

# iGAMING CAPITAL

MALTA'S LARGEST AND LEADING IGAMING MAGAZINE



iGaming Capital is Malta's first high-profile bi-annual publication that will focus entirely on the vibrant igaming industry that has grown exponentially in Malta.

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iGaming Capital is Malta's largest premium magazine focusing on the iGaming industry operating in Malta. The high end magazine is the first of its kind in Malta, and every corner is jam-packed with news, interviews with leading protagonists, industry analysis and macro-industry updates, local and global lobbying trends, as well as exciting and vibrant lifestyle features about the luxe expat life in Malta. It has made a splash in the local market - not only is it a publication that has reached high international standard, but businesses have found it to be a useful tool in their business development arsenal, bridging the gap between the growing list of local

## About the Publisher

Content House is Malta's leader in print and digital publishing, owning and operating 20 distinguished print and digital brands. The company is the exclusive Media Partner of the Malta Chamber of Commerce and is the publisher for leading brands including The Malta Business Observer, Malta's foremost business newspaper, The Commercial Courier (published since 1947 and considered Malta's principal business magazine), Style Magazine (The Sunday Times lifestyle magazine) and maltachamber.org.mt (leading business portal - joint venture with the Chamber of Commerce). Content House employs a team of 30 professionals including editors, journalists, creative designers and brand executives.

## Distribution

iGaming Capital is a targeted high-end publication enjoying an unparalleled distribution channel: iGaming Capital is distributed directly by Maltapost to all iGaming companies operating in Malta, and is also distributed to leading businesses and banks, as well as financial institutions, accountants, auditors and business consultancy firms, lawyers and legal firms, Government departments and Ministries, including the Office of the Prime Minister.

The publication is also distributed by courier to Malta's top CEOs, leading hotels, yacht clubs and marinas, coffee shops, hairdressers and beauty salons, gyms, retail outlets, car showrooms, advertising agencies and business centres across the Maltese islands.

businesses servicing the iGaming industry in Malta and the iGaming companies themselves.

Malta has clearly emerged as a leading hub in the global iGaming industry, and is clearly signalling that it has what it takes to continue consolidating its position as the number one iGaming Capital in the world. iGaming Capital is specifically designed to reflect the pace and momentum that the industry in Malta has gathered, to serve as the media voice that the local iGaming industry has needed for so long.

## Quality

The magazine (size: 210mm x 297mm), will have very high printing specifications including lamination on the cover, and will be perfect bound.



# iGAMING CAPITAL

## MALTA'S LARGEST AND LEADING iGAMING MAGAZINE

### Rates

**Inside Front Cover Spread:** €2,500  
420mm (W) x 297mm (H) + 5mm bleed

**Inside Back Cover:** €1,500  
210mm (W) x 297mm (H) + 5mm bleed

**Back Cover Advert:** €2,000  
210mm (W) x 297mm (H) + 5mm bleed

**Premium Double Page Spread:**  
(2nd to 8th Premium Cover Spreads offered on a first come, first served basis): €1,950

**2 Full Pages or a Spread:** €1,500  
420mm (W) x 297mm (H) + 5mm bleed

**Full Page Advert:** €1,200  
210mm (W) x 297mm (H) + 5mm bleed

### Native

We will be featuring interviews with key personalities directly or indirectly involved in the iGaming industry in Malta. We will be approaching organisations that we deem match the pitch and characteristics of this high-profile gaming publication. Extensive interviews will be carried out by our team of journalists and a photo shoot will be taken by our photographers. Native content, photography and design costs are included in the below rates.

4 Page Interview: **€2,500**

6 Page Interview: **€3,750**

### Platinum Sponsorship

We are offering a limited number of Platinum Sponsorship Packages that will include a 4 page interview, Double Page Spread of Advertising, the organisation's Logo on the Cover as well as 100 copies of the Gaming Capital publication.

Platinum Sponsors are eligible for 100 free copies of iGaming Capital delivered to a local address, with up to five copies deliverable to a foreign address. Should sponsors wish to make their own arrangements for international delivery, 100 copies will be made available for collection at Content House Group's offices in Mriehel, Malta.

Platinum Package: **€7,500**

**ALL PRICES ARE EXCLUSIVE OF VAT.**

Artwork Creation: **€100**

Artwork Resizing: **€50**

A fee of 50% will be charged on cancellation of an advert. A one month notice must be given in writing for a pre-booked campaign to be cancelled.

The publication is being published by Content House Ltd, a member of Content House Group Ltd, Malta's leading publisher in print and digital media.



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## Printing Specifications



### DOUBLE PAGE SPREAD ADVERT/ INSIDE FRONT COVER DOUBLE PAGE SPREAD ADVERT

Trim Size: 420mm W x 297mm H (A3)  
Text Safe Area: 406mm W x 283mm H  
Gutter Allowance: 7mm  
Bleed Size: 430mm W x 307mm H (A3)  
Bleed: 5mm bleed all round

#### IMPORTANT:

No text or logo in the centre of the artwork.  
Minimum of 14mm Gutter Allowance in the centre.



### FULL PAGE ADVERT/ INSIDE BACK COVER ADVERT/ BACK COVER ADVERT

Trim Size: 210mm W x 297mm H (A4)  
Text Safe Area: 196mm W x 283mm H  
Gutter Allowance: 7mm  
Bleed Size: 220mm W x 307mm H (A4)  
Bleed: 5mm bleed all round

## GENERIC SPECIFICATIONS

**Crop Marks:** Not required

**Blinding:** Perfect bound

**Format:** PDF / JPG

**Resolution:** Minimum 300DPI

**Convert to CMYK:** ISO Coated (ECI) FOGRA39 (ISO 12647-2:2004)