

2012 MEDIA KIT
OPERGAME.com
OPERADOR DEL RECREATIVO



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OPERADOR DEL RECREATIVO

OPERGEAME.COM



What is **Operador del Recreativo**?

OPERADOR DEL RECREATIVO is a *free B2B bimonthly magazine that specializes in the global Gaming and Coin-op industry (both offline and online regulated markets) – all sectors included.

Slots, Bingo, Sports Betting, Online Gaming, Casinos and Gaming halls, Poker, Payment Systems, Funvending, Kiddy-rides, etc. are some of the main topics featured in the pages of **OPERADOR DEL RECREATIVO**. With over 16 years of experience and a proudly independent spirit, the magazine has built a strong reputation.

The philosophy of **OPERADOR DEL RECREATIVO** is based on self-requirement: always provide the highest quality in design, contents and professional support. The magazine is a useful and accesible source of information for professional readers, the news and articles written with maximum rigourousness. But it is also the most effective advertising showcase for companies.



* Free for subscribers in Spain and Portugal
International subscribers shall pay postal service fees.



OPERADOR DEL RECREATIVO



What is **Opergame.com**?

OPERGEAME.com is an online newspaper and a multimedia solution made by and for Gaming professionals and companies, whatever they field of business is: Slots, Bingo, Sports Betting, Online Gaming, Poker, Casinos, Kiddy-rides & Amusement, Payment Systems, Darts & Pool, etc.

As a source of latest news and in-depth articles, **OPERGEAME.com** takes advantage of the extensive know-how and strong status built by OPERADOR DEL RECREATIVO magazine.

In a way, **OPERGEAME.com** is an improved and magnified 2.0 version of the printed edition – each of them featuring their own advantages but sharing the will to inform Gaming professionals (manufacturers, providers, distributors, operators, players, associations, etc.) in the most accurate, fast and rigorous way. In **OPERGEAME.com** we think publishing press releases is not enough: we advance the news and then analyze them in depth. 365 days a year.

It is plain to see. **OPERADOR DEL RECREATIVO** and **OPERGEAME.com** are perfectly complementary and, together, provide the ultimate solution for the Gaming industry.



OPERADOR DEL RECREATIVO



Print run & distribution

OPERADOR DEL RECREATIVO magazine is distributed in more than 40 different countries around the World, using two ways for circulation:

- The main stream of distribution is based in our extensive database, counting over 9,000 PROFESSIONAL subscribers, who receive their issue every two months by post.
- The main print run is completed with a massive distribution of copies in the most relevant international trade shows and events in the World. In each occasion, over 1,000 copies of **OPERADOR DEL RECREATIVO** are usually handed out to visitors and exhibitors.

This direct distribution has a much higher commercial and advertising impact than a standard magazine distribution, since **OPERADOR DEL RECREATIVO** is directly supplied, free of charge, to PROFESSIONALS in the industry.

Bimonthly publication

Average print run: 10,500 copies *

Annual print run: 60,000 - 90,000 copies *

Subscribers: 9,741

- National: 7,520

- International: 2,221

* Both figures fluctuate, increasing notoriously when the magazine is handed out at special events during the year (See Editorial & trade show calendar, p.12)



OPERGAME.COM

OPERADOR DEL RECREATIVO



Web Evolution

After only one year in the Net, the online newspaper **OPERGAME.com** has yielded great results and a clear evolution in the rate of overall and single visitors, recording double digit growth – even multiplying the figures by three in the last months. The logical evolution and the optimized web SEO foresee consolidated

and stable traffic in the field of Gaming, as well as a broader impact in the general target reader. In his desire to become the most useful and dynamic solution for users and companies, **OPERGAME.com** is constantly upgrading its contents, technologies and free web tools.



Información de visitantes

100,00% del total de visitas

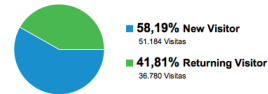
24/01/2011 - 13/01/2012

Visión general



52.580 usuarios han visitado este sitio.

- 87.964 Visitas
- 52.580 Visitantes exclusivos
- 209.746 Páginas vistas
- 2,38 Páginas/visita
- 00:02:52 Promedio de tiempo en el sitio
- 63,65% Porcentaje de rebote
- 58,71% Porcentaje de visitas nuevas



OPERADOR DEL RECREATIVO



www.opergame.com / 6

What does **Operador del Recreativo** offer ?

Quality and specialization in the articles and design are the basic pillars upon which **OPERADOR DEL RECREATIVO** magazine has succeeded and become a landmark among the Gaming B2B media. Not to mention our restless cooperation and commitment with every initiative that may benefit the development of the industry, keeping in close touch with the different associations and the public Administration.

Companies rely their advertising campaigns on **OPERADOR DEL RECREATIVO** not only because it is a leading brand, but also because they benefit from many other advantages:

- GLOBAL PRESENCE. You can be 100% sure that your products and services will be widely advertised and spread. One of **OPERADOR DEL RECREATIVO**'s strongest points is internalization and expansion. Our large subscribers database – in constant growth and refinement – and the active distribution in shows, events and conferences guarantees that a big sum of companies, decision-makers and professionals will see you.

- ADDED-VALUE. In **OPERADOR DEL RECREATIVO** we care of all the details, while we keep innovating. That creates added value and, in the end, it is our client who really benefits from a stronger corporate branding.

- PERSONALIZED SUPPORT. You know you can count on us for advice on topics where we have more information than anyone else. We can give you tips on how to get the most out of your advertising campaigns. Besides the editorial support, we can even provide proven-quality Design, Illustration and Translation services.



OPERADOR DEL RECREATIVO



What does **Opergame.com** offer ?

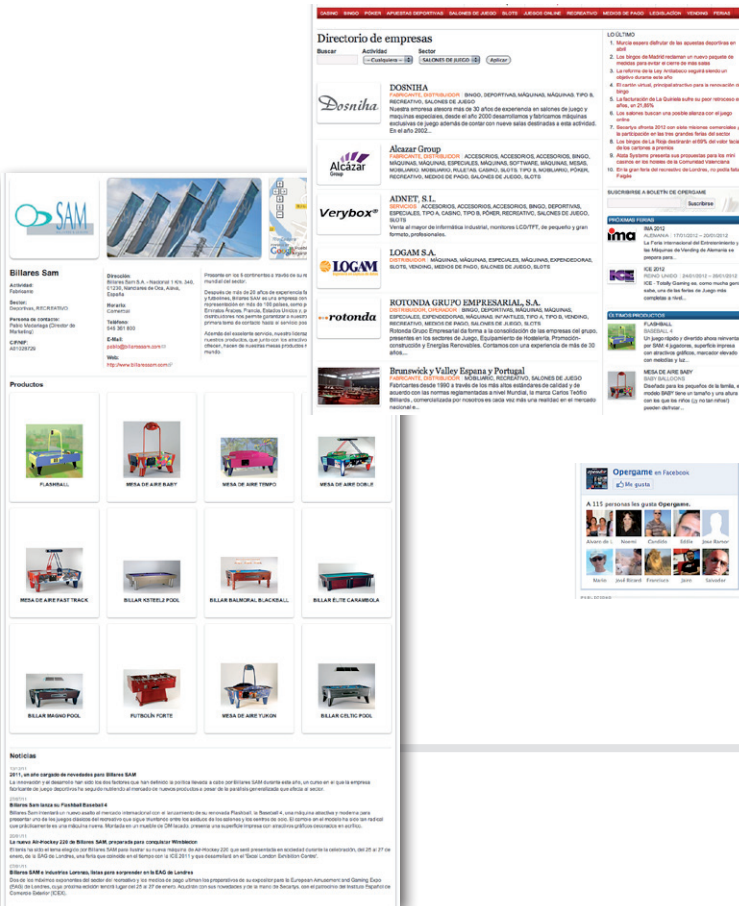
As a multimedia solution, **OPERGAME.com** features an easy-to-use, intuitive and dynamic user interface. The web also provides a wide array of cost-free tools (the list constantly increasing and improving), including:



- Company and Product search lists, with comprehensive and updated company entries.
- Versatile and functional Trade shows list.
- Image galleries.
- Classified Ads.
- Special reports and articles.
- Strategies and lessons for Poker players.
- Spanish gaming Associations search list.
- Download or read **OPERADOR** magazine online.

Even more, **OPERGAME.com** strengthens the impact of their news and the close communication with professionals in the most popular social networks:

Twitter, @opergame
facebook.com/opergame



What does **Opergame.com** offer ?

OPERGAME.com Daily Newsletter is yet another guarantee that our subscribers database will receive – every day, no costs – an exclusive advertising impression of your company, along with the daily choice of news articles. It is certainly one of the most effective advertising solutions.

OPERGAME.com also uses an optimized SEO structure. Thanks to this software, our articles are often positioned in the top results in Google, Google News and the main Internet search engines, maximizing the impact of news.



 apuestas deportivas opergame

Búsqueda

Aproximadamente 5.180 resultados (0,33 segundos)

Todo

Imágenes

Maps

Videos

Noticias

Shopping

Más

Mejores Casas - Mejores Bonos de Bienvenida

www.losmejoresbonos.biz

Aprovecha las Promociones

Las apuestas deportivas, el aliado silencioso de ... - opergame.com

www.opergame.com/.../las-apuestas-deportivas-el-aliado-silencioso-d...

5 Dic 2011 - Opergame. Ahora que se ha dado vía libre a la introducción de las máquinas BS+ en el País Vasco y las bajas temporales se ampliarán a ...

Apuestas deportivas | opergame.com

www.opergame.com/apuestas-deportivas

Toda la actualidad del mundo de apuestas deportivas: noticias, salas, máquinas, empresas, asociaciones, ferias, legislación.

Murcia espera disfrutar de las apuestas deportivas ... - opergame.com

www.opergame.com/apuestas-deportivas/.../murcia-espera-disfrutar-d...

hace 22 horas - Con tres meses para su tramitación, las apuestas deportivas estarían permitidas para antes de comenzar el verano, una proximidad que no ...

Las apuestas presenciales y el nuevo modelo de ... - opergame.com

www.opergame.com/apuestas-deportivas/.../las-apuestas-presenciales...

hace 2 días - opergame.com operador recreativo apuestas deportivas presenciales terminales bet. El desafío de las apuestas deportivas en España. ...

Opergame | Facebook

es-es.facebook.com/opergame

Opergame - Toda la actualidad del recreativo y del juego | Facebook ... Cuando se habla de apuestas deportivas, la primera imagen que nos viene a la cabeza ...

Toda la actualidad del recreativo y del juego. Referencia en el sector de recreativo, póker, slots, máquinas recreativas, ferias, medios de pago y apuestas deportivas.

No ves bien el mensaje? [Ayuda en el mensaje](#)



27/08/2011

Nuestra página en Facebook

Seguimos en Twitter

Reservar

Contenido:

Vikings y la Perla del Caribe de Cirsa, las máquinas con más tirón en el País Vasco

26 Aug 2011 09:02 pm



Cirsa sigue dominando el mercado de las tipo B en el País Vasco gracias a los rendimientos que ofrecen sus principales joyas. Si tuviéramos que establecer un ranking por el número de unidades instaladas por los diferentes salones de la región, la más popular sería Vikings con un total de 1.140 máquinas repartidas por las tres provincias. A poca distancia se situaría La Perla del Caribe con 1.092 unidades. Ya en un segundo escalón encontraríamos dos productos de Recreativos Franco, la otra gran... [Leer artículo >](#)

Codere acumula un beneficio neto de 5,4 millones de euros en el segundo trimestre gracias al crecimiento en Argentina, México e Italia

26 Aug 2011 11:34 am

Los resultados empresariales del Grupo Codere arrojan

25% dto Software V2.50



Pivots

Jackpot para Ruleta

15% dto



OPERADOR DEL RECREATIVO

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Subscriber profile

The overall number of subscribers to **OPERADOR DEL RECREATIVO** (always on the rise) is 9,741. The magazine is delivered to over 40 countries all over the World. Subscribers can be tagged as:

- Manufacturers: 2,019 subscribers.

Here are included all those companies directly involved in the manufacture, distribution and storage of slot and gaming machines, as well as providers of software and services for online gaming sites, along with all those that belong to auxiliary industries: manufacturers, distributors and sales executives, electronic parts, software, hardware, technical and maintenance assistance; event organizers, etc;

- Distributors: 2,690 subscribers.

Freelancers with medium businesses in the industry or those who work for auxiliary sectors: installers, fitters, operators, arcade and bingo halls, casinos, show and event organizers, etc.

- Operators and owners of small commercial exploitations: 5,032 suscripciones.

These are the ones who either own a small amount of machines or are large owners but do not exploit them directly.

In addition to our large list of subscribers, **OPERADOR DEL RECREATIVO** makes its database (the most extensive in this industry) bigger everyday, with a great number of companies and freelancers who start making business in the different offline and online Gaming sectors. In this way, our magazine has become a highly effective tool to make one's name and establish synergies with other companies in the business.



OPERADOR DEL RECREATIVO

OPERGAME.COM

Visitor profile

OPERGEAME.com is a news and advertising solution that can be easily accessed from any computer, tablet PC or smartphone.

Considering the concept behind our news articles and the multiple free solutions provided, there are two groups of visitor profiles:

- 1. A LARGE group of PROFESSIONAL visitors, belonging to companies that are part of the Gaming industry (or they are closely related to it). This profile usually includes executives in managerial positions and decisionmakers; they are educated men and women, aged 30 to 55, who usually visit the website during working hours.

- 2. A second and smaller group of visitors (but also increasing), is a non-professional profile, which could be labelled as the BIG AUDIENCE.

They are visitors that may have been attracted to the website by the headlines (and the information behind them), or because they are interested on starting a professional relationship with the Gaming business, either as an investor, an entrepreneur, a service company or merely an individual who wants to somehow promote Gaming.

Be as it may, this visitor profile is extremely interesting for companies advertised or mentioned in **OPERGEAME.com**, since they are presumably the same profile of end users and clients, thus maximizing the impact of their advertising campaign in their target.



OPERADOR DEL RECREATIVO

OPERGEAME.COM

Editorial & trade show calendar

ISSUES	Booking of ADs Deadline	DISTRIBUTION IN TRADE SHOWS AND PRINT RUN
87 – February / March	18/01/12 - 24/01/12	ENADA Primavera (Italy) - FER-Interazar (Madrid, Spain) Print run: 15,000 copies
		• Special reports: Payment Systems; Slots: the street market; new concepts in Bingo (furniture, bar&restaurant); Online gaming software providers; ICE, EAG & IMA reviews
88 – April / May	12/03/12 - 19/03/12	FADJA (Colombia) – ELA (Mexico) Print run: 13,000 copies
		• Special reports: FER-Interazar review; Betting: sponsoring and terminals in bars & gaming halls; Onlinde Poker, what is going on?
89 – June / July	14/05/12 - 21/05/12	SAGSE (Panama) – World Gaming Executive Summit (Barcelona, Spain) Print run: 10,000 copies
		• Special reports: Betting and big sport events; Gaming in mobile phones; Darts, pool & foosball tournaments and new products
90 – August / September	09/07/12 - 16/07/12	GTI Asia China Expo (China) – EiG Expo (Italy) Print run: 9,500 copies
		• Special reports: Spanish Gaming report analysis; Online versions of land-based Casinos; New business options for Bulk-vending y Funvending
91 – October / November	10/09/12 - 17/09/12	ENADA Roma (Italy) – G2E Las Vegas (USA) – SAGSE Buenos Aires (Argentina) Print run: 13,500 copies
		• Special reports: Betting: national & regional taxes; New machines for Slot Halls; New solutions in Bingo
92 – December / January 2013 Calendar	12/11/12 - 19/11/12	IMA (Germany) – ICE (UK) – EAG (UK) Print run: 9,000 copies
		• Special reports: Security and payment in Online Gaming; the business margins of Poker in Casinos; Payment Systems (II)

Price List

216 mm x 303 mm

Front page: € 3,310

210 x 297 mm
+ 3 mm bleed

426 mm x 303 mm

Double page: € 2,800

2 x (210 x 297 mm)
+ 3 mm bleed

Page: € 1,325

210 x 297 mm
+ 3 mm bleed

216 mm x 303 mm

Back page: € 1,765

210 x 297 mm
+ 3 mm bleed

Advertorial

- 2 Pages: 1,800 euros

Approved formats:

- Jpg: 300 dpi resolution in real size; CMYK mode; the highest quality.
- Pdf: including fonts or with text converted to curves; the highest quality.
- Three mm bleeding is always necessary in fullpage ads (whole page size with bleed: 216 mm x 303 mm); it is highly recommended to leave about 5 mm of margin from the cut line.
- Microsoft Word and Corel Draw ads will not be accepted.

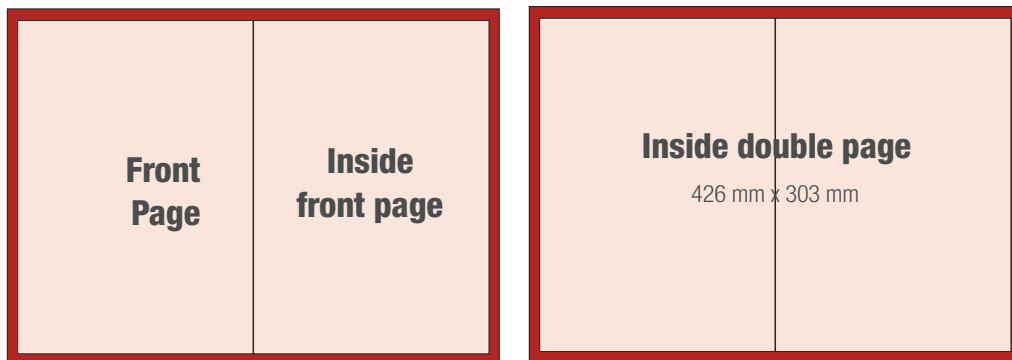


VAT (18 %) NOT included. Placement extra: 15%

OPERADOR DEL RECREATIVO

OPERGAME.COM

Price List



Fold-out flap: € 7,285

Advertorial

- 2 Pages: 1,800 euros

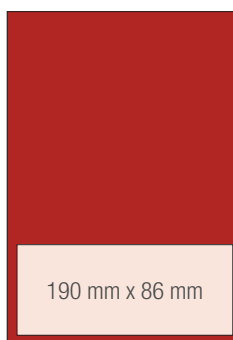
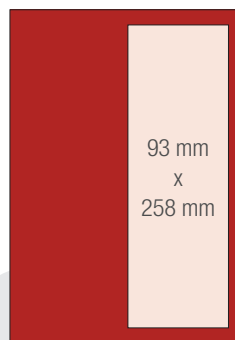
Front page (210 x 297 mm) + Inside front page (210 x 297 mm)
+ inside double page (420 x 297 mm) + 3 mm bleed

Approved formats:

- Jpg: 300 dpi resolution in real size; CMYK mode; the highest quality.
- Pdf: including fonts or with text converted to curves; the highest quality.
- Three mm bleeding is always necessary in full-page ads (whole page size with bleed: 216 mm x 303 mm); it is highly recommended to leave about 5 mm of margin from the cut line.
- Microsoft Word and Corel Draw ads will not be accepted.



1/2 page: € 705
190 x 127 mm - 93 x 258 mm



1/3 page: € 550
190 x 85 mm

VAT (18 %) NOT included. Placement extra: 15%



OPERGAME.COM

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Advertising spaces in Opergame.com

The screenshot shows the Opergame.com website with several advertising spaces highlighted by red arrows. The website has a header with the logo and navigation links. The main content area features articles and news. The right sidebar contains a vertical banner and a junior banner. The bottom of the page has a footer with copyright information.

Top Megabanner (940 x 90)

Vertical banner (300 x 90)

Junior banner (300 x 250)



Advertisement for Operador del Recreativo by Azkoyn. It features a woman holding a slot machine and the text '¿CUÁNTO MÁS PUEDE GANAR SU MÁQUINA?'.

OPERADOR DEL RECREATIVO

Price list - **Opergame.com**

MONTHLY RATES				
BANNER TYPE / PIXEL SIZE	HOME PAGE		SECTION	
	Rotative (3)*	Fixed	Rotative (3)*	Fixed
Top Megabanner (940 x 90)	€ 800 / € 1,000		€ 600 / € 800	
Junior banner (300 x 250)	€ 800 / € 1,000		€ 600 / € 800	
Megabanner (940 x 90)	€ 600 / € 750		€ 450 / € 600	
Vertical banner (300 x 90)	€ 300 / € 375		€ 225 / € 300	
* Banners in rotation (3 clients, max.)				





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[Servicios](#)
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[Contacto](#)





Las apuestas presenciales y el nuevo modelo de negocio (Parte I)

El mercado de las apuestas deportivas presenciales es uno de los más interesantes para el inversor. En este artículo vamos a analizar el mercado de las apuestas deportivas presenciales y el nuevo modelo de negocio (Parte II).

Las apuestas presenciales y el nuevo modelo de negocio (Parte II)

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Y como experiencia, hablan los operadores

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Apuestas por un día: la experiencia en vivo es directa

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El futuro de las apuestas deportivas

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Apex Gaming se lanza a por el mercado gineco de slots para casinos

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operador
DEL AZÚCAR

PREMIO EN
BILLETES
AZKOYEN
MÓVILES PASAPORTE DE BILLETES

¡VITÉNDOS EN
EL STAND E37!



Banners in Newsletter

Megabanner Top (600 x 80)

Vertical Banner (160 x 320)

FORMATOS	MEDIDAS	RATES
Newsletter Megabanner	(600x80)	€ 600,00 /week
Newsletter Vertical Banner	(160x320)	€ 450,00 /week



OPERADOR DEL RECREATIVO

Combined offer

Special combo discount: **OPERADOR** magazine + **WWW.OPERGAME.COM**



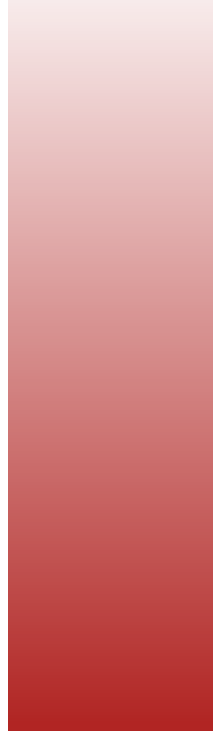
WWW.OPERGAME.COM

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FORMATS	RATES
1 Full Page Ad + banner in www.opergame.com Home Page*	€ 700,00/ month
1/2 page Ad + banner in www.opergame.com Home Page*	€ 450,00/ month
* banners in rotation, 3 clients maximum.	



OPERADOR DEL RECREATIVO



OPERADOR DEL RECREATIVO & OPERGAME.com

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