

# GAME spectrum

**Published by BEGE Ltd.**

7 Kukush Str., 1345 Sofia, Bulgaria, tel. +359 2 8129474, fax: +359 2 8129479  
[www.gamespectrum.bg](http://www.gamespectrum.bg)

## PROFILE:

**GAME SPECTRUM** is the only magazine focused on the gaming and entertainment industry on the Balkans and in Eastern Europe. It is a bi-monthly magazine covering various aspects of the gaming and entertainment business from new trends and technologies in the industry to regulatory issues and new market developments.

Main objective of the magazine is to inform professionally all involved parties, including operators, manufacturers and players about news in the industry, present various opinions on current topics, introduce new products and companies.

## CONTENT:

**GAME SPECTRUM** is a bi-lingual magazine (English and Bulgarian), which includes the following main sections - news, articles on featured products, companies or persons, expert analyses, legal opinions, industry events and various other information about the industry.

## AUDIENCE:

**GAME SPECTRUM** is a magazine oriented towards everyone involved in the gaming and entertainment business - casino operators, slot managers, gaming equipment manufacturers and distributors, legislative institutions, as well as everyone interested to keep up to date with the new developments in the industry.

## ADVERTISING:

**GAME SPECTRUM** will enhance the opportunities to reach your customers and enlarge the number of your partners and clients. The magazine is distributed to companies and professionals in the industry, in casinos, tourist resorts and complexes, hotels, entertainment centers, and subscribed customers in different countries on the Balkans and Eastern Europe.

## CIRCULATION:

5 000

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## Advertising Rates

### Pages:

1 full color page (Bulgarian section) - 860 EUR

1/2 inner page (Bulgarian section) - 475 EUR

1/3 inner page (Bulgarian section) - 340 EUR

1/4 inner page (Bulgarian section) - 275 EUR

Logo on the first cover (Bulgarian section) - 400 EUR

1 full color page (English section) - 1720 EUR

1/2 inner page (English section) - 950 EUR

1/3 inner page (English section) - 680 EUR

1/4 inner page (English section) - 550 EUR

Logo on the fourth cover (English section) - 800 EUR



### Special positions:

First cover (Bulgarian section) - 1950 EUR (design to be negotiated based on the concept of the issue)

Second cover (Bulgarian section) - 1475 EUR

Third cover (English section) - 2490 EUR

Fourth cover - 3900 EUR (design to be negotiated based on the concept of the issue)

### DISCOUNTS:

For number of publications/year

3 issues - 5 %

4 issues - 6 %

5 issues - 7 %

6 issues - 10 %

Loyalty program (amount/year)

2 500 - 5 000 EUR 5%

5 000 - 10 000 EUR 10%

10 000 - 15 000 EUR 15%

above 15 000 - to be negotiated



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## **Advertising Rates**

### **Non-standard formats:**

Branding

1 page (Bulgarian section) - 480 EUR

2 pages (Bulgarian section) - 750 EUR

1 page (English section) - 960 EUR

2 pages (English section) - 1 500 EUR

Stripe (Bulgarian section) – 130 EUR per page

Stripe (English section) – 260 EUR per page

\*Package of six subsequent issues:

(Bulgarian section) = 500 EUR

(English section) = 1 000 EUR

### **PR Publications:**

Company profile – 2 700 EUR

Debut – 2 300 EUR

### **Extra charge for special positions:**

Right page - + 10%

Fixed page - + 25%

\* Positions are negotiated for a period of time and are based on availability

Prices are excluding VAT.

For any further information and offers, please contact

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