



iGAMING CAPITAL

MALTA'S LARGEST AND LEADING iGAMING MAGAZINE

A high-profile annual publication that focuses entirely on the vibrant iGaming industry with the strongest distribution network.

A MEDIA BRAND BY
Content House

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iGaming Capital is Malta's largest premium publication focusing on the iGaming industry operating in Malta. The high-end publication is the first of its kind in Malta, and every corner is jam-packed with news, interviews with leading protagonists, industry analysis and macro-industry updates, local and global lobbying trends, as well as exciting and vibrant lifestyle features about the luxe expat life in Malta. It has made a splash in the local market - not only is it a publication that has reached high international standards, but businesses have found it to be a useful tool in their business development arsenal, bridging the gap between the growing list of local businesses servicing the iGaming industry in Malta and the iGaming companies themselves.

Malta has clearly emerged as a leading hub in the global iGaming industry, and is unequivocally signalling that it has what it takes to continue consolidating its position as the number one iGaming Capital in the world. iGaming Capital is specifically designed to reflect the pace and momentum that the industry in Malta has gathered, to serve as the media voice that the local iGaming industry has needed for so long.

Owned and operated by Content House, Malta's largest and leading publishing house in the online and print sectors, iGaming Capital is backed by a specialised team of editors and journalists, as well as a large, dedicated team of creative and art directors, marketing strategists, social media experts and a strong arm of sales and business development.

Estimated Reach: 40K annually

This figure is based on long-term assessments of various distribution models, both single and multiplier distribution points, where iGaming Capital can be accessed or seen by potential readers.



around 77 per cent of the country's economy. The number of licences issued in 2021, which include applications from the previous year, amounts to 46, bringing the total number of licences to 323, and the number of companies in operation up to 343, compared to 323 in 2020.

The numbers have been on a consistent upward trajectory, reflecting the industry's resiliency to adaptation to ever-changing local and global regulatory and social conditions, with the crucial support of the Government, which is an essential ingredient in its recipe for success. Earlier this year, Silvio Scherero, Minister for the Economy, EU Funds and Lands, pledged the Government's consistent support for the industry, and announced the establishment of an iGaming Council, aimed at facilitating governmental relationships between parties, offering high-level advice and collaboration on future policies.

However, despite the gains made by the industry over the years, there have also been losses, and, as the experts detail, the difficult times.

David Micallef, Director and Gaming Lead at KPMG, led of the current challenges back to the start of the pandemic, land-based operators took a hit, which in a way created an opportunity for Malta as they began looking into securing an online licence, and during its tough Malta was attractive for them for a different reason, rather than the country left up. However, it also had tracked other countries' efforts to start regulating gambling, which allows them to capture tax that would otherwise go into offshore markets, therefore reducing the reach of licence once had."

Ms Micallef adds that Malta's privatisation by the Financial Action Task Force (FATF) in June 2021, which happened in tandem with the pandemic, hit the country hard and caused significant issues for companies based here. "We saw many cases of guilty by association for banking or payment considerations, for instance. Payment solutions companies would charge a higher amount to accept funds from Malta-based businesses, because they would deem them to be riskier which squeezed margins further for operators."

From an investment perspective, the KPMG Director asserts that measuring the impact of gambling is more harder as, "while we can measure what we see, it's harder to measure what could have been such as a company's plans to expand its operations in Malta, open a new headquarters, or recruit more people."

Since being removed from the grey list last June, Ms Micallef believes that Malta has come out stronger. "It was comforting for associations and operators to know that there were no shortfalls in the gaming industry and the MGA was on the case. Nevertheless, being off the list is an opportunity for the country to show that it has pulled up its socks, got its house in order and is now stronger than it ever has been."

After almost two decades dedicated to establishing, nurturing and growing Malta's robust Gaming industry, local and international developments – from a global pandemic to the country's temporary gambling – have threatened its stability. And yet, it appears to be going from strength to strength. **Marisela Bartolo Parisi** speaks to the experts to understand the industry's present, and where its future lies.

A time when countries industries are starting to find their feet again following two extremely volatile years – with more global instability threatening to disrupt the progress achieved since the lifting of COVID-19 restrictions – it is remarkable that Malta's iGaming industry not only navigated capacity through the storm, but emerged stronger than before.

The Malta Gaming Authority's (MGA) 2021 annual report published in September 2022 echoes this, showing year on year growth since 2019. Indeed, the total Gross Value Added (GVA), generated by the industry in 2021 is estimated at 45,019 million – compared to 4,888 million in 2020 – making up

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Distribution

iGaming Capital has a robust distribution network that reaches out to all iGaming companies in Malta as well as to all public and private stakeholders in the industry. The publication is a cost-effective way to reach out to the decision makers in one of the strongest and most buoyant industries in Malta. If you want to make your voice heard amongst this booming industry, this is how we can be of help through our distribution network:

- iGaming companies operating in Malta
- Leading iGaming affiliate companies
- Public & private stakeholders involved in the iGaming industry
- Distributed by courier to Malta's top CEOs and business leaders
- Financial institutions, banks, accountants, auditors and business consultancy firms
- Lawyers and legal firms
- Government departments and Ministries, including the Office of the Prime Minister
- Leading hotels
- Yacht clubs and marinas
- Car showrooms
- Marketing agencies
- Business centres across the Maltese islands
- Available at all leading newsagents across Malta

Quality

The publication (size: 210mm x 297mm), has very high printing specifications including lamination on the cover, and is perfect bound.





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Sponsored Content

We feature interviews with key personalities directly or indirectly involved in the iGaming industry in Malta. We approach organisations that we deem match the pitch and characteristics of this high-profile gaming publication. Extensive interviews are carried out by our team of journalists and a photo shoot is taken by our photographers. Sponsored content, photography and design costs are included in the below rates.

4 Page Interview: **€2,500**

6 Page Interview: **€3,750**

Platinum Sponsorship

We offer a limited number of Platinum Sponsorship Packages that include a 4 page interview, Double Page Spread of Advertising, the organisation's Logo on the Cover, as well as 50 copies of the iGaming Capital publication. Platinum Sponsors are eligible for 50 free copies of iGaming Capital delivered to a local address, with up to five copies deliverable to a foreign address. Should sponsors wish to make their own arrangements for international delivery, 50 copies will be made available for collection at Content House Group's offices in Mriehel, Malta.

Platinum Package : **€7,500**

TERMS & CONDITIONS

- Advertising and Production Rates are exclusive of VAT
 - Advertising Rates exclude artwork production
 - Artwork Creation: €150 - Artwork Resizing: €50
 - A fee of 40% will be charged on cancellation of an advert. A one-month notice must be given in writing for a pre-booked campaign to be cancelled.
 - Invoices will be issued upon publication.
- Terms of payment – 30 days from date of invoice.

Rates

Inside Front Cover Spread: €2,500
420mm (W) x 297mm (H) + 5mm bleed

Back Cover Advert: €2,000
210mm (W) x 297mm (H)
+ 5mm bleed

Premium Double Page Spread:
(Premium Cover Spreads offered on a first come, first served basis):
€1,950

2 Full Pages or a Spread: €1,500
420mm (W) x 297mm (H) + 5mm bleed

Inside Back Cover: €1,500
210mm (W) x 297mm (H)
+ 5mm bleed

Full Page Advert: €1,200
210mm (W) x 297mm (H)
+ 5mm bleed

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Printing Specifications



DOUBLE PAGE SPREAD ADVERT/ SPREAD ADVERT

Trim Size: 420mm W x 297mm H (A3)
Text Safe Area: 406mm W x 283mm H
Gutter Allowance: 7mm
Bleed Size: 430mm W x 307mm H (A3)
Bleed: 5mm bleed all round

INSIDE FRONT COVER DOUBLE PAGE ADVERT

Trim Size: 420mm W x 297mm H (A3)
Text Safe Area: 394mm W x 283mm H
Gutter Allowance: 7mm
Bleed Size: 430mm W x 307mm H (A3)
Bleed: 5mm bleed all round



FULL PAGE ADVERT/ BACK COVER ADVERT

Trim Size: 210mm W x 297mm H (A4)
Text Safe Area: 196mm W x 283mm H
Gutter Allowance: 7mm
Bleed Size: 220mm W x 307mm H (A4)
Bleed: 5mm bleed all round

INSIDE BACK COVER ADVERT

Trim Size: 210mm W x 297mm H (A4)
Text Safe Area: 184mm W x 283mm H
Gutter Allowance: 7mm
Bleed Size: 220mm W x 307mm H (A4)
Bleed: 5mm bleed all round

IMPORTANT:

No text or logo in the centre of the artwork.
Minimum of 14mm Gutter Allowance in the centre.

GENERIC SPECIFICATIONS

Crop Marks: Not required **Binding:** Perfect bound **Format:** PDF / JPG
Resolution: Minimum 300DPI **Convert to CMYK:** ISO Coated (ECI) FOGRA39 (ISO 12647-2:2004)

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