Casino Player

AMERICA'S #1
GAMING LIFESTYLE
MAGAZINE

MEDIA KIT 2022

For more than 30 years, *Casino Player* magazine has thrived as America's most popular gaming lifestyle magazine!

Contact us for more information about editorial and advertising opportunities

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THE GAMING MARKET
OUR READERS, YOUR CUSTOMERS

The COVID-19 pandemic had a significant impact on the gaming industry in 2020, causing a 31 percent drop in commercial gaming revenue and a significant shakeup in the top 20 casino markets; however, according to a recent report from the American Gaming Association (AGA), post-COVID-19 recovery remains strong, especially in the casino sector.

According to AGA's report, nationwide commercial gaming revenue reached a new quarterly record of $13.89 billion in Q3 2021. The new high marks the second consecutive quarter of record U.S. commercial gaming performance.

With $38.67 billion in revenue through the first nine months of the year, the industry has already passed revenue generated for the full year 2020 and is on pace to smash its annual record of $43.65 billion, set in 2019.

"Two straight quarters of record gaming revenue is an incredible accomplishment in any context, let alone after the most challenging year in industry history," stated AGA President and CEO Bill Miller. "Our recovery is not a flash in the pan, but rather a sustained result of our leadership in responsible reopening, world-class entertainment offerings and widespread favorability."

Traditional gaming continues to drive the industry's performance, with combined slot and table games setting a new quarterly revenue record of $12.05 billion. After lagging in previous quarters, table game revenue beat its quarterly revenue record by more than 10 percent in Q3 2021.

Ten out of 25 states with commercial casinos saw quarterly revenue records, including the four highest-grossing commercial gaming states in 2019: Nevada, New Jersey, New York and Pennsylvania.

On the Las Vegas Strip, gaming revenue also hit an all-time high of $2.06 billion. The record was driven, in part, by the steady return of tourism. 9.2 million people visited Las Vegas in Q3 2021, a nearly 10 percent increase over Q2 2021 and the highest quarterly visitation level since the outbreak of COVID-19.

Q3 2021 commercial gaming revenue was bolstered by record iGaming revenue of $938.6 million. Combined sports betting and iGaming revenue through the first nine months of the year sits at $5.36 billion, up more than 200 percent year-over-year.

"With brick-and-mortar gaming setting records, the expansion into new verticals, and domestic and international tourism recovering, the industry is in a strong position for a full recovery," continued Miller. "I'm confident that the return of meetings, conventions and international travel will further accelerate gaming's recovery in 2022."

> "With brick-and-mortar gaming setting records, the expansion into new verticals, and domestic and international tourism recovering, the industry is in a strong position for a full recovery."

Casino Player and its sister publication, *Strictly Slots,* have been reporting on the gaming industry's triumphs and tribulations for the past 32 years. Our readership has continued steadily through the years, augmented by full digital editions of both publications that provide our readers broader accessibility to our targeted editorial written by highly respected gaming authors and industry experts.

In recent years, the casino gaming experience has come to encompass a wide array of entertainment options, and polling data reveals that casino patrons are taking full advantage of the many activities available at casino properties. Approximately 76 percent of casino visitors reported eating at a fine-dining restaurant during their past year of casino visits, while an impressive 62 percent stayed overnight at a casino hotel.

Casino Player Publishing's research shows that a typical reader of *Casino Player*, earns more than $60,000 each year, has a median age of 45 years and has a college degree. Furthermore, research shows that *Casino Player* readers also enjoy entertainment, dining, shopping and non-gaming casino amenities as much as the chance to win, when visiting a casino. Which is why *Casino Player* magazine is the ideal way to reach your target audience—*our readers are your players.*

Source: 2021 American Gaming Association, 2018 CPP reader survey Casino Player Publishing.

CASINO PLAYER MAGAZINE
AMERICA'S #1 GAMING LIFESTYLE MAGAZINE!

For more than three decades, *Casino Player* magazine has thrived as America's most popular gaming lifestyle magazine. Over the decades, millions of gamblers have enjoyed and benefited from our magazine's gaming strategies, as well as its ever-changing lifestyle stories. Whether readers are improving their poker skills or checking out the most luxurious new gaming suites, they know *Casino Player* magazine will deliver the information they want, in a highly enjoyable format. Magazine cover features include the very best in casino dining, the hottest entertainment, new casino openings and exapansions, gaming tournaments and promotions of all kinds, as well as the most personal pampering that can be found under one roof!

Here's a sample of some *Casino Player* articles that have kept subscribers coming back year after year:

- **The Buzz: Our coast-to-coast roundup of gaming's hottest news**
- **Executive Decisions: Casino executives share their expertise, offering an insider's look at what it takes to run a successful casino**
- **Expert strategies on all casino games, from perennial favorites to the hottest new slots**
- **On The Ground: Our experts travel from coast to coast to cover the best hotels in gaming, seeking out the best rooms, suites, amenities and more**
- **In-depth features that cover the true gaming experience**
- **Insider information, the latest casino promotions and BIG jackpot winners**
- **Poker instruction, news and tournament coverage**
- **Detailed coverage of tribal gaming including new properties and expansions**
- **Annual awards issues detailing the best casinos across the country**
- **Expanded sports betting coverage focusing on upcoming events, best bets, new sportsbooks and more!**

Whether *Casino Player* readers are choosing where to play or where to dine, going shopping, playing their favorite games, or making reservations, our savvy readers have always relied on *Casino Player* for the latest information in gaming and hospitality. Using *Casino Player*, readers can make their hotel reservations months in advance, helping them to save time, money and to get the very best a casino has to offer. That's why *Casino Player* is the largest, most trusted casino magazine in America!

OUR READERS, YOUR CUSTOMERS

CASINO PLAYER DEMOGRAPHICS

GENDER

Male	62%
Female	38%

AGE

20–29	8%
30–39	25%
40–49	31%
50–59	12%
60–69	24%

MARITAL STATUS

Married	70%
Single	24%
Widowed	6%

EMPLOYMENT STATUS

Employed	57%
Self-Employed	24%
Semi-Retired	7%
Retired	12%

OCCUPATION

Professional	40%
White Collar	35%
Blue Collar	15%
Self-Employed	10%

66%
OF CASINO PLAYER READERS WOULD CALL TO TAKE ADVANTAGE OF AN ATTRACTIVE ROOM RATE ADVERTISED IN THE MAGAZINE.

EDUCATION

College Graduate	37%
Some College	34%
High School	25%

ANNUAL INCOME

Up to $29,999	22%
$30–$59,999	34%
$60–$99,999	39%
$100,000 or more	5%

TRIP PLANNING

When planning their destination casino vacation, the top four items reserved in advance were:

Hotel Rooms	79%
Shows	32%
Restaurants	13%
Other (Tours, Golf)	11%

CASINO VISITS

Number of local casino visits:

1–3	7%
4–6	29%
6–10	25%
11–15	15%
16 or more	24%

Number of destination casino visits:

1-2	64%
3-5	16%
6-9	3%
10 or more	2%
Other	16%

57%
OF RESPONDENTS HAVE AN AVERAGE GAMBLING BUDGET OF MORE THAN $500 PER VISIT.

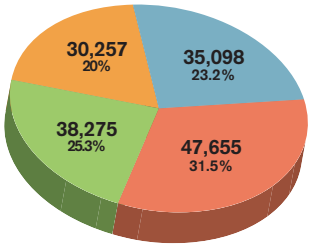
CASINO PLAYER'S EDITORIAL

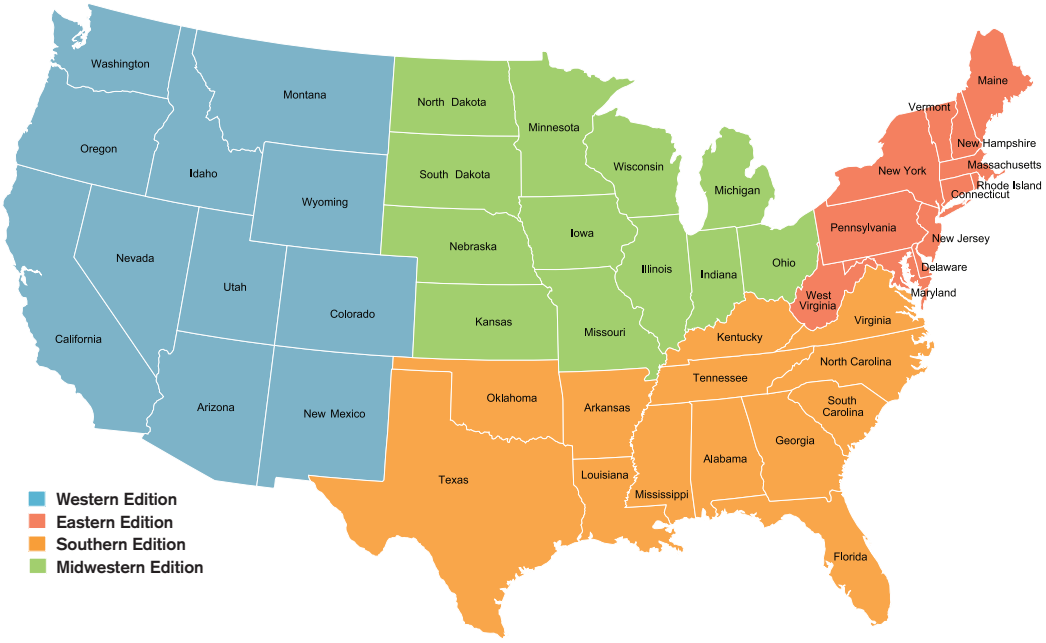
HOT LIST

- **Detailed coverage of tribal gaming including new properties and expansions**
- **Annual awards issues detailing the best casinos across the country**
- **Insider information on all the latest casino promotions**
- **The Buzz: Our coast-to-coast roundup of gaming's hottest news**
- **Expanded sports betting coverage focusing on upcoming events, best bets, new sportsbooks and more!**

Source: 2018 *Casino Player* Reader Survey.

CASINO PLAYER **READERSHIP**





Casino Player magazine is distributed to subscribers, newsstands, and a monthly in-room distribution.

Print Readership:
46,959

Newsstand:
13,990

In-Room:
12,176

Digital Readership:
78,160

Additional Exposure
Social Media: 6,930 followers

BONUS DISTRIBUTION: REACH KEY DECISION MAKERS

Casino Player also maintains, by first-class mail, a monthly complimentary distribution to casino executives, governors, legislators, tribal councils, and institutional investors, along with key media contacts throughout North America.

*Casino distribution at press time.

DIGITAL EDITION: READ ON ANY DESKTOP OR DEVICE

Click on your ad and go directly to your company's website!

THE PAGES OF CASINO PLAYER **COME TO LIFE!**

Our digital editions are a state-of-the-art, interactive experience that brings the pages of our magazines to life. With videos that enhance advertising and editorial content, we present an inside look at the industry's finest properties, venues, amenities and events. Your own website is just a click away when you're featured in our digital edition.

STAY CONNECTED WITH YOUR BEST PROSPECTS IN MULTIPLE WAYS ON MULTIPLE DAYS!

ADVERTISING **RATES**

ALL RATES ARE NET RATES

PRINT ADVERTISING

BONUS TO ADVERTISERS: Every print advertiser gets their ad in the digital edition for FREE, including click-through to company website.

NATIONAL EDITION				
SIZE	1X	3X	6X	12X
Full Page	$5,678	$5,394	$5,125	$4,869
2/3 Page	3,788	3,596	3,420	3,244
Junior Page	3,113	2,957	2,809	2,669
1/2 Page	2,839	2,700	2,565	2,434
1/3 Page	1,898	1,798	1,709	1,623
1/6 Page	953	908	863	818
1/12 Page	476	450	428	409

SOUTHERN EDITION				
SIZE	1X	3X	6X	12X
Full Page	$2,738	$2,603	$2,468	$2,344
2/3 Page	1,825	1,735	1,645	1,562
Junior Page	1,500	1,425	1,355	1,287
1/2 Page	1,369	1,301	1,234	1,172
1/3 Page	913	868	823	782
1/6 Page	460	437	415	394
1/12 Page	230	218	207	197

EASTERN EDITION				
SIZE	1X	3X	6X	12X
Full Page	$3,634	$3,450	$3,278	$3,116
2/3 Page	2,423	2,303	2,190	2,078
Junior Page	1,999	1,899	1,804	1,714
1/2 Page	1,817	1,725	1,639	1,558
1/3 Page	1,211	1,151	1,095	1,043
1/6 Page	608	578	548	521
1/12 Page	300	289	278	263

MIDWESTERN EDITION				
SIZE	1X	3X	6X	12X
Full Page	$2,543	$2,415	$2,295	$2,179
2/3 Page	1,695	1,610	1,530	1,454
Junior Page	1,394	1,325	1,259	1,196
1/2 Page	1,271	1,208	1,148	1,090
1/3 Page	848	805	764	726
1/6 Page	427	406	386	366
1/12 Page	214	203	193	184

WESTERN EDITION				
SIZE	1X	3X	6X	12X
Full Page	$3,368	$3,199	$3,038	$2,888
2/3 Page	2,243	2,130	2,025	1,928
Junior Page	1,846	1,754	1,667	1,583
1/2 Page	1,684	1,598	1,523	1,444
1/3 Page	1,125	1,065	1,013	964
1/6 Page	563	533	510	480
1/12 Page	281	266	255	240

ADDITIONAL PAGES
Second page in same issue receives 30% discount. Third page in same issue receives 50% discount.

POSITION PREMIUMS
Position guarantees require an additional 25% charge.

ADDITIONAL CHARGES: 5th Ink, per ad: $550 net

ADVERTISING INSERTS
Rates available upon request for business reply cards, supplied inserts, gatefolds, and cover wraps. Please supply sample for pricing.

CORPORATE MARKETING CAMPAIGN
2–4 page company article. Social Media promotion. Rates available upon request.

DIGITAL EDITION ADVERTISING

Digital only full page ad: $2,500 per issue (includes click-through to company website)

Videos attached to advertising or editorial: $500 per issue

DEADLINES

JANUARY
Best of Dining & Nightlife Ballot
Space reservation Dec. 20
Ad material Dec. 23

FEBRUARY
Best of Gaming Ballot issue
Space reservation Jan. 23
Ad material Jan. 25

MARCH
Best of Gaming Ballot issue
Space reservation Feb. 23
Ad material Feb. 25

APRIL
Special Edition:
Best of Dining & Nightlife Awards
Best of Gaming Ballot issue
Space reservation Mar. 23
Ad material Mar. 26

MAY
Space reservation Apr. 23
Ad material Apr. 25

JUNE
Space reservation May 20
Ad material May 25

JULY
Space reservation June 21
Ad material June 25

AUGUST
Special Edition:
Best of Gaming Awards
Space reservation July 22
Ad material July 25

SEPTEMBER
Space reservation Aug. 22
Ad material Aug. 25

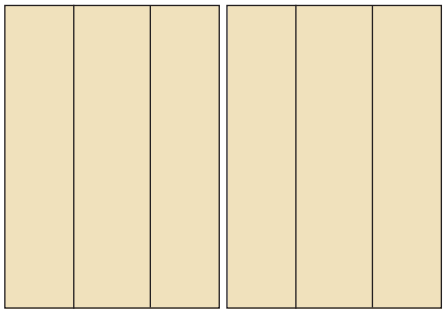
OCTOBER
Space reservation Sept. 21
Ad material Sept. 24

NOVEMBER
Space reservation Oct. 21
Ad material Oct. 24

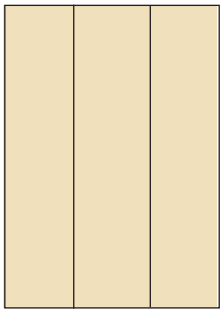
DECEMBER
Best of Dining & Nightlife Ballot
Space reservation Nov. 18
Ad material Nov. 23

PRODUCTION **SPECS**

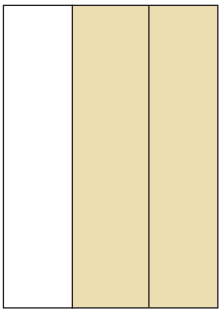
MAGAZINE TRIM SIZE: 8 1/8" X 10 7/8"



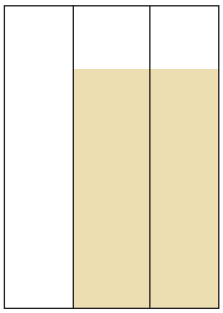
Double Page Spread
Set up file as two single full pages.
Each Page Live: 7.125" x 9.875"
Bleed: 8.625" x 11.375"
No live matter should cross the binding gutter.



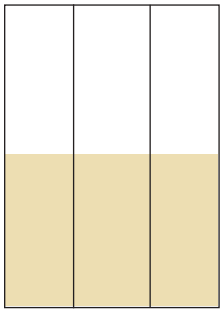
Full Page
Live:7.125" x 9.875"
Bleed: 8.625" x 11.375"



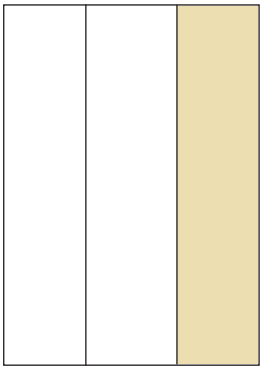
2/3 Page
Live: 4.625" x 10.187"
Bleed: 5.25" x 11.375"



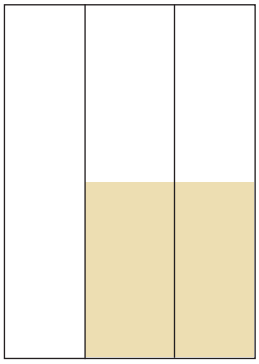
Junior Page
Live: 4.625" x 8"
Bleed: 5.25" x 8.25"



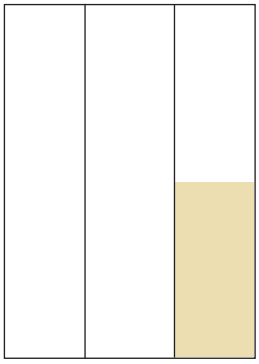
1/2 Page Horizontal
Live: 7.125" x 4.875"
Bleed: 8.625" x 5.562"



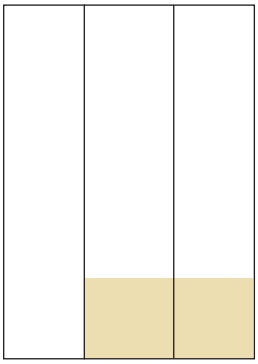
1/3 Page Vertical
Live: 2.187" x 10.187"
Bleed: 3" x 11.125"



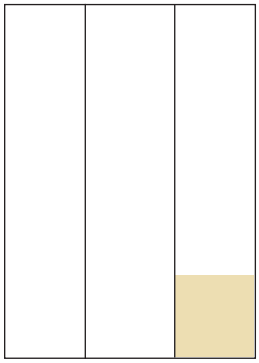
1/3 Page Square
Live: 4.625" x 4.875"
Bleed: 4.875" x 5.125"



1/6 Page Vertical
Live: 2.187" x 4.875"



1/6 Page Horizontal
Live: 4.875" x 2.187"



1/12 Page
Live: 2.187" x 2.25"

DIGITAL FILE REQUIREMENTS
For the best print reproduction, all digital materials must abide by the following specs:
Adobe Acrobat PDF at 300 dpi (or greater) with embedded fonts, images converted to TIFF or EPS (no JPEG), color files converted to CMYK before conversion to PDF.

RGB FILES WILL NOT SEPARATE.

Additional charges may be incurred if these guidelines are not followed.

PRINTING PROCESS
Web Offset, AAAA/SWOP - MPA Standards

BINDING METHOD
Saddle Stitched

PROFESSIONAL SERVICES
All production charges including typesetting, artwork, layout and mechanical revisions will be billed to the advertiser at the rate of $75 per hour. Proofs will be furnished upon request.

DEADLINES
Casino Player:
Space reservations close on the 15th day of each month, one month prior to cover date. (Example: Sept. 10 for the Oct. issue). Digital artwork is due one week later. A late charge of $200 per ad will be applied to all ads that arrive after deadline.

Casino Player Publishing reserves the right to run previous material if new material has not been received by the final material closing deadline.

Advertising materials should be sent to:
dstevens@casinocenter.com
Diane Stevens-Gillan, Production Director
(702) 736-8886 Ext: 202

BILLING
All invoices are due upon receipt. A billing charge of 1–1/2% per month will be added to past-due invoices. Advertiser and agency accept dual liability for payment of all insertions. All new accounts must pay first month in advance.

Advertiser and its advertising agencies jointly and separately agree to be responsible for payment to Casino Player Publishing, LLC for all space purchased and for any other costs incurred while under contract with Casino Player Publishing, LLC.

CASINOCENTER.COM

CASINO PLAYER & STRICTLY SLOTS' HOME ON THE INTERNET

ADVERTISING INFO

Since 1995, casinocenter.com has provided targeted marketing to affluent, college educated, young-to-middle-aged consumers with disposable income and a passion for casino gaming and sports betting. These consumers not only frequent land-based casinos, but also online gambling sites.

1. Top Banner: "Traditional"

The traditional banner is displayed at the top of every page of casinocenter.com. Banner is entered into a limited rotation and displayed at random.

RATE: $750/month
SIZE: 468 X 60 pixels

2. Square Banner

The square banner has exclusive positioning and the banner will be displayed on every page of casinocenter.com (including casinoplayer.com and strictlyslots.com).

RATE: $2,500/month–Exclusive (one advertiser per month).
$1,200/month–Rotating (rotates at random with up to five advertisers per month).
SIZE: 300 X 300 pixels

3. Rectangle Banner

The rectangle banner has exclusive positioning and the banner will be displayed on every page of casinocenter.com (including casinoplayer.com and strictlyslots.com).

RATE: $1,300/month–Exclusive (one advertiser per month).
$625/month–Rotating (rotates at random with up to five advertisers per month).
SIZE: 300 X 150 pixels

4. Horizontal Banner:

The horizontal banner is displayed on every page of casinocenter.com Only one advertiser per month.

RATE: $1,400/month–Exclusive (only one advertiser per month).
SIZE: 600 X 150 pixels

5. In-Content Banner:

The in-content banner is displayed in the body of every non-PDF article page. Banner is entered into a limited rotation and displayed at random.

RATE: $1,500/month
SIZE: 600 X 300 pixels

6. Video Advertisement

Videos are to be 400 x 400 pixels and no longer than 5 minutes. We support the following files: mov, mpeg and mp4 files as well as support Flash video files.

RATE: $1,000/month
SIZE: 400 X 400

Standard Banner specs

- Max file size: 20 k (kilobytes)
- Animation: loop up to 3X
- Format: gif, swf or jpeg

All files should be submitted in RGB color, 72 dpi resolution, in JPEG or GIF format. Ad may be animated with a maximum of two full animation sequence repeats with each page refresh.

DIGITAL

STAY CONNECTED WITH YOUR BEST PROSPECTS IN MULTIPLE WAYS ON MULTIPLE DAYS

DIGITAL EDITION:

78,160 readers

EMAIL CONTENT:

100K reader email addresses

SOCIAL MEDIA:

Our audience of fans on varioius social media platforms has been 100% organically grown. We post frequent curated content to our readers. No gimmicks or games to force followers.

Twitter: CasinoPlayerPub

Facebook: CasinoPlayerPublishing

Instagram: CasinoPlayerPublishing

E-BLAST

Deliver your message directly to *Casino Player* Publishing's database, with approximately 100,000 targeted gaming enthusiasts.
Casino Player supports html formats.
$2,500 per e-blast

E-NEWSLETTER SINGLE SPONSORSHIP

Only one sponsorship per E-Newsletter. Exclusive positioning within E-Newsletter, plus a 50 word description. Continually increased subscribers. Only sent to willing subscribers.

RATE: $2,500/issue
SIZE: 500 X 200 pixels

MAXIMIZE YOUR CAMPAIGN BY BUNDLING

Build an integrated marketing campaign. When you include more platforms, audience reach and effectiveness increases and investement decreases.

Increase your total marketing impact by including our website, monthy e-newsletter, monthly eblast and our social media channels.

ADDED VALUE PROGRAMS

PRICES AVAILABLE UPON REQUEST

Custom Branded Content: *Casino Player* magazine creates valuable content by combining the expert journalism of our editorial team with knowledge that comes from 30 years of covering the gaming industry. Our editors build this content into a format that highlights your property, brand or promotion in a way that would entertain and inform our readers.

Bind-In Card Program: In every issue, we include bind-in cards, used to generate subscriptions and gift orders. These cards are used by casinos to promote sweepstakes, surveys, room offers or short or long-term promotions. You can place a message on a single or series of custom-created bind-in cards.

E-Mail Blasts: Need immediate response to fill rooms, seats or participate in a promotion? Let us e-mail a targeted offer from you to our extensive list of avid gaming enthusiasts. This added-value feature allows you to reach right into our readers' in-boxes with your offer or message you choose.

"Suite Life" Sweepstakes: This customer development promotion includes a beautiful photographic feature in *Casino Player* to highlight your suite, which is given away to a lucky winner, for a weekend or extended stay. The program includes a bind-in card for readers to enter this sweepstakes. Based on past performance, you can count on at least 15,000 gamblers participating in this popular sweepstakes (names you keep for your database), in addition to a free-full page ad and editorial to promote the sweepstakes.

Renewal and Billing Insert Program: Every month, we mail between 10,000 to 15,000 notices to subscribers informing them of their subscription status.You will have the opportunity to insert messages and literature into these envelopes, to promote an active or future event or promotion. As an example, you could insert an application for your players club card into every successive monthly mailing, while making it possible for our subscribers to sign up for a card at your website.

In-room Magazine Distribution: Is there a feature about your property you'd like to share? Have you won awards in one of our "Best Of" issues? To ensure your message reaches our subscribers and your players, advertisers may opt to receive copies to be distributed in their guest rooms or players rewards booths.

Free Digital Magazine Program: Take full advantage of your editorial or awards and offer your best players the gift of *Casino Player* magazine. To ensure your message reaches our subscribers and your players, advertisers may opt to receive free issues and even 12-month subscriptions to either of our digital magazines. These may be given away as promotional incentives, or used as a gift to your valued patrons.

Custom Reprints: *Casino Player* magazine understands the importance of reaching your target market. What better way to tout your casino or gaming product than with an endorsement from the most respected gaming publisher in the country?

Distribute your reprints in lounges, hotel rooms, players club booths or via direct mail. Perfect for trade show hand-outs or as an insert into your company's media kit. You'll find a multitude of ways to use a reprint as an excellent marketing tool. And, we can customize your reprint just the way you like it.

For more than three decades, Casino Player magazine has thrived as America's most popular gaming lifestyle magazine!

Casino Player

MEDIA KIT 2022

Contact us for more information about editorial and advertising opportunities

Casino Player

333 E. Jimmie Leeds Road, Suite 7
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info@casinocenter.com

www.casinocenter.com

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