

**gaming**  
**TODAY**

**slots**  
**TODAY**

702-798-1151  
FAX 702-798-2069  
P.O. BOX 93116  
LAS VEGAS, NV 89193

- **Publishing location:** Las Vegas, Nevada

Primary distribution: Subscriptions and controlled circulation throughout the United States.

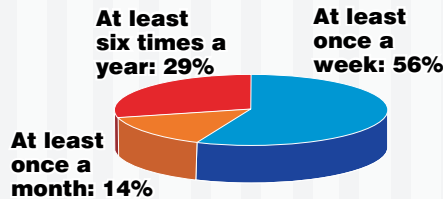
- **Affiliations:** GamingToday is a member of the Nevada Press Association (NPA), Reuters News Service and the Associated Press.
- **Awards and commendations:** GamingToday is a multiple award winner for newspaper excellence from the NPA. GamingToday founder and publisher, the late Chuck Di Rocco, also was honored by the American Gaming Association with its Gaming Voice Lifetime Achievement Award.
- **Internet site:** www.gamingtoday.com

**READER DEMOGRAPHICS**

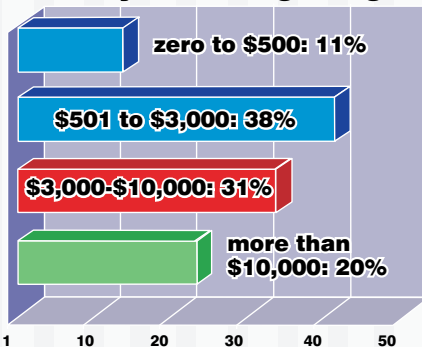
A recent survey revealed that GamingToday's readership tended to be more mature than average casino customers, with higher discretionary income and a greater propensity to visit casinos/gambling halls. Here are a few salient statistics:

- **GENDER:** About 80% of readers are male.
- **AGE:** About 94% are over 40 years; more than 60% are over 56 years.
- **INCOME:** More than 50% have income greater than \$50,000/year. Nearly 15% earn more than \$100,000.
- **CASINO VISITATION:** About 56% of readers visit a casino at least once a week.

**How frequently do you visit a casino?**



**Yearly Gambling Budget:**



- **TYPE OF GAMBLER:** While 71% categorize themselves as "recreational" players, nearly 30% say they are either "serious" or "professional" gamblers.

- **GAMBLING BUDGET:** About 52% report a budget in excess of \$3,000/year. About 20% gamble more than \$10,000/year.

Established in 1976 as Sports Form, GamingToday has evolved to become "The Bible" of the commercial gaming industry. We are the only weekly newspaper dedicated to covering commercial casinos as well as race and sports betting. Each week our pages are teeming with insightful stories, fresh viewpoints and insider perspectives that educate and entertain our loyal followers.

Our constituency includes practitioners in the industry – from rank-and-file casino workers such as dealers and hosts right up to the highest levels of management – as well as the casino and sports gamblers who have come to rely on our "News You Can Bet On."

Based in Nevada but available in 11 states, GamingToday is the ideal vehicle – either through our print edition or newly-expanded web site – to reach the most engaged, loyal, knowledgeable and qualified customers.

For online or print advertising information, please contact our Advertising/Sales Representative Erick Kapp at (702) 798-1151 or email him at erickkapp@gamingtoday.com.

**702-798-1151**  
**FAX 702-798-2069**  
**P. O. BOX 93116**  
**LAS VEGAS, NV 89193**

## CIRCULATION & DISTRIBUTION

GamingToday is circulated in major gaming jurisdictions throughout the United States, and by subscription with delivery via first class mail. The following states have casinos and/or other outlets that distribute GamingToday:

### all over las vegas:

In Las Vegas: GamingToday is in various hotel/casino locations such as in Race & Sports Books and Poker Rooms, at the Bell Desks, in Hotel Rooms, Executive Offices, and Employee Break Rooms at . . .

- |                          |                 |                   |                     |                    |                   |
|--------------------------|-----------------|-------------------|---------------------|--------------------|-------------------|
| • Arizona Charlie's East | • Circus Circus | • Hard Rock Hotel | • Mirage            | • Rampart          | • Stratosphere    |
| • Arizona Charlie's West | • Excalibur     | • Harrah's        | • Monte Carlo       | • Rio              | • Suncoast        |
| • Bally's                | • El Cortez     | • Imperial Palace | • New York-New York | • Sahara           | • The Venetian    |
| • Bill's Place           | • Fiesta Rancho | • Jerry's Nugget  | • The Orleans       | • Sam's Town       | • Treasure Island |
| • Bellagio               | • Flamingo      | • LV Hilton       | • Palace Station    | • Santa Fe Station | • Wildfire        |
| • Boulder Station        | • Fremont       | • Luxor           | • Palms             | • South Point      | • Wild Wild West  |
| • Caesars Palace         | • Gold Coast    | • Mandalay Bay    | • Planet Hollywood  | • Terrible's       | • Wynn Resort     |
| • Cannery                | • Golden Nugget | • MGM Grand       | • Plaza             | • Texas Station    |                   |

PLUS . . . GamingToday can also be found at the Fremont Street Experience, the Las Vegas Convention & Visitors Authority, McCarran International Airport, the Executive Air Terminal, as well as in Sports Bars, Restaurants, Night Clubs and a wide assortment of retail establishments.

### in other nevada locations:

- |                    |                      |                  |                  |                        |                         |
|--------------------|----------------------|------------------|------------------|------------------------|-------------------------|
| • <b>HENDERSON</b> | • Green Valley Ranch | • Sunset Station | <b>LAUGHLIN</b>  | <b>MESQUITE</b>        | <b>RENO</b>             |
| • Barley's         | • Jokers Wild        | <b>STATELINE</b> | • Edgewater      | • Virgin River Casino  | • Club Cal Neva         |
| • Eldorado         | • Renata's           | • Mont Bleu      | • Golden Nuggett | <b>PRIMM</b>           | • John Ascuaga's Nugget |
| • Fiesta Henderson |                      | • Lakeside Inn   | • Riverside      | • Primm Valley Resorts |                         |

### in casinos & at tracks in other states & canada:

- |                                   |                                    |                                 |                                   |
|-----------------------------------|------------------------------------|---------------------------------|-----------------------------------|
| <b>CONNECTICUT</b>                | • Greyhound Track (Bonita Springs) | • Northville Downs, Northville  | <b>WASHINGTON</b>                 |
| • Foxwoods Resort Casino, Ledyard | <b>MICHIGAN</b>                    | <b>NEW YORK</b>                 | • Drift On Inn, Seattle           |
| <b>FLORIDA</b>                    | • Hazel Park Raceway, Hazel Park   | • Turning Stone Casino, Verona  | <b>WEST VIRGINIA</b>              |
| • Flagler Dog Track (Miami)       |                                    | <b>TEXAS</b>                    | • Tri-State Racetrack Cross Lanes |
|                                   |                                    | • Lone Star Park, Grand Prairie | <b>GREYHOUND BUS TERMINAL</b>     |
|                                   |                                    |                                 | • New York to Atlantic City       |

### in california:

Look for GamingToday in California at Indian Casinos, Horse Racing Tracks and Card Rooms . . .

- |  |   |                                       |                                |                                     |
|--|---|---------------------------------------|--------------------------------|-------------------------------------|
| • Barona Valley Ranch & Resort Casino, Lake Side | • Del Mar Race Track, Del Mar               | • Lake Elsinore Casino, Lake Elsinore | • Ocean's 11 Casino, Oceanside | • Surf Side Race Place, Del Mar     |
| • Bicycle Club                                   | • Hawaiian Gardens Casino, Hawaiian Gardens | • Lucky Lady Card Room, College Grove | • Pechanga Casino, Temecula    | • Valley View Casino, Valley Center |
| • Club Caribe, Bell Gardens                      | • Hollywood Park, Inglewood                 | • Normandie Casino, Gardena           | • Sycaun Casino, El Cajon      | • Viejas Casino, Alpine             |
| • Commerce Casino, Commerce                      | • Hustler Casino, Gardena                   |                                       |                                |                                     |

PLUS. . . Restaurants, Delis, Night Clubs, Car Washes, Sports Facilities, Liquor Stores, Cigar Stores, Convenience Stores, Car Washes, Cruise Ship Docks, and other fine retail establishments in . . .

- |                 |                    |                 |                   |                       |                          |
|-----------------|--------------------|-----------------|-------------------|-----------------------|--------------------------|
| • Alpine        | • El Cajon         | • Inglewood     | • Mira Mesa       | • Point Loma          | • 32nd St. Naval Station |
| • Bell Gardens  | • Encanto          | • Kearney Mesa  | • Miramar         | • San Diego           | • MCAS Miramar           |
| • Chula Vista   | • Gantville        | • La Jolla      | • Mission Village | • San Diego-DT        | • MCRD                   |
| • Clairemont    | • Gardena          | • La Mesa       | • Morena          | • Santee              | • Naval Hospital         |
| • College Grove | • Hawaiian Gardens | • Lake Elsinore | • National City   | • Scripps Miramar     |                          |
| • Commerce      | • Hillcrest        | • Lake Side     | • North Park      | • San Diego Naval Stn |                          |
| • Coronado      | • Imperial Beach   | • Lemon Grove   | • Oceanside       | • Temecula            |                          |
| • Del Mar       |                    | • Linda Vista   | • Pacific Beach   | • Valley Center       |                          |

### in atlantic city:

Look for GamingToday in Atlantic City at Casinos, Restaurants, Delis, Night Clubs, Car Washes, Sports Facilities, Liquor Stores, Cigar Stores, Convenience Stores, including these fine establishments . . .

- |                   |                     |                     |                         |
|-------------------|---------------------|---------------------|-------------------------|
| • Atlantic Palace | • Comfort Inn       | • Harrahs Marina    | • Showboat              |
| • Ascot Hotel     | • Convention Center | • Hilton            | • Surfside Resort Hotel |
| • Boardwalk Hall  | • Crown Motel       | • Hooter's          | • Taj Mahal             |
| • Borgata         | • Econo Lodge       | • Moulin Rouge      | • Tropicana             |
| • Brigantine Inn  | • El Greco Hotel    | • Radisson Flagship | • The Quarter           |
| • Burgundy Hotel  | • Envoy Motel       | • Ramada Inn        | • The Atlantic          |
| • Caesars         | • Flamingo Motel    | • Rodeway Motel     | • Trump Marina          |
| • Claridge        | • Golden East Motel | • Sheraton          | • Trump Plaza           |

**gaming**  
**TODAY**  
**slots**  
**TODAY**

702-798-1151 • Fax 702-798-2069  
P.O. Box 93116, Las Vegas, NV 89193  
Email advertise@GamingToday.com