

THE WORLD OF GAMING



media planner



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Dear Business Partner,

In this document, we are pleased to present information about the magazine publication of the NOVOMATIC AG Group, THE WORLD OF GAMING.

The magazine was launched in March 2007 and has since been published on a mostly bi-monthly basis. The publication is available as a print version as well as online on our website novomatic.com/magazine, on ISSUU.com and as an e-magazine provided by our media partners at G3.

THE WORLD OF GAMING provides direct contact and first-hand information to all our stakeholders: customers, partners and suppliers as well as our employees worldwide and the general public. It is available free of charge.

Features in the magazine include company news, product information and activities directly related to the NOVOMATIC AG Group or its partners, plus newsworthy items of interest to gaming industry professionals and beyond.

The one outstanding feature that distinguishes THE WORLD OF GAMING from other industry trade publications is that advertising space within the publication is only made available to companies that are either suppliers to the NOVOMATIC AG Group or other commercial companies with whom NOVOMATIC has a direct business relationship. Thus, the magazine offers the unique opportunity to present your company directly to the customers and partners of the NOVOMATIC AG Group.

To discuss any editorial and advertisement opportunities in detail, please do not hesitate to contact me.

Andrea Lehner,
Team Lead / Product Marketing

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Facts & Figures / Deadlines

Price per ad

€ 2,000

Advertising is offered exclusively to companies already cooperating with NOVOMATIC.

Dimensions

Full page DIN A4, Trim area: 210 x 297 mm, Bleed: 3 mm

Ads can be submitted via e-mail as hi-res pdf or jpg files (300 dpi).

Editorial languages

- English / German
- Spanish / English

Translation of editorial content is part of our free of charge service.

Digital distribution

Please note that the digital version is distributed via the NOVOMATIC website, LinkedIn, Facebook and ISSUU, as well as via the GDPR-verified industry database of our media partner G3.

Circulation hard copies

Approx. 8,500

Distribution hard copies

- 5,750 (internationally via G3)
- 2,500+ (via NOVOMATIC database and international trade shows)

Distribution

via the NOVOMATIC database		via G3	
CE	52 %	Europe (CE + CEE)	45 %
CEE	12 %	North America	21 %
North America	13 %	Asia	17 %
South America	11 %	Australasia	6 %
Africa	7 %	Africa	6 %
Asia	4 %	South America	5 %
Australasia	1 %		

Note: Due to current circumstances (Covid), other conditions may apply, with a reduced frequency of publication, a reduced print run and predominantly digital distribution. Please contact us for up-to-date details on planned magazine editions and publication dates, as well as special advertising rates for digital only publication.

