

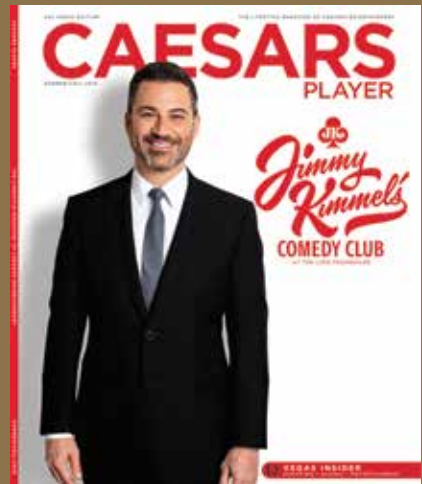
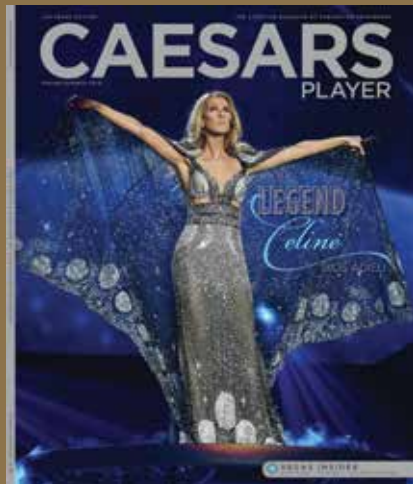


CAESARS
ENTERTAINMENT®

caesars player

THE LIFESTYLE & SHOPPING MAGAZINE OF CAESARS ENTERTAINMENT

2022 MEDIA KIT



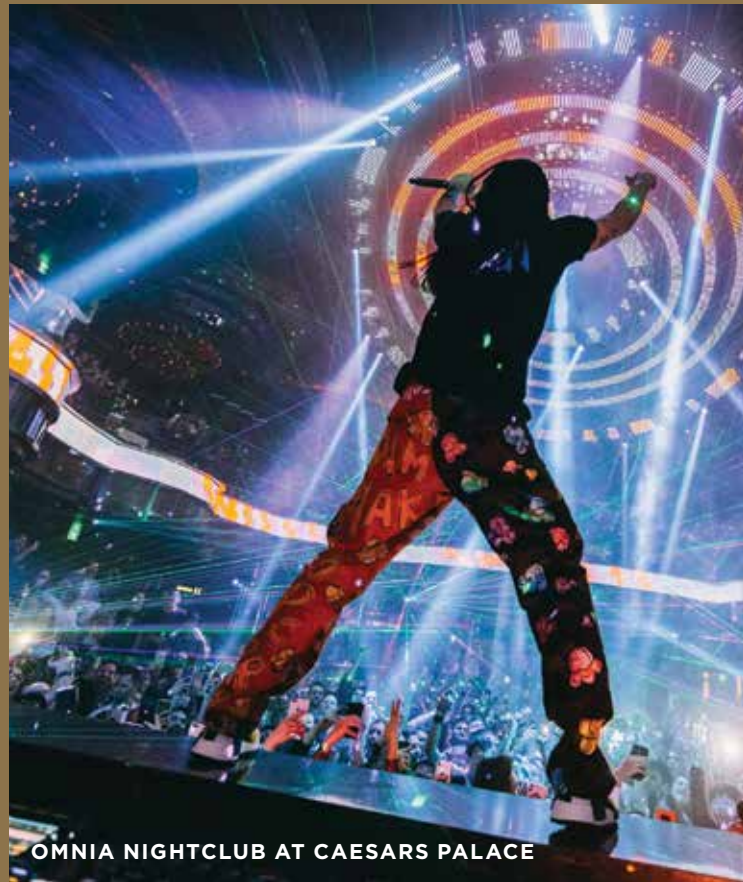
onboard
MEDIA

8400 NW 36TH STREET | SUITE 600 | MIAMI FL 33166

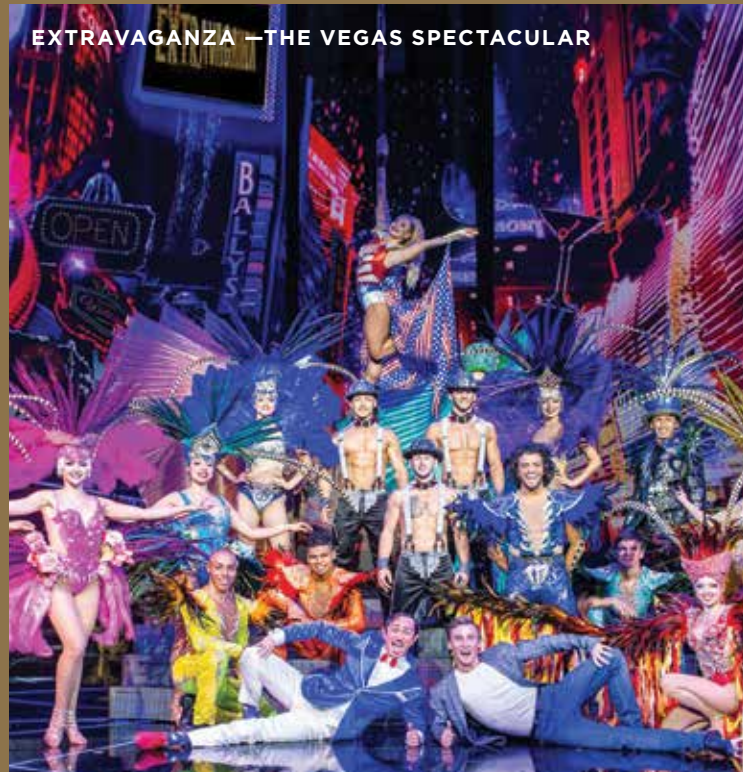
BRIAN MANNING | 858.735.1151

caesarsplayer.com

WORLD-FAMOUS ENTERTAINMENT, LUXURIOUS SHOPPING DESTINATIONS, FINE DINING AND DUSK-'TIL DAWN NIGHTLIFE—CAESARS PLAYER COVERS ALL OF THIS AND MORE.



OMNIA NIGHTCLUB AT CAESARS PALACE



EXTRAVAGANZA —THE VEGAS SPECTACULAR



GORDON RAMSAY
HELL'S KITCHEN



VANDERPUMP COCKTAIL GARDEN



THE FLAMINGO PROMENADE

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THE LIFESTYLE & SHOPPING MAGAZINE OF CAESARS ENTERTAINMENT

2022 MEDIA KIT

LETTER FROM THE PUBLISHER

Dear Friends and Advertising Partners,

As you look forward to your media planning for 2022, we would like you to consider one of the most powerful marketing tools in Las Vegas: *Caesars Player* magazine. With distribution in more than 23,000 Caesars Entertainment rooms and suites, reaching 5 million guests a year, *Caesars Player* will absolutely help drive your 2022 sales!

Studies reveal that guests use in-room publications in Las Vegas at a very high rate. In fact, 86% of the guests surveyed stated that they read the magazine during their stay. Guests are reading *Caesars Player* and deciding where to spend their vacation dollars. Reaching this audience is invaluable to businesses relying on the financial impact our guests provide to their venues. Whether it's shopping, dining, sightseeing or entertainment, it is estimated that Caesars Entertainment guests will spend more than \$3.7 billion while visiting Las Vegas in 2022.

As the official in-room shopping and lifestyle magazine of Caesars Entertainment's ten citywide resort properties in Las Vegas, *Caesars Player* puts advertisers in direct contact with guests who are ready to spend. Each issue of this tri-annual publication is packed with revealing celebrity interviews, sharp editorial features, eye-catching design and sophisticated fashion and jewelry photography.

I encourage you to take some time to review the enclosed 2022 Media Kit to learn more about *Caesars Player*. Thank you again for your consideration and please reach out to me directly with any questions. I am standing by to assist!

Brian Manning

Publisher & Director of Sales

Caesars Entertainment's *Caesars Player* Magazine

Cell: 858.735.1151

Email: brian.manning@onboardmedia.com

DEPARTMENTS

OPENING ACT: Our celebrity Q&A.

ON THE STRIP: If it's happening in Las Vegas, you'll find out here. News from the Center Strip.

INSIDER: Movies, television and Hollywood buzz.

SENSES: Inside tips on where to wind down or rev-up. Spa and health trends to stimulate the senses.

VANTAGE POINT: One signature view. Las Vegas as we see it.

SPORTS CENTRAL: The gaming wire. Advice on playing your favorite table games and expert tips from poker pros and sports book analysts.

SCENE + HEARD: We're on the scene at dazzling movie premieres, celebrity-hosted parties and red-carpet events. What happens in Vegas...can be seen right here.

SHOWBIZ: Interviews with entertainers from the hottest shows on The Strip.

AROUND TOWN: A reader-friendly guide to local dining, entertainment, attractions and nightlife.

WILD CARD: Entertainer and chef interviews.



FEATURES

CELEBRITY PORTRAIT: Our cover feature profiles an A-list star from the world of film, television or music.

TASTE: Chef profiles and news from the city's top restaurants. Plus, cooking tips and advice on how to plan a party at home.

COCKTAIL CULTURE: In-depth interviews with the city's top sommeliers and mixologists.

FASHION FORWARD: Photo feature spotlighting the latest in high-fashion.

LAVISH ADORNMENTS: Stylized photo feature showcasing luxury watches and fine jewelry.

SPLURGE: We explore the city's exceptional shopping destinations, profile iconic fashion designers, and highlight the season's top trends.

IN THE KNOW: Spotlights the latest can't-miss places and reveals Sin City's secrets.



CONNECT WITH US!

WEBSITE: caesarsplayer.com
Don't miss an issue. Our digital magazine is online.

SOCIAL MEDIA: Strategic, targeted Twitter posts and Facebook updates bring attention to our partners.

TWITTER: [Caesars_Player](https://twitter.com/Caesars_Player) | **FACEBOOK:** [Vegas Player](https://www.facebook.com/VegasPlayer)



caesars player

Published three times a year, **Caesars Player** is the only lifestyle publication that provides distribution in the following caesars entertainment rooms and suites.

IN-ROOM MAGAZINE DISTRIBUTION

HOTEL	ROOMS
• Caesars Palace	3,779 rooms & suites
• Nobu Hotel Caesars Palace	181 rooms & suites
• Bally's Las Vegas	2,814 rooms & suites
• The Cromwell	188 rooms & suites
• Flamingo Las Vegas	3,460 rooms & suites
• Harrah's Las Vegas	2,526 rooms & suites
• The LINQ Hotel + Experience	2,535 rooms & suites
• Paris Las Vegas	2,916 rooms & suites
• Planet Hollywood Resort & Casino	2,496 rooms & suites
• Rio All-Suite Hotel & Casino	2,522 suites
TOTAL ROOMS	23,417 rooms & suites



MAGAZINE READERSHIP

Total Number of Rooms/Suites	23,417
Average Occupancy	89%
Average Stay/Number of Nights	3.4
Average Number of Guests	2.2
Average readership per Issue	1,640,729

ANNUAL MAGAZINE READERSHIP

4,922,184

SOURCE: 2019 Summary, Las Vegas Convention & Visitors Authority

ADDITIONAL MAGAZINE DISTRIBUTION

- The LINQ Promenade
- The Forum Shops at Caesars Palace
- Miracle Mile Shops at Planet Hollywood Resort & Casino
- Resort concierge desks
- VIP check-in lounges
- Cascata Golf Course, Boulder City, NV
- Rio Secco Golf Club, Henderson, NV
- Resort spas and lounges
- Caesars Entertainment company-owned jets
- Digital presence on each resort's official website
- Social networking via Facebook and Twitter

GENERAL ADVERTISING RATES

4-COLOR AD SIZE	3X	2X	1X
Full Page	\$16,800	\$18,675	\$20,750
Double-Page	\$25,200	\$28,000	\$31,125
Half Page	\$10,890	\$12,100	\$13,450
Cover 2 (inside front)	NA	NA	\$23,875
Cover 3 (inside back)	NA	NA	\$21,750
Cover 4 (back)	NA	NA	\$25,850

2022 PUBLISHING CYCLE

ISSUE DATE	ISSUE	SPECIAL INSERTS	CYCLE	ISSUE CLOSE	MATERIAL CLOSE
March 2022	Spring/Summer	Fashion	March-June	January 21	January 28
July 2022	Summer/Fall	Food/Wine	July-October	May 20	May 27
November 2022	Fall/Winter	Watches	November-February	September 16	September 23

GUEST SPENDING

Readers of **Caesars Player** are avid spenders when vacationing in Las Vegas. Here is an annual breakdown of guest spending:

Food & Beverage	\$1.6 billion
Retail/Shopping	\$839 million
Entertainment	\$605 million
Sightseeing	\$709 million

TOTAL GUEST SPENDING \$3.7 billion

NOTE: AMOUNTS DERIVED BY MULTIPLYING ANNUAL CAESARS PLAYER READERSHIP BY 2019 FIGURES FROM THE LAS VEGAS CONVENTION AND VISITORS AUTHORITY. FOR ADDITIONAL INFORMATION, PLEASE GO TO WWW.LVCVA.COM.

SPACE RESERVATIONS

Brian Manning
Publisher & Director of Sales
 8400 NW 36th Street, Suite 600
 Doral, FL 33166
Cell: 858.735.1151
Email: brian.manning@onboardmedia.com

DEMOGRAPHICS

WHO ARE OUR READERS?

- AFFLUENT:** Average income \$125,000+
- SUCCESSFUL:** 62.6% professionals/executives
- WELL EDUCATED:** 83.4% college graduates
- MARRIED:** 66%
- MALE:** 58.2%
- FEMALE:** 41.8%
- MEDIAN AGE:** 43 years

WHAT DO OUR READERS DO?

- Avid travelers: both foreign and domestic
- Active investors: especially interested in real estate
- Use high-end credit cards
- Wine connoisseurs
- Golf aficionados
- Have a true affinity for high-end fashion products

SOURCE: Caesars Entertainment Research Department

ARTWORK AND MATERIALS:

TERMS

50% due upon signing, 50% upon publication
 Prepayment discount of 5%

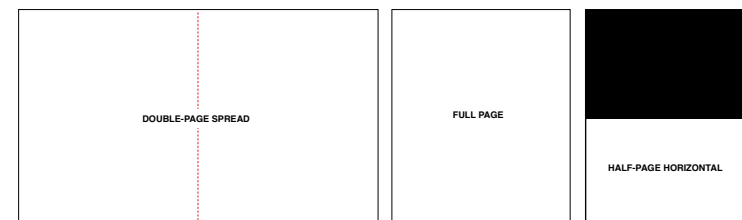
SPECIAL POSITIONS

Subject to availability: +15%
 Agency commission: +15%

MECHANICAL REQUIREMENTS

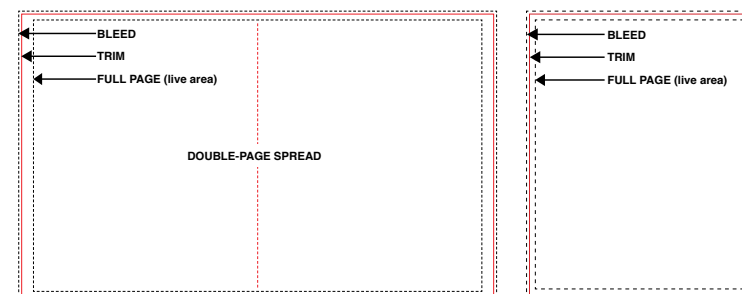
AD SIZE	WIDTH	HEIGHT
Trim Size	10"	12"
Bleed Page	10 ¼"	12 ¼"
Full Page (live area)	9 ½"	11 ½"
Half-Page Horizontal	9"	5 ¾"

DOUBLE-PAGE SPREAD WIDTH	HEIGHT
Trim Size	20"
Bleed Page	20 ¼"
Live Area Non-Bleed	19"



BLEED

Allow at least 3/8" from type or art to trim edge.



ARTWORK AND MATERIALS CONTACT

Ad Services Department

8400 NW 36th Street, Suite 600, Miami, FL 33166
 e-mail: adservices@onboardmedia.com

ACCEPTABLE FILE FORMATS:

PDF (press-quality, high-resolution PDF only) or other from applications listed below:

- Adobe InDesign – INDD (native InDesign files)
- Adobe Illustrator – AI (native Illustrator files), EPS
- Adobe Photoshop – TIFF or PSD (native Photoshop files) in unflattened layers

TO SEND AD ELECTRONICALLY VIA PDF:

We have a secure FTP site for you to upload ad files (with your own username and password).

Your Ad Services Coordinator will provide you with your own username and password.

Go to: <http://files.onboard.com/>

Enter your **username**

Enter your **password**

When you log in, you will see your company name and 2 folders: "From OBM" and "To OBM".

Place your ad file(s) in the "To OBM" folder.

We will automatically receive an e-mail that you have submitted ad file(s) to us. Please notify us if you have any questions.

WE DO NOT ACCEPT FILES FROM:

Quark Passport, QuarkXpress, Corel Draw, Pagemaker, Microsoft Word, PowerPoint or Microsoft Publisher

FOLLOW THESE STEPS TO AVOID COSTLY ERRORS OR DELAYS:

1. Bleed should be 1/8" all around; and type or logos should be 3/8" away from trim edge.
2. Check color space—CMYK only (no RGB, Pantone or "spot" colors).
3. Verify image resolution is at least 300 (dpi).
4. Double-check fonts—include all postscript and screen fonts.

Special Note: No coupons allowed. All ads are subject to approval by Caesars Entertainment.

It is the advertiser's responsibility to ensure that any material submitted contains the proper spelling and wording of the host properties.

Appian Way Shops
 Bally's Avenue Shoppes
 Caesars Palace
 Fashion Show
 The Forum Shops at Caesars Palace
 Grand Bazaar Shops

The LINQ Promenade
 Miracle Mile Shops at Planet Hollywood
 Resort & Casino
 The Shops at Crystals

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