

External Event Calendar 2019	Location	Date
ICE London	Excel London	05-07 Feb
LAC	Excel London	06-09 Feb
Betting on Football	Stamford Bridge, London	19-21 March
Nordic Affiliate Conference	Grand Hotel, Stockholm	27-28 March
Betting on Sports America	New Jersey	23-25 April
ICE North America	Boston	13-15 May
G2E Asia	Macau	21-23 May
WGES	Barcelona	02-04 July
iGB Live	Amsterdam	16-19 July
LiAC	Lisbon, Portugal	October TBC
G2E Vegas	Las Vegas	October 15-17
SIGMA	Malta	November TBC

EGR 2019 Issues - EGR Intel (Remaining schedules available on request)		
Issue	Deadline	Publication (Subject to change)
January #176	14th December 2018	21st December
February #177	14th January	21st January
March #178	15th February	22nd February
April #179	15th March	22nd March
May #180	11th April	18th April
June #181	17th May	24th May
July #182	14th June	21st June
August #183	12th July	19th July
September #184	16th August	23rd August
October #185	20th September	27th September
November #186	18th October	25th October
December 187	15th November	22nd November
November #186	18th October	25th October
December 187	15th November	22nd November
January #188	13th December	20th December

EGR Global Events 2019 - (dates subject to change)		
Date	Event	Venue
11th April 2019	EGR East Coast Briefing: Sports Edition	One Atlantic, Atlantic City, NJ, USA
11th April 2019	EGR North America Awards	One Atlantic, Atlantic City, NJ, USA
7-8th May 2019	Power 50 Summit	Puente Romano, Marbella, Spain
9th May 2019	Power Affiliates	Puente Romano, Marbella, Spain
23rd May 2019	Eastern Europe Briefing	The Grand Mark, Prague, Czech Republic
25th June 2019	Marketing & Innovation Awards	TBC
25th June 2019	B2B Awards	TBC
June 2019	EGR Portugal Briefing	Lisbon, Portugal
10th July 2019	EGR Mid-America Briefing: Sports Edition	The W Hotel, Chicago, IL, USA
12-13th September 2019	US Power Summit	Pelican Hill, Laguna Beach, CA, USA
October 2019	Italy Briefing & Awards	Rome, Italy
24th October 2019	Operator Awards	Grosvenor House, London
7th November 2019	EGR UK Summit	Syon Park, London

Visit <https://egr.global/events/>

Cover features
Based on current topics and trends such as:
Responsible gambling
US sports betting
Advertising restrictions
Swedish re-regulation
New technology
Linked to the biggest industry events of the year.

Regular content:
Regional round-up
The Briefing
Q&A
Opinion
News & Analysis
Directory
The Smoking Gun

Digital Stats



daily newsletter circulation 15,000+



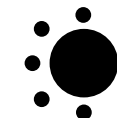
open rate 23%



monthly web visits 65,000



monthly page views 130,000



multi-channel reach of over 25,000

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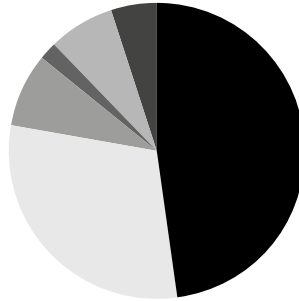
NEW YORK
41 Madison Avenue, 20th Floor
New York
NY 10010
US

Readership profile – Industry



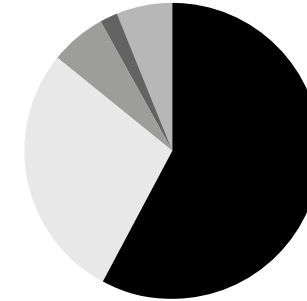
- Operators **51%**
- B2B Partners **22%**
- Affiliates **12%**
- Analysts and Financial **9%**
- Others **6%**

Readership profile – Role



- Senior Management **48%**
- Middle Management **30%**
- Sales & Marketing **8%**
- Technology **2%**
- Analysts & Corporate **7%**
- Others **5%**

Readership by region:



- EU/UK **58%**
- North America **28%**
- Asia **6%**
- Australasia **2%**
- Others **6%**

Digital rates – Weekly costs

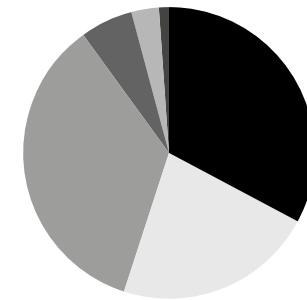
WEB ADVERTISING

Leaderboard monthly cost **£1,750**
 Displays on desktop and large tablets; Dimensions 728 x 90px
 Mobile 320 x 50px
 MPU monthly cost **£1,000**
 Displays on desktop and large tablets; Dimensions 300 x 250

DAILY EMAIL ALERT ADVERTISING

Leaderboard:
 top position **£2,500 per week**
 second position **£2,000 per week**
 third position **£1,750 per week**
 Dimensions 468 x 60px

Web traffic breakdown:



- UK **33%**
- Americas **22%**
- EU **35%**
- Asia **6%**
- Oceania **3%**
- ROW **1%**

Print rates

Double page spread **£6,890**
 Inside front/back cover **£5,000**
 Full page p4-p21 - **£4,500**
 Full page p22 > - **£4,000**
 1 page expert view + full page advertisement* **£4,500**
 2-page expert view + full page advertisement* **£5,000**

*POA and article also posted online

Advertising specs:



SIZE	2/1	1/1
PLACEMENT	internal	
DIMENSIONS	w406 x h273mm	w203 x h273mm
BLEED	3mm	3mm

Readership numbers: **13,000+**

Circulation numbers: **8,500**

Special options available on request
 (belly band, gatefold, etc.)

Barn door **£7,950**

Front cover takeover (limited to 2 a year) **£10,000**

Insert (double sided A5) **£5,000**

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