



# MEDIA KIT 2019

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The official newspaper of the Macao Gaming Show

# About



**Day 1**  
13 November 2018



**Day 2**  
14 November 2018



**Day 3**  
15 November 2018

## WHAT IT IS

- The official newspaper of MGS
- Partnership between MGS and IAG
- Full show coverage including exhibition floor, show conference, networking events, product launches, press conference, industry interviews and more

## TARGET AUDIENCE

- All visitors to MGS
- Asian gaming, integrated resort and hospitality industry executives and professionals
- Investors, policymakers, analysts, operators and academics
- Professionals from the financial, legal, technological, design and architectural fields
- Affluent demographic of key decision-makers

## LANGUAGES

Chinese and English

## PAGES

24 on day 1, 20 on days 2 and 3

## FREQUENCY

Daily on 13, 14 and 15 November 2019

## WEBSITE

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

# Editorial

- 4-color print
- High quality magazine paper
- Newspaper style coverage
- What's inside?
  - News from the exhibition floor
  - Analysis of show conference talks
  - Coverage of networking events
  - Exhibitor product launches and features
  - Press conferences
  - Industry interviews
  - Double page exhibition floor map
  - Useful info boxes for show attendees




# Distribution

- As the official newspaper of MGS the publication has blanket distribution throughout the length and breadth of the show
- Copies of MGS Daily are placed in every single show stand every morning of the show before opening time
- Distribution locations
  - In person distribution: MGS models walk the show floor offering MGS Daily to show attendees
  - At show reception
  - In the hallways at show entry and exit points
  - Numerous official MGS stands across the show floor
  - At the conference
  - Nearby show networking events




# Specs

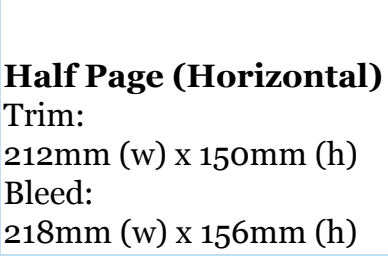


**Full Page (ROP)**  
 Trim:  
 242mm (w) x 335mm (h)  
 Bleed:  
 248mm (w) x 341mm (h)


**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:** by 6 November 2019  
**Material deadline:** by 8 November 2019  
**Editorial Material Deadline:**  
 by 1 November 2019

**MATERIAL SUBMISSION**

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

# Rates

## STANDARD ADVERTISING

Full Page ROP	<b>HK\$ 36,000</b>
Half Page Horizontal	<b>HK\$ 30,000</b>
Half Page Vertical	<b>HK\$ 27,000</b>
Quarter Page	<b>HK\$ 21,000</b>
Banner	<b>HK\$ 21,000</b>

## SPECIAL POSITIONS

Outside Back Cover	<b>HK\$ 90,000</b>
Inside Front Cover	<b>HK\$ 72,000</b>
Inside Back Cover	<b>HK\$ 54,000</b>
Page facing IBC	<b>HK\$ 45,000</b>

## TITLE SPONSORSHIP

- Logo on every page
  - Front cover banner
  - 2 ROP full page ads each day
  - Editorial every day
- HK\$230,000**

## 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

## CONTACT US

For sales enquiries:

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For artwork submission:

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 Client Relationship Manager  
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 ci@omediamacau.com

# Website

WWW.MGSDAILY.COM

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	860	110	HK\$15,000
Half Skyscraper	300	562	HK\$7,500
Banner	639	82	HK\$6,000
Quarter Skyscraper	300	281	HK\$4,500

## KEY DATES

**Publishing Date:** Within 48 hours of receipt of material

**Booking Deadline :** 2 weeks before

**Material Deadline:** 1 week 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 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)

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is part of Macau's largest media company



We proudly produce and operate



Please contact us for media kits or more details on any of our products