



iGAMING CAPITAL

MALTA'S LARGEST AND LEADING iGAMING MAGAZINE

A high-profile annual publication that focuses entirely on the vibrant iGaming industry with the strongest distribution network.

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iGaming Capital is Malta's largest premium publication focusing on the iGaming industry operating in Malta. The high-end publication 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 standards, but businesses have found it to be a useful tool in their business development arsenal, bridging the gap between the growing list of local 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 unequivocally 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.

Owned and operated by Content House, Malta's largest and leading publishing house in the online and print sectors, iGaming Capital is backed by a specialised team of editors and journalists, as well as a large, dedicated team of creative and art directors, marketing strategists, social media experts and a strong arm of sales and business development.

Estimated Reach: 40K to 50K annually

This figure is based on long-term assessments of various distribution models, both single and multiplier distribution points, where iGaming Capital can be accessed or seen by potential readers.



WINTER 2021/2021
COVER STORY

Unstoppable Growth

Even with the pandemic and economic uncertainty of 2020, many iGaming companies based in Malta have managed to secure growth and boost their profits. Here, **Jo Caruana** talks to three organisations that prove every challenge can bring opportunity.

2020 was tipped to be a landmark year long before COVID-19 became a daily part of our lexicon. With Brexit striding ahead, a US election on the cards and a predicted dent in economic confidence, companies across the globe were bracing themselves for what was to come.

And come it did, in the form of a virus that has spread around the world causing the kind of upheaval usually reserved for sci-fi movies. It created a black swan that has had far-reaching consequences for almost all sectors out there, and it has made us rethink some of the very core precepts around which the post-industrial revolution commercial realm has been built.

But for iGaming specifically - and for numerous other tech-related sectors - things haven't been all bad. In fact, many would argue that the agile nature of the industry, coupled with its pre-existing flexibility and ability to pick itself up and try again - placed it in a prime position to not only cope with COVID but thrive.

In fact, several companies within Malta's iGaming set haven't just managed to keep their head above water at this time, but have made huge strides ahead - with companies such as Betsson announcing a 55 per cent increase in operating income, compared to the same period last year; Gaming Innovation Group (GIG) reporting a 47 per cent Q2 revenue rise, and LeoVegas celebrating a year-on-year increase in revenue and net profit for the first half of the year, boosted by a 'record performance' during the second quarter.

"When we started to see the first threats in late January, it was difficult to assess the impact that COVID-19 would eventually have," says Hans Uhrus, LeoVegas' Communications Director, as he reflects on the start of the economic shift. "We decided to prepare for the worst. Our main priority was the safety of our employees, in parallel with which we also built a business continuity plan."

"Our strategy was to - as quickly as possible - create a duplicate working environment that would allow our teams to deliver their job from safe, remote locations. The switch to communicate solely by video calls and online chats wasn't too dramatic for us since we already were doing it on a large scale, due to being an international company with offices around Europe. We were ready."

"Then, business-wise the closing of sports had a negative impact on our Sportsbook product but,

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COVER STORY

"THE TRUTH IS THAT iGAMING HAS SUFFERED LESS OF A HIT THAN MANY OTHER BUSINESSES. IN CERTAIN MARKETS THERE WAS EVEN A SLIGHT INCREASE IN ACTIVITY AS PLAYERS WERE INDOORS MORE OFTEN. WE HAD TIME TO PLAN AND HAD TO P..."



luckily, our main focus is on Casino and we have enjoyed it."

That success is highlighted in LeoVegas' first six months revenue of €200.2m - up from €180.7m in the corresponding period last year. Overall, this gave the company a 4.5 per cent increase in earnings a boost by 4.5 per cent to €24.0m, while its operating profit at €18.5m, more than double the last year.

"The truth is that iGaming suffered less than many other businesses," says Uhrus. "In certain markets there was even an increase in activity as players were indoors more often and had time to play. Additionally, many offline casinos were shut down, which resulted in more customers playing online."

Betsson also made strides forward in the first six months of 2021. Its total revenue for the period leading to 30 September was €1.2bn, a 51 per cent increase on the same period last year. This was due to growth in its casino business, which saw a 59 per cent jump in revenue and its sportsbook revenue of 12 per cent.

"Our third quarter was strong, and our positive trajectory from the year despite the obvious challenges at this extraordinary time," says President and CEO Pontus Lind.

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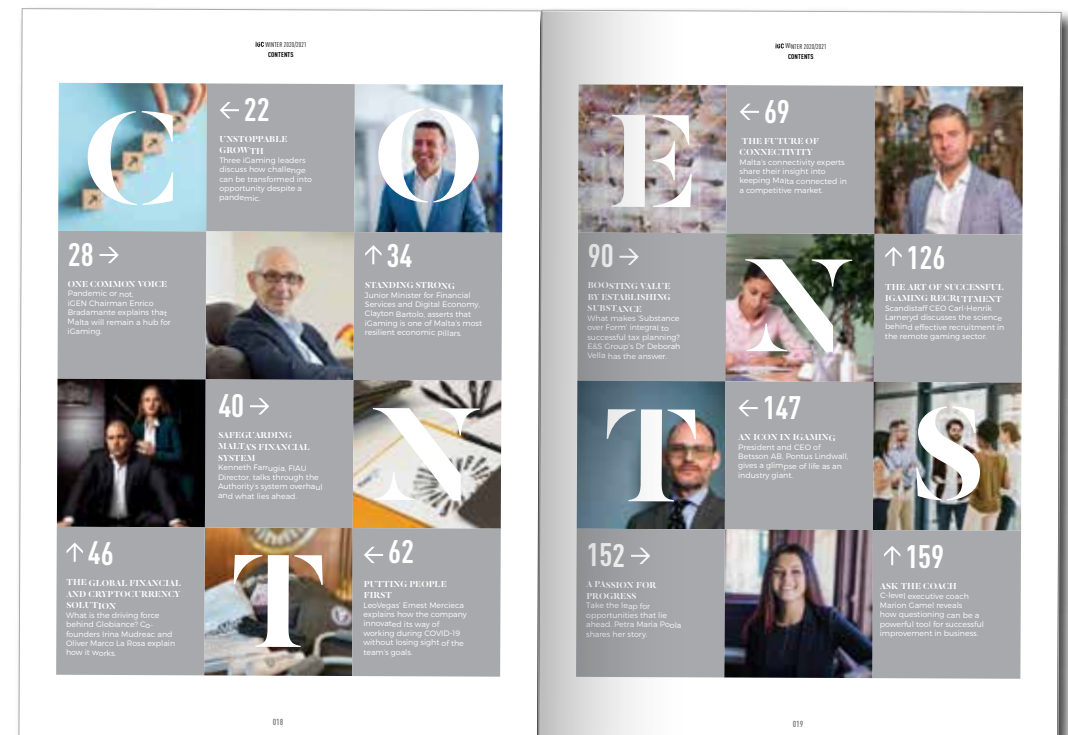
Distribution

iGaming Capital has a robust distribution network that reaches out to all iGaming companies in Malta as well as to all public and private stakeholders in the industry. The publication is a cost-effective way to reach out to the decision makers in one of the strongest and most buoyant industries in Malta. If you want to make your voice heard amongst this booming industry, this is how we can be of help through our distribution network:

- All iGaming companies operating in Malta
- Leading iGaming affiliate companies
- Public & private Stakeholders involved in the iGaming industry
- Distributed by courier to Malta's top CEOs and business leaders
- Financial institutions, banks, accountants, auditors and business consultancy firms
- Lawyers and legal firms
- Government departments and Ministries, including the Office of the Prime Minister
- Leading hotels
- Yacht clubs and marinas
- Car showrooms
- Marketing agencies
- Business centres across the Maltese islands
- Available at all leading newsagents across Malta

Quality

The publication (size: 210mm x 297mm), has very high printing specifications including lamination on the cover, and is perfect bound.



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Sponsored Content

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

4 Page Interview: **€2,500**

6 Page Interview: **€3,750**

Platinum Sponsorship

We offer a limited number of Platinum Sponsorship Packages that include a 4 page interview, Double Page Spread of Advertising, the organisation's Logo on the Cover, as well as 50 copies of the iGaming Capital publication. Platinum Sponsors are eligible for 50 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, 50 copies will be made available for collection at Content House Group's offices in Mriehel, Malta.

Platinum Package : **€7,500**

TERMS & CONDITIONS

- Advertising and Production Rates are exclusive of VAT
 - Advertising Rates exclude artwork production
 - Artwork Creation: €150 - Artwork Resizing: €50
 - A fee of 40% 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.
 - Invoices will be issued upon publication.
- Terms of payment – 30 days from date of invoice.

Rates

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

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

Premium Double Page Spread:
(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

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

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

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Printing Specifications

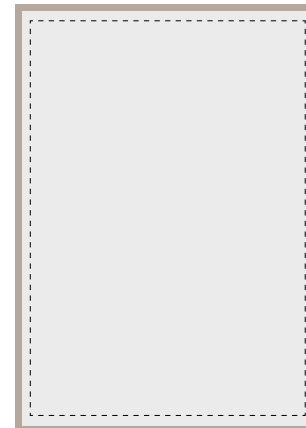


DOUBLE PAGE SPREAD ADVERT/ SPREAD ADVERT

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

INSIDE FRONT COVER DOUBLE PAGE ADVERT

Trim Size: 420mm W x 297mm H (A3)
Text Safe Area: 394mm W x 283mm H
Gutter Allowance: 7mm
Bleed Size: 430mm W x 307mm H (A3)
Bleed: 5mm bleed all round



FULL PAGE 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

INSIDE BACK COVER ADVERT

Trim Size: 210mm W x 297mm H (A4)
Text Safe Area: 184mm W x 283mm H
Gutter Allowance: 7mm
Bleed Size: 220mm W x 307mm H (A4)
Bleed: 5mm bleed all round

IMPORTANT:

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

GENERIC SPECIFICATIONS

Crop Marks: Not required **Binding:** Perfect bound **Format:** PDF / JPG
Resolution: Minimum 300DPI **Convert to CMYK:** ISO Coated (ECI) FOGRA39 (ISO 12647-2:2004)

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