



# 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 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.





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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:

- 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)

For more information contact:

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