

SLOT MANGEMENT & MARKETING



Six times a year, **Slot Management & Marketing** brings you the latest trends in slot gaming, technology, operations management and marketing—all in one convenient package. It's also where you can find insightful commentary, exclusive Q&A's with gaming leaders, real-world case studies and success stories and a wealth of information about the latest games and related products.

Each issue will offer features on:

- Slot Management • Slot Marketing • Compelling Case Studies • Social Gaming
- Slot Systems • Operator and Manufacturer Success Stories

In addition, *Slot Management & Marketing* will continue to offer the all the new game, technology and operations news and features you've come to expect from the Gaming Group.

G2E ISSUE

	JANUARY Ad Close: 12/6/17 Materials Due: 12/12/17	MARCH Ad Close: 2/7/18 Materials Due: 2/15/18	MAY Ad Close: 3/28/18 Materials Due: 4/5/18	JULY Ad Close: 6/6/18 Materials Due: 6/12/18	SEPTEMBER Ad Close: 8/9/18 Materials Due: 8/15/18	NOVEMBER Ad Close: 10/8/18 Materials Due: 10/17/18
SYSTEMS-BASED MARKETING	ANALYTICS UPDATE • Systems • Software • Player Tracking • BI	MOBILE TECH • Systems • Software • BI • Apps	IN-GAME MARKETING • Software • Peripherals • Analytics • BI	BONUSING UPDATE • Systems • Software Games • Analytics • BI	TOURNAMENT TECHNOLOGY • Systems • Games • Promos • Rewards • BI	MARKETING VIA PERIPHERALS • Kiosks • Printers • Signs • Cabinets • iPhones
MANAGEMENT	Slot Floors of the Future	Signage Strategies	Slot Security Strategies	Managing the Slot Mix	Tournament Strategies	Year in Slots Recap
GAMES	NEW SLOT LICENSE THEMES • New Formats • Hardware • Cabinets	NEW ONLINE SLOT GAMES • New Games • Systems • Technology	SKILL-BASED GAMES • New Gaming Formats • Seating • Technology • Signage • Monitors	REEL GAMES • New Formats • Hardware • Cabinets	WORLD OF SLOTS • New Games • Peripherals • Cabinets • Reels • Video Slots	G2E NEW SLOT ROUNDUP • New Game Formats • Systems • Technology
PLAYER DEVELOPMENT	Leveraging Virtual Players	Appealing to VIPs	Slot Floor Advertising	Attracting Younger Customers	Loyalty Strategies	Holiday Slot Promos
BONUS DISTRIBUTION	ICE	NIGA		CASINO MARKETING & TECHNOLOGY CONFERENCE OIGA	G2E	
VALUE ADD	ICE EXHIBITOR PRODUCT PROFILE	NIGA ADVERTORIALS	Buy a 1/2 page or larger, receive a 2nd one FREE	VIDEO or WHITE PAPER ONLINE	CORPORATE PROFILE	PRODUCT eBLAST



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Our editors create a "Sneak Peek" eBlast from the profiles submitted in our World of Slots issue in September. We will deploy to our subscribers with your product image, description and link.

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