

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 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.

*Manuela Kammerer,
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Facts & Figures / Deadlines

Price per ad	€ 2,000 <i>Advertising is offered exclusively to companies already cooperating with NOVOMATIC.</i>
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 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. 600
Distribution hard copies	• 400 (internationally via G3) • 200+ (via NOVOMATIC database and international trade shows)