming and Bingo, First Nations, i-Gaming, Elected Officials, Regulatory Agencies and more, and represents a readership of senior decision makers connected to: Property Operations and Development, Procurement of Products and Services, Finance and Investment, Legal, F & B, Marketing and Entertainment, Human Resources and other gaming disciplines.

### USER IN-BOX VIEW



### CGB E-NEWS ADS

**Canadian Gaming Business e-News** is produced in conjunction with the Canadian Gaming Association and has a readership of over 6,000 gaming industry leaders representing all of Canada's sectors and regions. Distributed bi-weekly or 26 times per year, and with its content archived on the CGB website year round, CGB e-News provides readers with a valuable source of the most current industry content featuring the latest announcements, product releases, mergers and acquisitions, corporate wins, new executive hires, and more, from across Canada and supported with breaking stories drawn from the world's headlines. CGB e-News provides an excellent opportunity to deliver your branding message in a timely and user friendly manner directly to the inboxes of industry decision makers. Take advantage of our new "Product Spotlight" opportunities to showcase your latest product with an image and linked content featured within the CGB e-News, then have your content travel to the CGB website where it remains archived.

### E-NEWS AD RATES (3 MONTH MINIMUM OR 7 BI-WEEKLY ISSUES)

1	Top Leaderboard . . . . .	\$3,000/3 months/7 bi-weekly issues
	728 x 90 pixels, 72 DPI gif or jpg only RGB	
2	Pencil . . . . .	\$2,750/3 months/7 bi-weekly issues
	728 x 45 pixels, 72 DPI gif or jpg only RGB	
3	Top Banner . . . . .	\$2,500/3 months/7 bi-weekly issues
	468 x 60 pixels, 72 DPI gif or jpg only RGB	
4	Body Banner . . . . .	\$2,500/3 months/7 bi-weekly issues
	468 x 60 pixels, 72 DPI gif or jpg only RGB	
5	Top Box . . . . .	\$2,750/3 months/7 bi-weekly issues
	240 x 400 pixels, 72 DPI gif or jpg only RGB	
6	Middle Box . . . . .	\$2,500/3 months/7 bi-weekly issues
	240 x 400 pixels, 72 DPI gif or jpg only RGB	
7	Bottom Box . . . . .	\$2,250/3 months/7 bi-weekly issues
	240 x 400 pixels, 72 DPI gif or jpg only RGB	
8	Sponsor Content . . . . .	\$2,500/3 months/7 bi-weekly issues
	125 x 125 pixels, 72 DPI gif or jpg only RGB	
9A-D	Product Spotlight . . . . .	\$1,750/3 months/7 bi-weekly issues
	125 x 125 pixels, 72 DPI gif or jpg only RGB	

**All ads must be 72 dpi gif or jpg only RGB. No animated ads for E-News**

