



**About the
Magazine**



**Readership and
Circulation**



Rates



**Publishing
Schedule**

ONLINE GAMBLING


QUARTERLY

Media info

October 2018

Contact

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Key facts of the magazine



Unique, premium, and data-focused content using an innovative style and format



Digital readership per edition = Ca. **8,500 unique readers**

Print circulation per edition = Ca. **4,000 copies**

Total readership per edition = more than **15,000 readers**



Target group = **100% decision makers** in general & product mgmt. Industry sectors of print circulation = **70% online gambling operators**



Geographical breakdown of readers (Spring/Q1 2018): 76% Europe, 10% Americas, 10% Asia-Pacific, 4% Africa & others



Magazine is published once per quarter – **four editions per year**



Free print magazines are **mailed to the offices** of decision makers – additional distribution at key conferences



We will enable you to **track/control the distribution and readership** of the digital and the print magazine



Outstanding reading experience on digital devices

About the Magazine

15 years of industry research experience

The Online Gambling Quarterly is published by MECN. We have 15 years of experience in publishing fee-based industry reports focused on data analyses, such as the Online Gambling Benchmarking report. In addition, MECN offers strategic consulting and customized research to leading market players and regulators in the gambling industry.

We have decided to share some of our well-received data analyses, ... with an even bigger audience by distributing the Online Gambling Quarterly free of charge.

A new kind of trade magazine for the online gambling industry

What makes the Online Gambling Quarterly so interesting for your advertising? The most important reason is likely that it simply sticks out from other magazines. It's new, has unique content, and a different approach to the reading experience. This will compel decision makers to take a look at the magazine **and at your ads.**

Unique approach increases readership and ad visibility

What makes this trade magazine unique:

- Content** – The magazine focuses on trends, data analysis, benchmark figures, “hard” numbers, These are the key contents a trade magazine should include according to more than 90% of the industry decision makers (OGQ survey).
- Style and format** – Mostly “business/executive” style, such as bullet points, many graphics, PowerPoint-like landscape/horizontal format, ... We realized that most executives just do not have the time to read long running text and would be much more comfortable with the style they are used to from their daily office work (OGQ survey).
- Special topics in each edition** – In addition to recurring data analyses, ... we include in-depth analyses of selected special topics in each edition.
- Free distribution** – The magazine is distributed for free to decision makers in the online gambling industry.
- For more **detailed information** about the magazine and its unique content, please contact editor@OG-Q.com



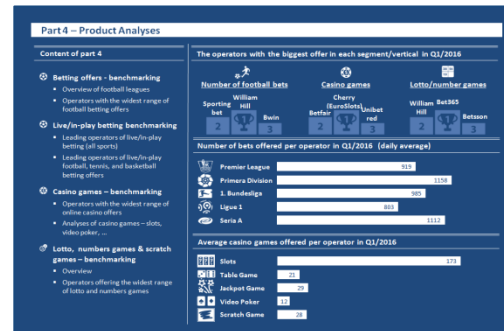
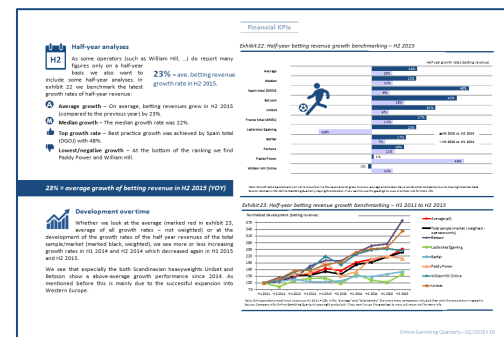
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What readers say



The feedback we received was unanimously very positive and included comments such as "Excellent" (NYX, Digital Marketing Leader), "Fantastic Insights" (BetVictor, Lead Sportsbook Development), and many more. Below a short selection of some feedback we received so far:



Very nice read & great industry overview – well done!

Andreas Reimblad – Head of sportsbook product development, Kindred Group



This is world class.

Patrick Jay, Ex-Director of Trading, HKJC, now COO at Addison Global



I have seen your magazine and think it is a great product.

Philip Doftvik – Head of Corporate Finance and Investor Relations, LeoVegas



Fantastic insight – Thanks!

Lee Slinger – Sportsbook Product Manager at Degree 53



I really welcome this pool of analysis and look forward to your future releases.

Klaus Fahrnberger – Investor Relations Manager, Bet-at-home



Wow, impressive magazine! Well done.

Stefan Hamann – Ex-Head of Global Sales and Bus Dev, Dragonfish/888.com, now Shamann Advisors



Most definitely worth a read.

Glynn Carroll, Trading Director – Digital, GVC Group



Very informative.

Keith Inkster, Area Operations Manager, William Hill



We have all read the magazine – excellent work.

Simon Collins, Founder Gaming Realms Plc



Interesting analytics! Very helpful to see product depth and spread at a glance.

Hans Elias, Head of Gaming Innovation at Gamesys

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Circulation



The free digital editions have currently about 8,500 readers per edition. In fall 2017 we also started to send free print copies to about 4,000 online gambling decision makers worldwide:

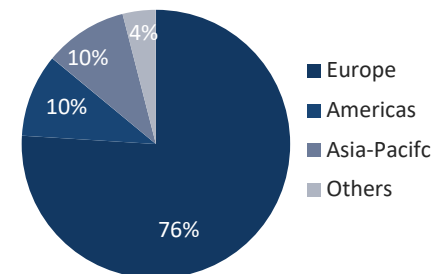
- **8,500 unique readers of the digital edition** – The free digital editions have currently about 8,500 readers per edition (status Summer/Q2 2018).
- **4,000 free print copies** – Ca. 4,000 free print copies of each edition are distributed **via direct mail** to the office desks of decision makers in the industry.
- **Circulation certified** – Advertisers want to make sure that they get what they pay for. Therefore, we will provide advertisers with the option to control the circulation by providing them with the distribution list of the readers.
- **Additional copies distributed at conferences** – We offer only a rather small number of free print copies at selected conferences. The main reason for this is that conference circulation/distribution can hardly be controlled/certified and often only a small share of the copies distributed at conferences ends up in the hands of the target group.
- **Readers and target group = 100% decision makers** – As we (and our advertisers) select who receives the print version of the Online Gambling Quarterly we make sure that these are decision makers mostly coming from general and product management as well as marketing.

Readership

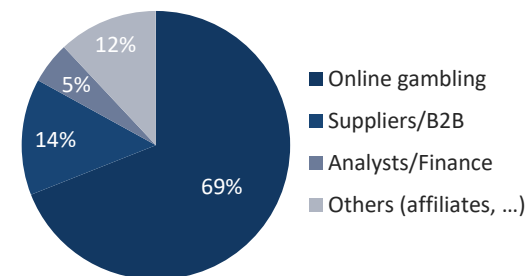


Due to the unique content of the magazine and our focus on mailing print copies right to readers' office desks (instead of conference distribution), our magazine's typical pass-along rate of 2.0 readers per copy is slightly higher than the industry average (1.5).

Geographical breakdown of readers



Industry sectors of print circulation



Digital Readership = Ca. 8,500
Print Circulation = Ca. 4,000
Total Readership = Ca. 15,000

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Type of ads

We offer three types of ads:

1. **Classic ad** – Full-page ad (A4 landscape/horizontal), 297mm (w) x 210mm (h); we do not offer any other sizes (e.g., half page). Choice of placement (e.g., outside/inside back cover, first pages, ...) is on a first come, first served basis. Please contact us for detailed ad placing options (e.g., sections, pages, ...). Specifications: 2mm bleed required; ad should be supplied in: CMYK, PDF, min. 300dpi, no crop lines/marks. Format of PDF emailed to us 297+2+2 = 301 (w) and 210+2+2 = 214 (h)

In addition to the classical ad formats, we offer different types of native ads to better suit advertisers and improve the reading experience:

2. **Quarterly native ad** – We offer to design your ad in accordance with our style templates which fit to the overall design of the magazine. You send us the pictures, graphics, ... and the text; we'll take care of the rest. See an example here.

3. **Trend case study** – In the trend section of the magazine we will present and analyse new products, ... in full-page case studies (see example here). Advertisers have the opportunity to be featured in such an advertorial/PR trend case study.

Rate card

We offer attractive rates with a highly competitive price per reader reached. As we are looking for long-term partnerships we offer a discount on ad series of ca. -20%.

| Type of ad | 1-3 issues | 4 issues or more |
|---------------------------------|---------------------|---------------------|
| Full-page ad (full/single page) | GBP 3,000 per issue | GBP 2,500 per issue |
| Double-page ad (2 pages) | GBP 4,500 per issue | GBP 3,500 per issue |

Trend case study - example

Trend product – the mobile one login for all betting offers

Description / info:

- The new mobile betting solution of software provider GameSmarter will have a charge the core of many bettors of how simple and fun betting should be.
- The new software makes betting easier and significantly faster with a view high to all connected businesses.
- Bettors will have one login for all relevant betting markets, betting markets and events, all with a single page.
- Additionally, it can be downloaded and single use.
- Additionally it also offers super-fast bet slips, virtually instant bet placement with all connected businesses.

Successes and business insights:

- GameSmarter has been the product of the year 2018 and more than 10,000 bettors signed up within the first weeks.
- The average revenue per bettor is nearly double the size of the one of the mobile offers of standard betting operators.
- More and more operators seem to be interested in cooperating with GameSmarter to have their bets included.

Downloads and more info:

- Present version of trend: www.apps.com/gsm218
- www.gamesmarter.com

Click to enlarge

Quarterly style ad - example

bit8

Energise your company with bit8's new services

bit8 has transformed into something more than just a revolutionary gaming platform. Our clients now enjoy a multitude of complementary professional services aimed at propelling their business forward. Custom development, consultancy, training & business analysis coupled with truly supportive after sales services are just a few reasons why you should make bit8 part of your daily diet.

sales@bit8.com – www.bit8.com
Sales: +356 20925 872

Click to enlarge



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As the name indicates, the Online Gambling Quarterly is published and delivered four times a year at the end of each quarter.

Every Quarterly presents in-depth analyses of a special focus topic.

| Issue/edition | Publishing date | Ad delivery deadline |
|----------------|-----------------|----------------------|
| Spring/Q1 2018 | March 2018 | End of February 2018 |
| Summer/Q2 2018 | June 2018 | End of May 2018 |
| Fall/Q3 2018 | September 2018 | End of August 2018 |
| Winter/Q4 2018 | December 2018 | End of November 2018 |

Ad specifications

- Ad should be supplied in CMYK, PDF, min. 300dpi
- Format = 297 (width) X 210 (height)
- Bleed = 2mm on both sides
- Format of pdf/data (incl. bleed) emailed to us: $297+2+2 = 301$ (w) and $210+2+2 = 214$ (h)
- "Security gaps" relating to important text, graphics, ... = 10mm (left/right) and 3mm (top/bottom) - both relative to 297 (w) and 210 (h) (borders excl. bleed)
- Please avoid any lines symbolizing bleed, security gaps, ...
- If possible, the final pdf-file should not be bigger than 10MB