



StrictlySlots

THE MAGAZINE FOR SLOT & VIDEO POKER PLAYERS



MEDIA KIT

Jackpot hunters across the country swear by *Strictly Slots*, the nation's only magazine written exclusively for slot and video poker players—the largest, most lucrative customer segment in the gaming industry!

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THE GAMING MARKET

OUR READERS, YOUR CUSTOMERS

The casino entertainment industry has seen a resurgence few might have expected only a couple of years ago. Casino-goers are back in force and the industry has seen levels in 2023 not experienced since before the pandemic. Gamblers are flooding into their favorite casinos, hotels, bars, sportsbooks and entertainment venues. As an example of that energy, commercial casinos in October alone showed nice growth from numbers during the same month a year earlier, according to the American Gaming Association (AGA). The month's revenue reached \$5.29 billion—growth of 10.5% from October 2021. Slots were up 2.4%, table games up 1.5%, and sports betting up a whopping 77.7%. This is just a snapshot of what the industry has experienced over the last year and where gaming is headed in 2023.

Amazingly, 2021 saw a record-breaking year for gaming, with commercial casino revenue reaching an annual record of \$53 billion. That was an increase of more than 21% above the previous high set in 2019.

"Despite continuing pandemic-related uncertainties, including labor shortages and supply chain issues, our incredible rate of recovery set us apart from others in the hospitality sector and the broader economy," AGA President and CEO William C. Miller, Jr. noted in the group's annual State of the States gaming report. "Over the past year, innovation accelerated as suppliers and operators found new ways to strengthen customer engagement. This includes the expansion of omnichannel gaming, giving more consumers access to a truly integrated gaming experience—one that enables players to interact with us how, where, and when they want."

And while the official numbers aren't in yet, 2022 looked to be an even bigger year. But that 2021 revenue figure doesn't even tell the whole story. When \$39 billion in tribal gaming revenue is considered, that figure rises to more than \$92 billion. Americans across the economic landscape are heading to casinos in droves and 2023 is looking like it may be an even bigger year. Post-COVID, there remains some work to do in the tribal gaming world, but things are certainly looking up.

"While last year experienced a record number of closures there was also growth with new operations opening," National Indian Gaming Chairman E. Sequoyah Simermeyer noted in a report on the industry in August. "This demonstrates gaming operations and tribes are making difficult decisions as they navigate a rebound from the pandemic."

A deeper statistical probe shows even more positive signs. In Nevada, total statewide commercial casino gaming revenue reached an all-time record \$13.4 billion, an increase of 70.6% compared to 2020 and 11.6% higher than the pre-pandemic 2019 total. Gamblers also returned to the Las Vegas Strip, with \$6.9 billion in revenue from electronic and table games, up 89.6% from 2020.

In New Jersey, home to the Atlantic City casino mecca, the state saw gross gaming revenue of \$4.7 billion in 2021. That's an increase of 64.4% from 2020 and 36.6% from 2019. The 2021 total was the state's biggest since 2007 and it's a good bet that 2023 may top that when the final totals are in. Other states saw similar returns in 2021 with revenue climbing even higher in many jurisdictions in 2022.

Gaming may be the focus at a casino, but today's modern properties offer so much more. Gamblers are seeking great food, good drinks, excellent entertainment, and top-notch service—the total package. What better way to reach those looking to visit casinos across the country than connecting with these

devoted casino patrons who are *Strictly Slots* readers.

Strictly Slots research shows that a typical reader of the magazine earns more than \$60,000 per year and has a median age of 45 years. These typical readers have a college degree and enjoy entertainment, dining, shopping and non-gaming casino amenities as much as taking a shot at some winnings at the blackjack tables, slots or in the sportsbook. When casinos are looking to connect with their target audience, *Strictly Slots* is the perfect option. Our readers are your players!

“

America's commercial casino gaming industry bounced back from the dramatic impact of the pandemic on casino operations in 2020 with record gaming revenue in 2021.

”

STRICTLY SLOTS MAGAZINE

THE MAGAZINE FOR SLOT & VIDEO POKER PLAYERS



Jackpot hunters across the country swear by *Strictly Slots*, the nation's only magazine written exclusively for slot and video poker players—the largest, most lucrative customer segment in the gaming industry! *Strictly Slots* analyzes, illustrates and rates every new slot and video poker machine on the market, and tells readers how to use winning strategies to keep them playing longer!

Highlights include:

- **Slot Payout Percentages: Tracking the casinos with the highest paybacks**
- **Tips to maximize comps**
- **New Slots 2023: Identifying what's in store for the slot floor**
- **Players Club Spotlights: Revealing the best clubs that go the extra mile to attract new players**
- **The hottest slot club promotions and tournaments**
- **Money management strategies**
- **Quick Tour: Profiles of leading casinos and what they offer players**
- **VIP slot lounges & high-limit clubs**
- **The latest jackpot winners**
- **Spinning Reels: News, trends, events and more in the world of slots**
- **Online Slots: The latest way to play your favorite slots in the comfort of your home**

Strictly Slots is the ultimate resource for slot players, publishing detailed coverage on the latest developments across the gaming industry. We provide readers with invaluable information about their favorite casinos including upcoming slot tournaments, new games, special promotions, entertainment, special events and more.

Every month, *Strictly Slots* reveals the most detailed slot payout percentage charts ever made available to the public, listing casino by casino and by jurisdiction. With its highly graphic layouts and informative articles written by gaming's top experts, *Strictly Slots* is the magazine most trusted by savvy slot and video poker players.

OUR READERS, YOUR CUSTOMERS

STRICTLY SLOTS DEMOGRAPHICS

GENDER

Male	.35%
Female	.65%

AGE

21–34	.3%
35–44	.13%
45–54	.29%
55–64	.39%
65–74	.16%

MARITAL STATUS

Married	.71%
Single	.18%
Divorced	.9%
Widowed	.2%

Strictly Slots magazine not only reaches a national consumer slot audience, it is also distributed to the slot marketing, casino operations and management of all U.S. casinos.

EMPLOYMENT STATUS

Employed	.62%
Self-Employed	.13%
Semi-Retired	.5%
Retired	.20%

OCCUPATION

Professional	.30%
White Collar	.38%
Blue Collar	.22%
Self-Employed (owner)	.10%

EDUCATION

Grad. School Degree	.15%
College Graduate	.36%
Some College	.29%
High School Graduate	.20%

ANNUAL INCOME

Up to \$34,999	.3%
\$35,000–\$54,999	.11%
\$55,000–\$104,999	.48%
\$105,000 or more	.38%

PLAYERS CLUB MEMBERSHIP

Yes	.95%
No	.5%

Strictly Slots reaches a unique gaming audience interested in the latest slot products, casino promotions, slot club programs and tournaments.

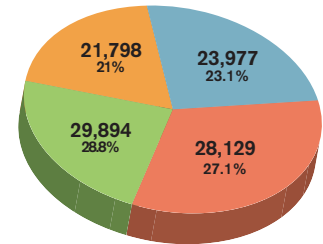
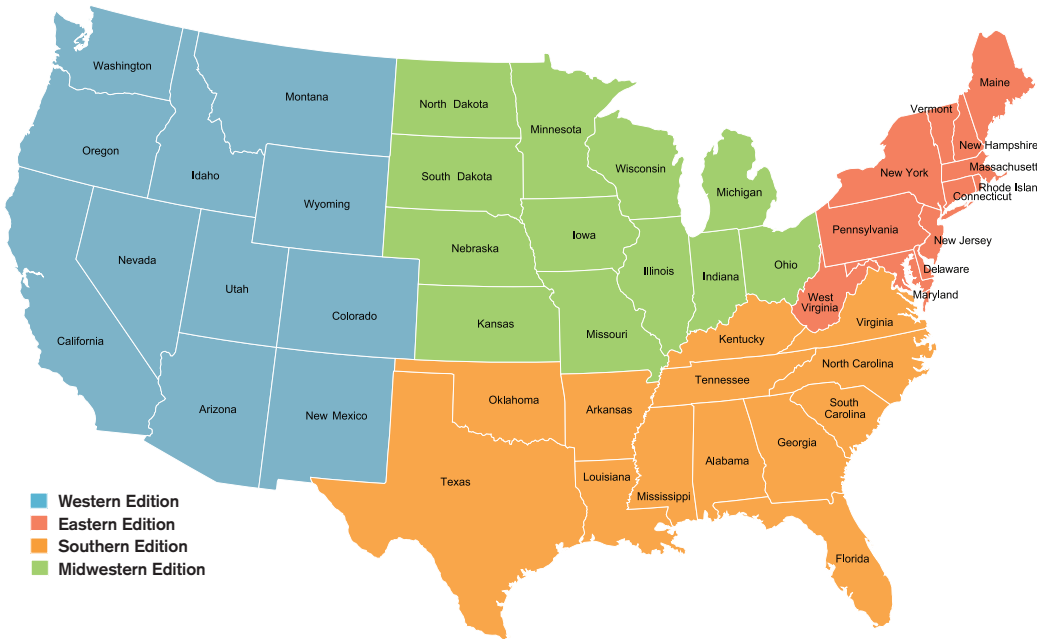
NUMBER OF STRICTLY SLOTS READERS WHO BELONG TO ONE OR MORE SLOT CLUBS

1	.13%
2	.15%
3	.17%
4	.21%
5	.32%
6 or more	.2%

TOP FIVE FAVORITE CASINO GAMES

Slot machines	.65%
Blackjack	.18%
Poker	.7%
Roulette	.6%
Craps	.5%

STRICTLY SLOTS READERSHIP



Strictly Slots magazine is distributed to subscribers, newsstands, and maintains a monthly in-room distribution.

Print Distribution:
30,347

Newsstand:
8,510

In-Room Distribution:
8,303

Digital Distribution:
56,638

Social Media:
6,600 Followers
and Growing!

BONUS DISTRIBUTION: REACH KEY DECISION MAKERS

Strictly Slots 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

TRIBAL ROAD TRIP
VISITING OUR NEIGHBORS TO THE NORTH

ROAD WARRIORS
THE BEST SLOTS FROM THE ROAD

HOG WILD

ADD A VIDEO TO EDITORIAL
showcasing your property, promotion or special event

ADD A VIDEO TO AD
showcasing your property to your advertisement

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

THE PAGES OF STRICTLY SLOTS 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
Page	\$5,300	\$5,021	\$4,532	\$4,305
2/3 Page	3,533	3,347	3,021	2,870
Junior Page	2,915	2,769	2,631	2,500
1/2 Page	2,650	2,511	2,266	2,153
1/3 Page	1,766	1,674	1,511	1,435
1/6 Page	901	856	813	773
1/12 Page	445	422	401	381

SOUTHERN EDITION				
SIZE	1X	3X	6X	12X
Page	\$2,544	\$2,417	\$2,297	\$2,183
2/3 Page	1,696	1,611	1,531	1,454
Junior Page	1,395	1,325	1,259	1,196
1/2 Page	1,272	1,208	1,148	1,091
1/3 Page	848	806	766	728
1/6 Page	427	405	386	366
1/12 Page	214	203	193	183

EASTERN EDITION				
SIZE	1X	3X	6X	12X
Page	\$3,392	\$3,222	\$3,061	\$2,098
2/3 Page	2,261	2,148	2,041	1,939
Junior Page	1,859	1,766	1,678	1,594
1/2 Page	1,696	1,611	1,531	1,454
1/3 Page	1,130	1,074	1,020	969
1/6 Page	569	541	514	488
1/12 Page	284	270	257	244

MIDWESTERN EDITION				
SIZE	1X	3X	6X	12X
Page	\$2,385	\$2,266	\$2,153	\$2,045
2/3 Page	1,590	1,511	1,435	1,364
Junior Page	1,312	1,247	1,184	1,124
1/2 Page	1,193	1,133	1,076	1,022
1/3 Page	795	755	718	682
1/6 Page	401	380	362	344
1/12 Page	200	191	181	172

WESTERN EDITION				
SIZE	1X	3X	6X	12X
Page	\$3,127	\$2,971	\$2,822	\$2,681
2/3 Page	2,084	1,980	1,881	1,787
Junior Page	1,714	1,628	1,547	1,469
1/2 Page	1,564	1,486	1,412	1,341
1/3 Page	1,043	990	941	894
1/6 Page	525	499	474	450
1/12 Page	263	249	237	225

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.

DEADLINES

JANUARY

Space reservation Dec. 27
Ad material Dec. 29

FEBRUARY

Best of Racinos Ballot Issue
Space reservation Jan. 24
Ad material Jan. 27

MARCH

Best of Racinos Ballot Issue
Space reservation Feb. 25
Ad material Feb. 30

APRIL

Space reservation Mar. 24
Ad material Mar. 28

MAY

Space reservation Apr. 24
Ad material Apr. 28

JUNE

Special Edition:
Best of Racinos Awards
Space reservation May 25
Ad material May 30

JULY

Best of Slots Ballot Issue
Space reservation June 21
Ad material June 27

AUGUST

Best of Slots Ballot Issue
Space reservation July 21
Ad material July 27

SEPTEMBER

Space reservation Aug. 25
Ad material Aug. 29

OCTOBER

Special Edition: G2E
Space reservation Sept. 25
Ad material Sept. 28

NOVEMBER

Special Edition:
Best of Slots Awards
Space reservation Oct. 23
Ad material Oct. 27

DECEMBER

Space reservation Nov. 27
Ad material Nov. 30

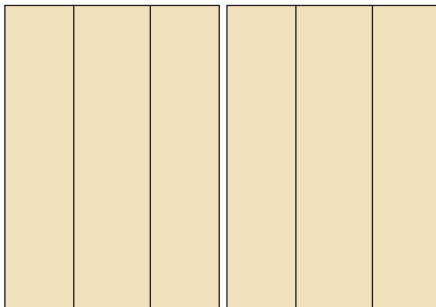
DIGITAL EDITION ADVERTISING

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

Videos attached to advertising or editorial:
\$500 per issue

PRODUCTION SPECS

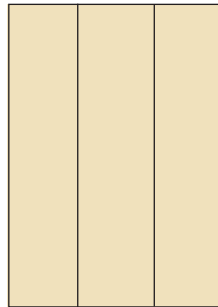
MAGAZINE TRIM SIZE: 8 1/8" X 10 7/8"



Double Page Spread

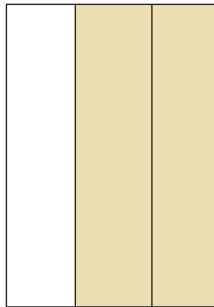
Set up file as two single full pages.
Each Page Live: 7.125" x 9.875"
Bleed: 8.625" x 11.375"

No live matter should cross the binding gutter.



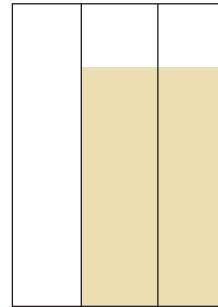
Full Page

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



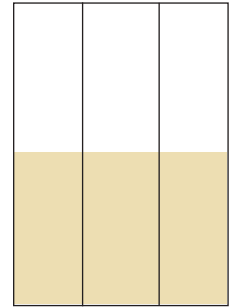
2/3 Page

Live: 4.625" x 10.187"
Bleed: 5.25" x 11.375"



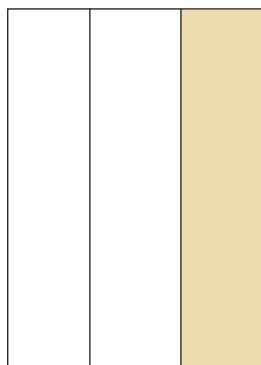
Junior Page

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



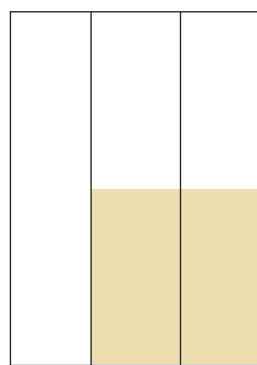
1/2 Page Horizontal

Live: 7.125" x 4.875"
Bleed: 8.625" x 5.562"



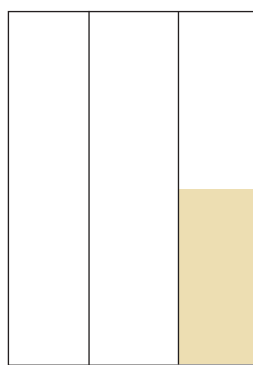
1/3 Page Vertical

Live: 2.187" x 10.187"
Bleed: 3" x 11.125"



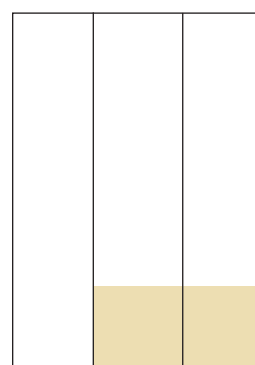
1/3 Page Square

Live: 4.625" x 4.875"
Bleed: 4.875" x 5.125"



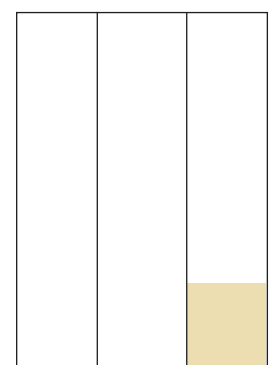
1/6 Page Vertical

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

Strictly Slots:

Space reservations close on the 20th day of each month, one month prior to cover date. (Example: Sept. 20 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.



TURN YOUR SLOTS LOOSE

THE HUNT FOR THE LOOSEST SLOTS IS OVER!

Nothing draws more players to a casino than offering loose slots. But that's only half of the battle. Gamblers need to know that you have them.

That's our job.

For more than 30 years, Casino Player Publishing has been the #1 source for the latest casino news and information geared to the consumer in *Casino Player* and *Strictly Slots* magazines. And through our one-of-a-kind CERTIFIED LOOSE SLOTS program, participating casinos can let players know that they've got the best slots in town.

Our certification process is quick, simple and painless. But more importantly, it's an effective tool that you can use to promote your property directly to casino gamblers in a way you never could before—with guaranteed loose slots.

Best of all, our certification program is exclusive to a SINGLE PROPERTY IN EACH REGION. That means if your casino is certified, no other casino in your area can make that claim.

It's time to get independently verified by one of the most respected names in the gambling industry.

It's time to prove to players that your games, and your property, are the best.

It's time to work with Casino Player Publishing.

Certification Made Simple

We've streamlined the process to offer select properties a hassle-free solution to our Loose Slots Certification process! Now, properties can select a pre-determined number of machines on their floor, and detail the payback percentage for each machine THEY choose! It's the fastest, easiest way to get certified! Some restrictions apply. For more information about the simple certification process, ask your *Strictly Slots* representative.

Strictly Slots' Certification Program Benefits

- **EXCLUSIVITY**
Certification program exclusivity in your region.
- **AD SPACE**
One full-page, full-color ad in both *Casino Player* and *Strictly Slots* magazines for the 12-month term of the agreement.
- **MAGAZINES**
250 complimentary copies of both *Casino Player* and *Strictly Slots* magazines each month to be distributed at the property's discretion.
- **EDITORIAL COVERAGE**
A certification program launch feature article in *Strictly Slots* magazine and extended editorial coverage in both *Casino Player* and *Strictly Slots* magazines for the duration of the program.
- **LOGO USAGE**
Use of the official *Strictly Slots* Certification logo on any collateral or advertising for the 12-month contract period.
- **REPRINTS**
Up to 50,000 reprints of the launch feature at certification program discount.

GET THE COMPETITIVE EDGE WITH
CERTIFIED LOOSE SLOTS!

Think you know where the loosest slots are? Think again!

SLOT PERCENTAGES CHART ADVERTISING

DO GAMBLERS KNOW THAT YOUR CASINO HAS THE LOOSEST SLOTS?

For more than 25 years, *Strictly Slots* has been tracking the casinos with the highest paybacks. Now, for the first time, your casino can place slot ads for as little as \$200 directly in the "Slot Payout Percentage" department where gamblers learn how loose your casino's slots are!

Slot players have many things in common. In fact, the most common questions on every slot player's minds are... "Will I hit a jackpot on my next spin?" "Is this machine 'loose' or should I move to a different machine?"

In today's difficult economic times, even the savviest players look for the best deals they can find. That's why *Strictly Slots* magazine has become more popular than ever before! Every

month our readers turn to the slot payout charts to see which casinos are paying out the most! Whether they are pennies, quarters or even hundred-dollar machines!

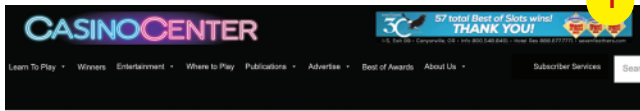
Denomination	# of slots	win %
25-CENT	306	92.2
Foxwoods	273	91.4
Mohegan Sun	903	90.9
50-CENT	167	92.4
Foxwoods	125	90.9
Mohegan Sun	125	94.1
\$1	751	93.2
Foxwoods	632	91.1
Mohegan Sun	119	93.2
\$2	178	91.1
Foxwoods	178	91.1
Mohegan Sun	0	0

DISPLAY ADS IN STRICTLY SLOTS FOR AS LITTLE AS \$200 PER MONTH

Want a full year of low-cost advertising? Ask your *Strictly Slots* representative about our 12-month FLAT RATE plan.

CASINOCENTER.COM

STRICTLY SLOTS' HOME ON THE INTERNET



Video Archive
Click Here to access the video archive.

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). Only one advertiser per month.

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). Only one advertiser per month.

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 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

Advice from Casino Player and Strictly Slots

Newest Editions

Casino Hotel News

Gambling Promotions & Events

Casino Player Publishing in the News

Best of Gaming 2022 Awards

Best of Slots 2022 Awards

Best of Dining 2022 Awards

Best of Trainers 2022 Awards

Monthly Entertainment Guide

Lessons From The Pros

8 TIPS FOR VIDEO POKER PLAY

Food For Thought

CLICK, LEARN, SIGN-UP, PLAY. WIN!

gamingPlayer.com

An extensive nationwide listing of casino entertainment.

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:

56,638 readers

EMAIL CONTENT:

100K reader email addresses

SOCIAL MEDIA:

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



Twitter: CasinoPlayerPub



Facebook: CasinoPlayerMagazine



Instagram: CasinoPlayerMag

E-BLAST

Deliver your message directly to Casino Player Publishing's database, with approximately 100,000 targeted gaming enthusiasts.

Strictly Slots 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 investment decreases.

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

ADDED VALUE PROGRAMS

PRICES AVAILABLE UPON REQUEST

Custom Branded Content: *Strictly Slots* 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' inboxes with your offer or message you choose.

"Suite Life" Sweepstakes: This customer development promotion includes a beautiful photographic feature in *Strictly Slots* 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 *Strictly Slots* 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: *Strictly Slots* 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 handouts 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.