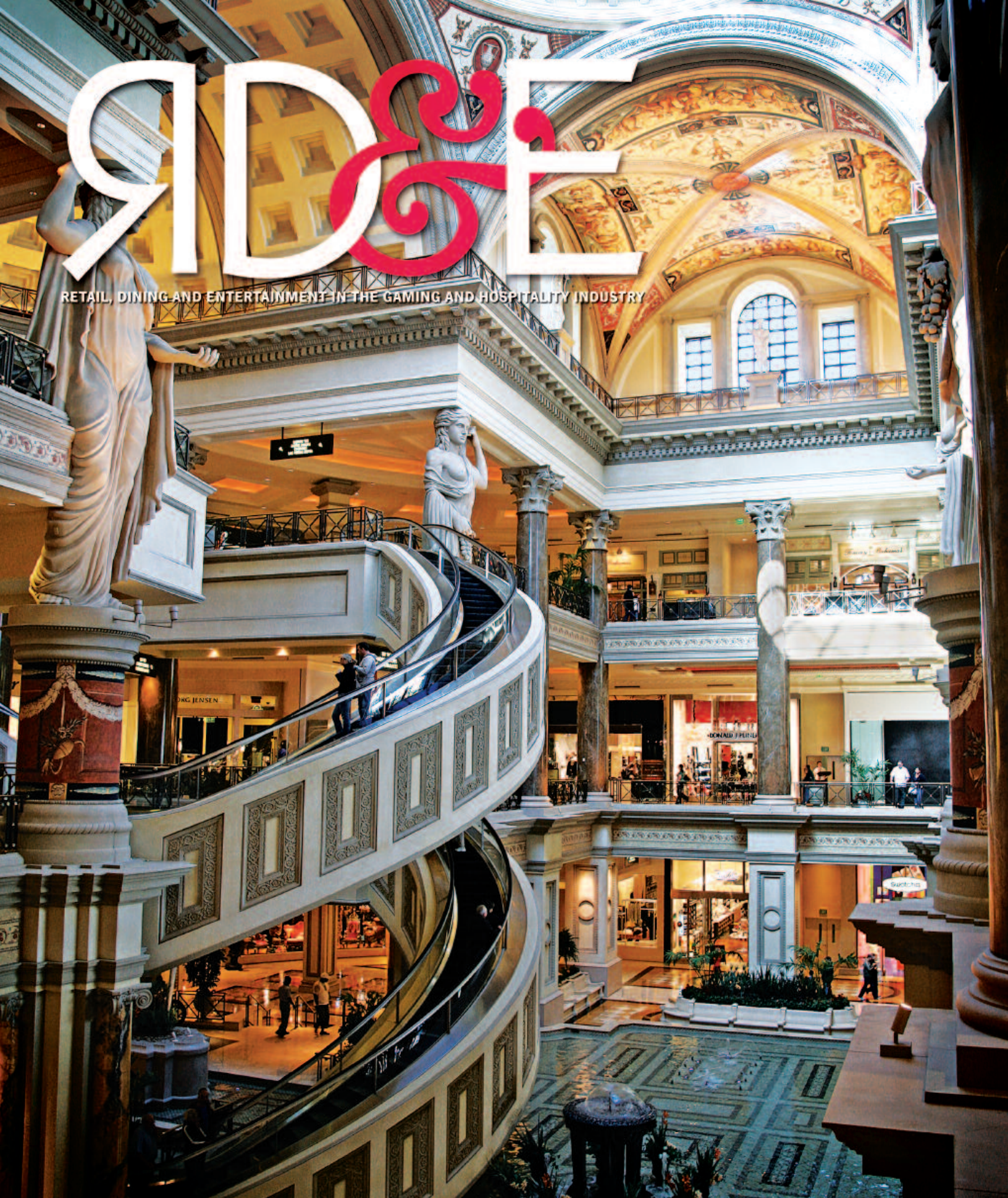


RDD&E

RETAIL, DINING AND ENTERTAINMENT IN THE GAMING AND HOSPITALITY INDUSTRY



2010 media kit



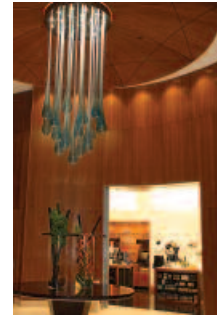
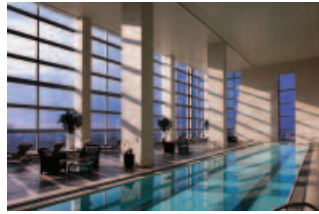
RD&E IS A MAJOR FACTOR IN THE OVERALL BOTTOM LINE of casino resort hotels around the world. In Las Vegas, it represents over 50 percent of total revenue, even surpassing gaming! RD&E is a major element when architects and designers craft the shape and appeal of a casino resort or destination hotel.

Global Gaming Business magazine announces the 4th annual issue of *RD&E: Retail, Dining and Entertainment in the Hospitality and Gaming Industry*, an annual publication to coincide with Global Gaming Expo (G2E), the world's largest gaming trade show. *RD&E* will have a long shelf life and a circulation of 18,000, including bonus distribution at G2E and other relevant trade shows.

RD&E focuses editorially on non-gaming amenities being developed in casino resorts and destination hotels with complete coverage for the latest trends, opinions and developments in these areas. *RD&E* offers a strategic niche opportunity for companies to specifically target and market their products and services to gaming resort and destination

hotel operators who make the decisions for the many diversified aspects of non-gaming venues for their properties. The magazine will also include profiles of companies and products, the latest news in these areas, interviews with executives and designers, and a cross-section of items that will serve the advertisers and readers.

Readers of *RD&E* include all subscribers of *Global Gaming Business* magazine, gaming hotel executives, including CEOs, mid-level to top-level managers, hotel executives, F&B directors, hotel nightclub/bar/restaurant managers, entertainment directors and others involved in non-gaming operations at destination resorts who need to be informed about changes affecting this growing segment of the industry.



SPONSORSHIP AND ADVERTISING BENEFITS

RD&E is a spin-off of *Casino Design* magazine, a very successful annual *Global Gaming Business* magazine publication currently in its eighth year. Much attention is being placed on the design of restaurants, nightclubs and retail areas within the casino hotel infrastructure. *RD&E* will provide information on architectural concepts that can not be found in any other publication. Other annual magazines produced by the company include *Tribal Government Gaming* and *G2E Preview*.

- *RD&E* is a unique and highly visible annual publication with a long shelf life. It is the only magazine specifically targeting the decision-makers involved with the many facets of retail, dining and entertainment venues at destination casino resort hotels around the globe.
 - *RD&E* is a *Global Gaming Business* magazine publication. *Global Gaming Business* magazine is highly respected in the gaming industry and includes the most experience writers & comprehensive coverage available in the industry each month. It is the exclusive official publication of the American Gaming Association.
 - *RD&E* offers advertisers the ability to reach current and prospective customers and clients (through direct mail of the issue with a custom letter of introduction to a specific list provided by our advertisers.)
 - *RD&E* will have a circulation of more than 18,000. This includes the total circulation of *Global Gaming Business* magazine, bonus distribution at Global Gaming Expo (G2E) and other trade show events such as the trade show of the National Indian Gaming Association (NIGA). Coinciding with a major industry event such as G2E will be a significant advantage to advertisers for increase awareness and exposure.
 - *RD&E* will be mailed to an additional group consisting of hotel managers, mid-level to upper-level managers in hospitality departments of casino resorts including F&B, nightclubs and bars, restaurants, retail entertainment venues and others.
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ADVERTISING OPPORTUNITIES

Includes advertising & promotion in *Global Gaming Business* magazine

1 **Platinum Ad Package: Exclusive**

- Title sponsor of *RD&E* with logo on cover
- 2 page center spread ad in *RD&E*
- 1 full-page ad on inside front cover of *RD&E*
- 1 full-page corporate profile in *RD&E*
- Listing with logo in directory section of *RD&E*
- 1 full-page ad in November G2E show issue of *Global Gaming Business* magazine
- 1 "Expert Column" in *Global Gaming Business* magazine
- up to 200 *RD&E* issues mailed directly to customer base with intro letter
- Bonus distribution at G2E
- 50 copies of *RD&E* provided to sponsor

Total Net Investment: \$14,500

2 **Gold Ad Package:**

- 2 full-page ads in *RD&E*
- 1 full-page corporate profile in *RD&E*
- Listing with logo in directory section of *RD&E*
- 1 full-page ad in November G2E show issue of *Global Gaming Business* magazine
- up to 150 *RD&E* issues mailed directly to customer base with intro letter
- Bonus distribution at G2E
- 100 copies of *RD&E* provided to sponsor

Total Net Investment \$11,500

3 **Silver Ad Package:**

- 1 full-page ad in *RD&E*
- 1 half-page corporate profile in *RD&E*
- Listing with logo in directory section of *RD&E*
- 1 full-page ad in November G2E show issue of *Global Gaming Business* magazine
- up to 100 *RD&E* issues mailed directly to customer base with intro letter
- Bonus distribution at G2E
- 50 copies of *RD&E* provided to sponsor

Total Net Investment: \$7,550

4 **Participating Ad Package:**

- 1 full-page ad in *RD&E*
- 1 half-page corporate profile in *RD&E*
- Listing with logo in directory section of *RD&E*
- Bonus distribution at G2E
- 50 copies of *RD&E* provided to sponsor

Total Net Investment: \$4,000

OPEN RATE CARD:

Full Page Ad: \$3,500

Two-Third Page Ad: \$2,850

Half Page Ad: \$2,250

Third Page Ad: \$1,750

SPACE DEADLINE: October 22nd

MATERIALS DUE: October 29th

All ads are NET and include listing with logo and contact in directory section of *RD&E*.



RD&E

DISTRIBUTION

Subscribers to *Global Gaming Business* magazine and targeted list of gaming and hotel executives, including CEOs, mid-level to top-level managers, hotel executives, F&B directors, hotel nightclub/bar/restaurant managers, entertainment directors and others involved in non-gaming operations at destination resorts.

Bonus distribution at G2E and other trade shows and special “stand alone” mailings to sponsor database submissions and gaming destination resort managers for major operators.

- ▶ **QUANTITY 18,000**
- ▶ **SPACE RESERVATION DEADLINE:** October 22nd, 2010
- ▶ **AD MATERIALS DEADLINE:** October 29th, 2010
- ▶ **ISSUE DATE:** December 2010, to be poly-bagged with the December 2010 issue of *Global Gaming Business* magazine

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