WLA MAGAZINE

RATE CARD 2022

READERSHIP

The WLA Magazine offers an inside view of the worldwide government-controlled lottery and sports betting sector and reaches a broad spectrum of gaming professionals.

Readers include lottery leaders and executives (strategy, marketing, legal, security, etc.) as well as members of lottery boards and regulatory authorities.

CIRCULATION

The WLA Magazine is published two to three times yearly, in the spring, summer and autumn. Contributors and advertisers are generally given three months advance notice prior to publication.

Visit the latest issue and Magazine archives at http://www.world-lotteries.org.

AD MATERIAL

Preferred file formats: PDF, JPG, PNG
Also acceptable: Digital files with all fonts and placed artwork included (Adobe InDesign, Adobe Photoshop, Adobe Illustrator).

Please keep important information at least 5 mm (0.197 in) inside the format edge for better readability.

RATES AND TRIM SIZES

1/4 page	21.0 × 8.0 cm / min. 1587 × 605 px	CHF 2,500
Full column	7.0 × 29.7 cm / min. 529 × 2245 px	CHF 4,120
Half page	21.0 × 14.5 cm / min. 1587 × 1096 px	CHF 4,550
Full page	21.0 × 29.7 cm / min. 1587 × 2245 px	CHF 7,000
Back page	21.0 × 29.7 cm / min. 1587 × 2245 px	CHF 8,250
Inside cover (2nd page)	21.0 × 29.7 cm / min. 1587 × 2245 px	CHF 8,250
Double page	42.0 × 29.7 cm / min. 3175 × 2245 px	CHF 12,150

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