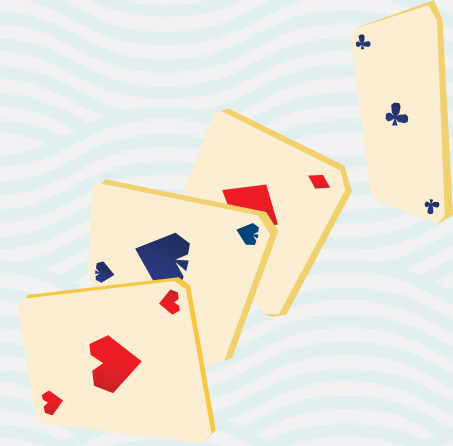


SiGMA

MEDIA PACK



EUROPE

MALTA
16-18 NOV 2021



AMERICAS

SAO PAULO
13-14 SEPT 2022



ASIA

MANILA
27-28 MAY 2022

AFRICA

CAPE TOWN
22-23 MARCH 2022

www.SiGMA.world

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



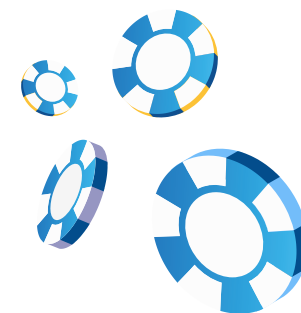
Insightful



Creative



Leading



SIGMA WEBSITE



40K+
/MONTHS

Active users



54%



44%



2%

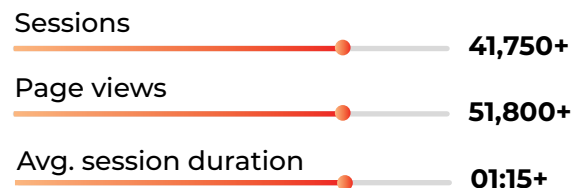
85,000+

Page views/month

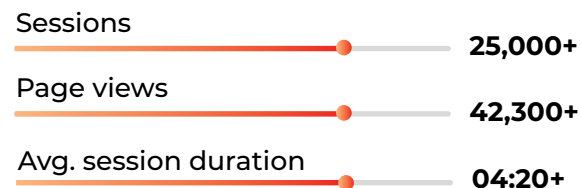
03:02+

Avg. session duration

SIGMA Homepage (Nov 2019)



SIGMA Register page (Nov 2019)



PAYMENTS

CASINO

SPORT

ESPORT

LANDBASED

DEEP TECH

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



BANNER 1200x120px - €1,500



HOMEPAGE



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

MEDIA PARTNERS



INTERGAME

CalvinAyre.com



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

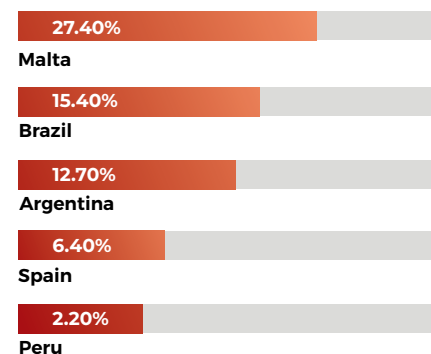
DIGITAL SUMMIT OPPORTUNITIES

KEY STATS

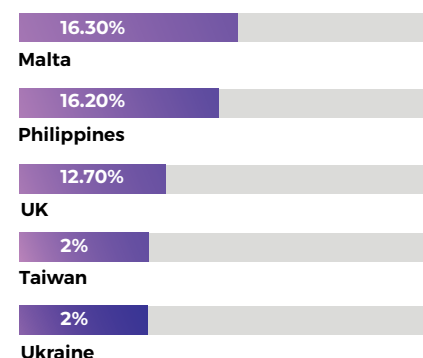


TOP 5 COUNTRIES

AMERICAS DIGITAL



AIBC DIGITAL



450,666
IMPRESSIONS



161,661
MINUTES WATCHED



54,929
VIEWS OF SESSIONS



24,652
ENGAGED USERS

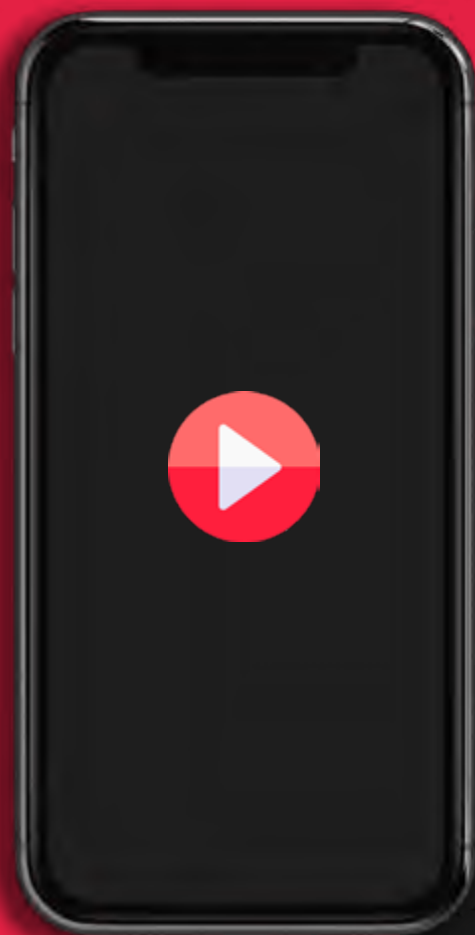


85
COUNTRIES

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	€1,500
On-stand interview	€2,500
Sponsored video/online interview	€1,000
Full video production service	€3,900



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

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



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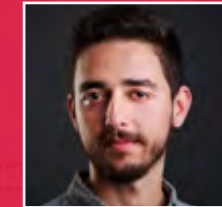
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