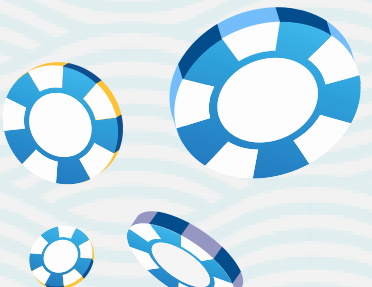
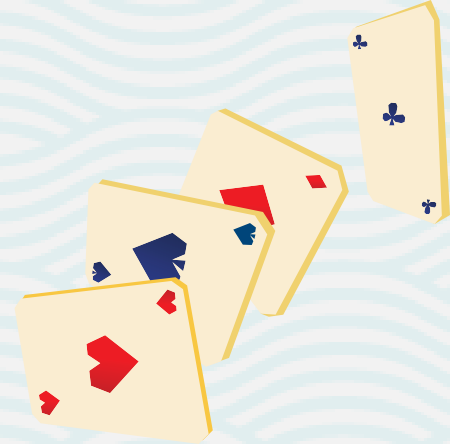


# SIGMA

## MEDIA PACK



# WHO WE ARE



In addition to being a worldwide gaming event company, with offices in Malta, Manila, Kiev and São Paulo, we are also a media company with full production in-house, a website translated in 10 languages and a premier news site covering the global gambling industry with 24/7 news, opinions and in-depth analysis.

Be it a newsletter to our 40,000 double opt in strong database, high-visibility banner ads on our high-ranking website, thought leadership style content, or a PR published in six languages for worldwide reach, we can do it all.

# WHAT WE CAN OFFER



Global network



Industry visibility



Brand awareness

# CONTENT THAT IS...



Innovative



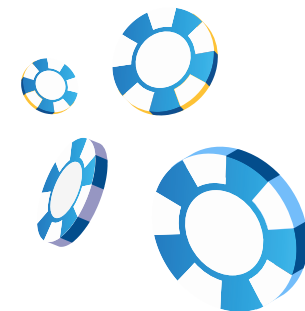
Insightful



Creative



Leading



# SIGMA WEBSITE



**40K+**  
**/MONTHS**  
Active users



54%



44%

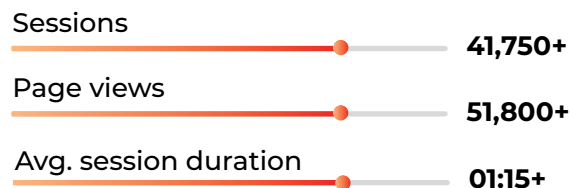


2%

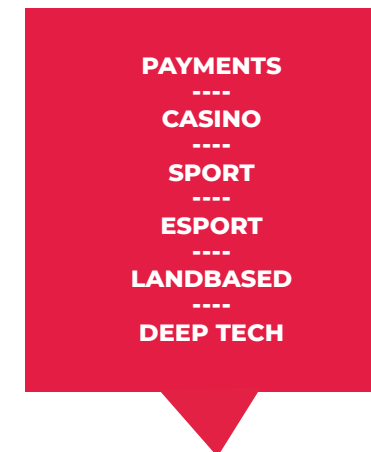
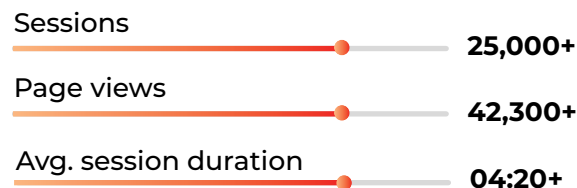
**85,000+**  
Page views/month

**03:02+**  
Avg. session duration

## SIGMA Homepage (Nov 2019)



## SIGMA Register page (Nov 2019)



# SIGMA MAGAZINE



**5K+**  
Magazines

- 10,000 Print run distributed worldwide
- SIGMA, 2 publications per year
- BLOCK, 2 publications per year
- Translated across 6 languages
- 2.5K monthly visits for digital publication
- 6 months of exposure for cover story on News Home Page
- Exclusive feature on social media with 125k monthly reach

# SIGMA NEWS



**42K**  
**/MONTHS**  
Page views

**11,000+**  
Active users/month

**3.30 mins+**  
Avg. session duration

**4,000+**  
Articles published to date

# ONLINE OPPORTUNITIES

## FLOOR PLAN PAGE

Our floorplan page attracts hundreds and hundreds of delegates every day and even more closer to the summit: this is the perfect location to highlight your brand and work on lead generation.



**1200x120px €5,000**

## REGISTRATION PAGE

Gain maximum exposure for your brand with this high visibility banner advert. Ideal for payment companies, the registration page banner brings you closer to SIGMA's vast network of gaming and tech industry leaders.



**25K+**  
Sessions



**42K+**  
Page views



**04:20+**  
Avg. session  
duration

**1200x120px €7,000**

# NEWS HOMEPAGE

**FEATURED BANNER  
ARTICLE  
1339x550px  
€2,000**



**BANNER 1200x120px - €1,500**

The screenshot shows a news homepage layout. At the top, there is a navigation bar with links for Home, News, Business, Sports, Entertainment, and more. Below this is a large featured article on the left with a headline: "AUSTRAC: Junket Tour Operations highly vulnerable to criminal activity". To the right of the article is a sidebar containing a "Most Viewed" section with a list of articles and a "Video Player" section with a video thumbnail. The overall design is clean and professional, with a white background and red accents.

**BANNER 1200x120px - €1,500**

This screenshot shows a different section of the news homepage. It features a large featured article on the left with a headline: "iTV: streaming responsible gaming". To the right is a sidebar with a "Recommended Content" section and a "Direct Features" section. The layout is consistent with the previous screenshot, featuring a white background and red accents.

**BANNER  
245x230px  
€500**



# HOMEPAGE



Home page peel ..... <i>(monthly rotation)</i>	<b>€8,500</b>
Pop-up advert .....	<b>€5,000</b>
Brand Spot in digital newsletter .....	<b>€3,500</b>
Dedicated email campaign .....	<b>€7,000</b>
Category News Sponsor .....	<b>€2,000</b>
Featured News Placement .....	<b>€1,500</b>
Job Vacancy Booster .....	<b>€250</b>
Featured banner article .....	<b>€2,000</b>
Social media Feature .....	<b>€450</b>
PR translated boost .....	<b>€500</b>
Vacancies Sponsorship .....	<b>€10,000</b>
Social media Story .....	<b>€300</b>
Directory Provider Page Sponsorship .....	<b>€5,000</b>

# MEDIA PARTNERS



**INTERGAME**



# TESTIMONIALS



“

*I'd like to express my admiration and appreciation of the determination, the will and the commitment of SiGMA to their goals.*

**ANDREA DOMINGO,**  
CEO & chairperson of PAGCOR



“

*SiGMA has high-quality standards and the dedicated involvement of their employees, which makes it an amazing platform to connect with people and create business opportunities.*

**CHRISTIAN RIBEIRO**  
Director of LATAM GATEWAY



“

*What a journey it has been for SiGMA. It's getting bigger and bigger every year.*

**JESPER SVENSON,**  
CEO of Betsson Group



“

*SiGMA's push is commendable, in the midst of this pandemic they are taking a leading role in redirecting the industry.*

**YAHAYA ADAMU MAIKORI**  
Founding Partner of Law Allianz

# DIGITAL SUMMIT OPPORTUNITIES

## KEY STATS



**450,666**  
IMPRESSIONS



**161,661**  
MINUTES WATCHED



**54,929**  
VIEWS OF SESSIONS



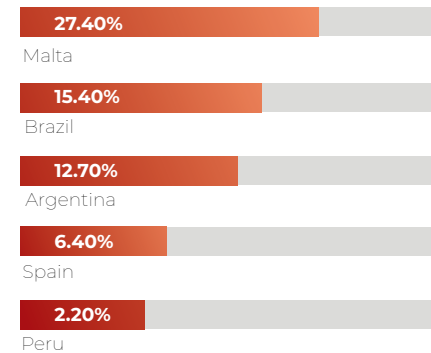
**24,652**  
ENGAGED USERS



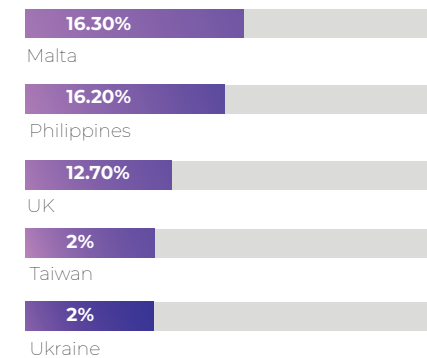
**85**  
COUNTRIES

## TOP 5 COUNTRIES

### AMERICAS DIGITAL



### AIBC DIGITAL

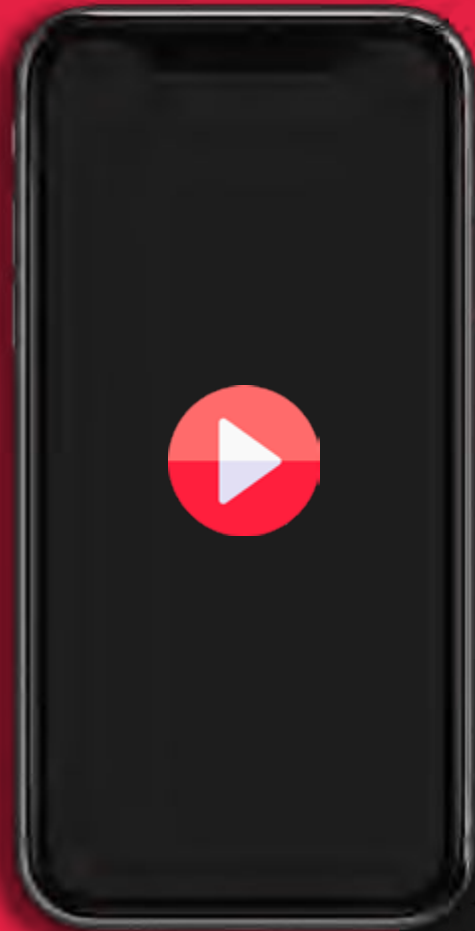


MAIN REGISTRATION SPONSOR .....	€4,000
STAND FOR A YEAR .....	€3,000
MAIN REGION SPONSOR .....	€2,500
LUX STAND .....	€1,000
STAND IN ONE ROADSHOW .....	€500

**MORE INFO ABOUT  
OUR SPONSOR OPPORTUNITIES HERE**



# TV & MEDIA



AIBC YouTube hit 8 million impressions over the last year. Use your interview to market your company to new potential clients and position your organisation as thought leaders in the industry space. Each interview is watched an average of 6K+ time on Facebook, with more than 20 views per month.

Interviews are distributed through our YouTube, LinkedIn, and Facebook channels and can be incorporated into a article by our team of writers.

Interview during summit/ Verticals stand interview	.....	<b>€1,500</b>
On-stand interview	.....	<b>€2,500</b>
Sponsored video/online interview	.....	<b>€1,000</b>
Full video production service	.....	<b>€3,900</b>



**OVER 7 MILLION IMPRESSIONS**  
**OVER 38,000 WATCH HOURS**  
**468,000 VIEWS**  
**30% VIEWERS IN EUROPE - 35% IN US**

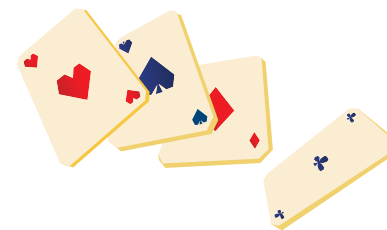


**PAGE VIEWS 750,000**  
**OVER 125,000 USERS**  
**223,821 SESSIONS**



**CLOSE TO 1 MILLION IMPRESSIONS**  
**OVER 750,000 REACHED**  
**139,719 VIDEO VIEWS**  
**36,711 USERS**

# PRINT OPPORTUNITIES



SIGMA produces expert-led magazines for the gaming and tech sectors, issuing 4 publications a year. In addition to a digital presence, the high-end content is circulated worldwide to major industry players, companies, government and regulatory entities through a print run of circa 5,000 copies.

Cover Story .....	<b>€30,000</b>
Belly-Band .....	<b>€6,000</b>
Inside front cover full page ad .....	<b>€4,000</b>
Full page matte & optional hot foil .....	<b>€4,000</b>
Exclusive eight-page fold .....	<b>€4,000</b>
Double page spread ad <i>(before table of content)</i> .....	<b>€2,500</b>
Half page advert .....	<b>€800</b>
Full page advert .....	<b>€1,500</b>
Double page advert/article .....	<b>€2,400</b>
Three page article .....	<b>€2,700</b>
Four page article .....	<b>€3,000</b>
Inside back cover ad .....	<b>€3,000</b>
Back cover ad .....	<b>€8,000</b>

*Professional photography included for articles in Maltese locations.  
Additional costs may apply for photography in other countries.*



# CONTACT US

SIGMA.WORLD

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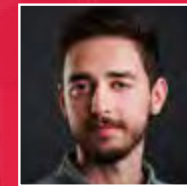
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