



Media Kit 2024



PokerNews are a multi-award winning affiliate for Poker and Casino brands across the globe.



WINNER OF THE BEST AFFILIATE IN POKER
2013 • 2014 • 2015 • 2016 • 2018 • 2021 • 2023

2023 STATISTICS



USERS
+12M

PAGEVIEWS
+56M



Avg. Time on Site
2:21min



Avg. Pageviews p/month
4.7M



Mobile Users
80%



Desktop Users
20%

SOME OF OUR PARTNERS



USER TRAFFIC MAPS

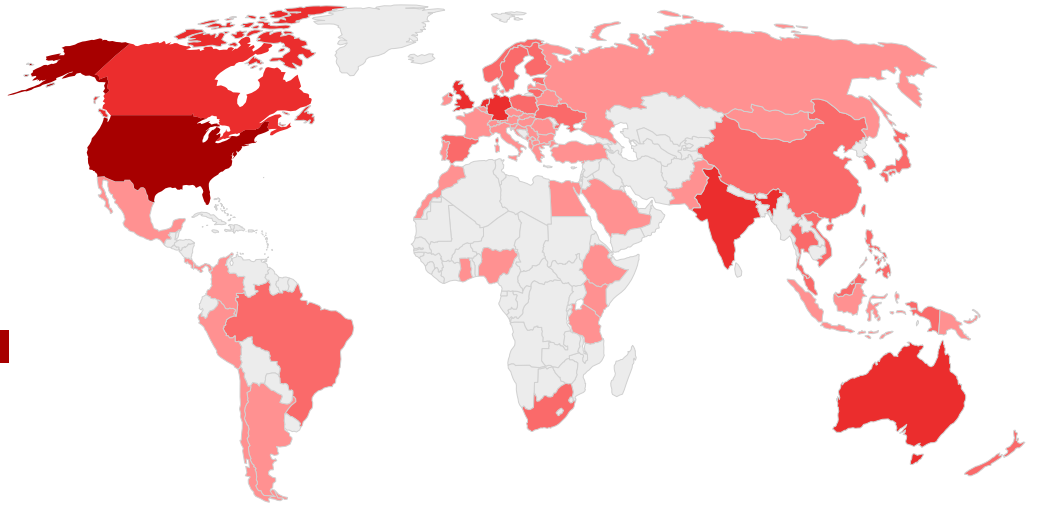


WORLD TRAFFIC

Users p/year



1K +52M

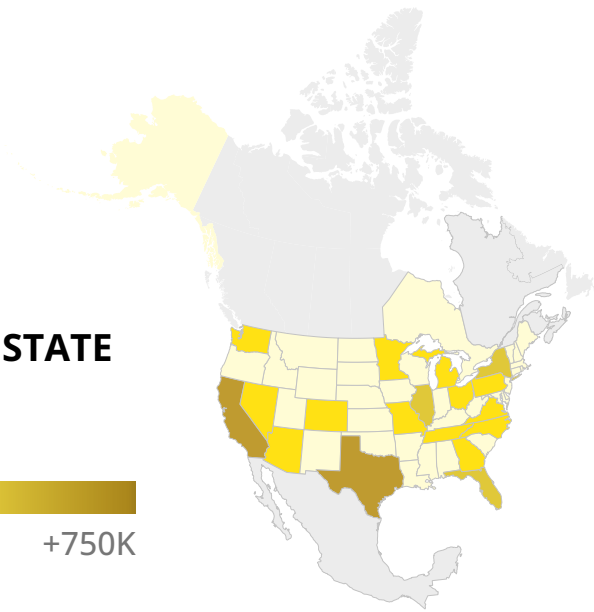


US TRAFFIC BY STATE

Users p/year

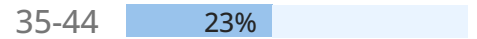
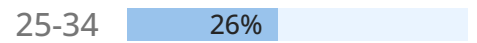


2 +750K

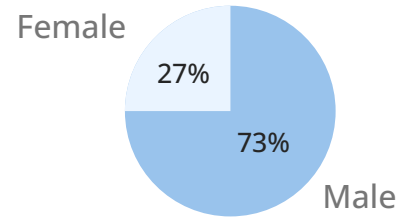


USER DEMOGRAPHICS

Age



Gender



SUBDOMAINS

pokernews | GLOBAL

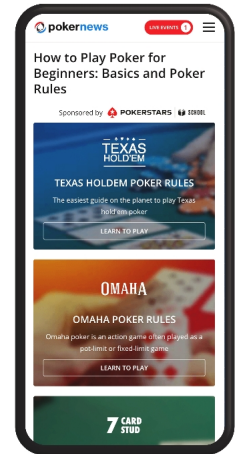
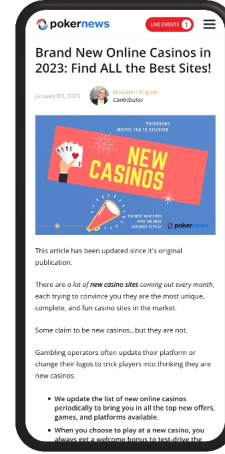
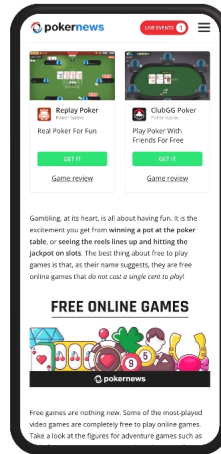


BANNER DIMENSIONS



MOBILE

- 320 x 50px
(Sticky)
- 320 x 250px
(In-Article Promo Widget)
- 480 x 720px
(In View)
- 300 x 100px
(Large Banner)



DESKTOP

- 300 x 300px
(Medium Square)
- 300 x 600px
(Half-Page Unit)
- 300 x 250px
(In-Article Promo Widget)
- 550 x 480px
(Pop Up)
- 728 x 90px
(Leaderboard)
- 2500x1080px/1380x130px
(Wallpaper)

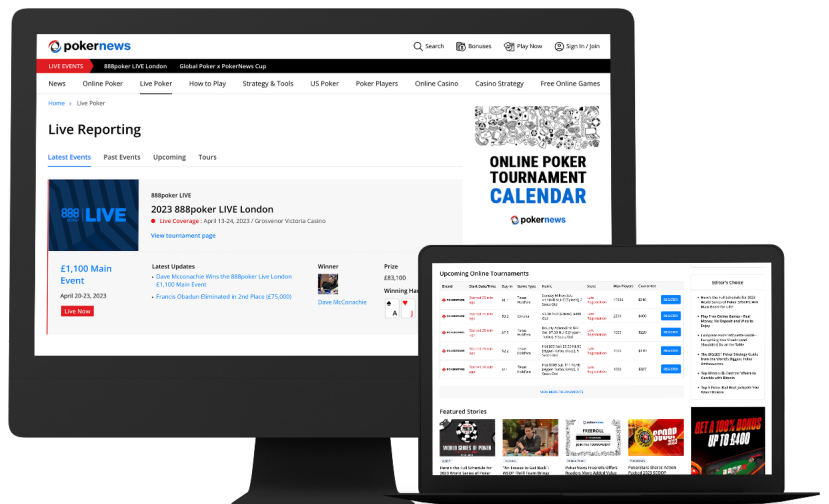


Image File Formats for all banners: JPEG, GIF. Banner weight not heavier than 300kb.



- 6 Digital Media Platforms
- Digital Media Coverage
- Promo Articles
- Upcoming Events (Live and Online)

DIGITAL MEDIA PLATFORMS



@PokerNews
+187K



@pokernewsdotcom
+69K



@PokerNews
+134K



@pokernewsdotcom
+170K



@PokerNews
+9K



@PokerNews
+12K



LIVE EVENT COVERAGE



2023 PokerStars EPT Monte Carlo

€1,100 FPS Main Event

Days: 1b

Event Info

Updates Chips Gallery

Search Name Country

FAV	#	Player
☆	1	Recep Aydemir
☆	2	Omar Del Pino

2023 PokerStars EPT Monte Carlo

€1,100 FPS Main Event

Days: 1a

Event Info

Updates Chips Gallery

Top Chip Counts	1	Adrian Chabbi	513,000
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2023 PokerStars EPT Monte Carlo

€1,100 FPS Main Event

Days: 1a

Event Info

Live Updates Chip Counts Gallery MyStack

All Highlights Sort: Newest to oldest

Top Chip Counts	1	Adrian Chabbi	513,000	2	Leon Sturm	438,000	3		
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€1,100 FPS Main Event

Day 1a Completed

4 hours 44 minutes ago

Best known as the official media partner for the World Series Of Poker and PokerStars European Poker Tour, *PokerNews* has the ability to bring your live event to life with the addition of play-by-play updates on our Live Event Pages. All live event coverage options include a preview article, a recap, social media exposure, and use of our MyStack feature which allows players to update their own chip counts throughout the event. Those updates will be fed directly into *PokerNews* and onto their own social media accounts.

All live event coverage options include a preview article, a recap, digital media exposure, etc
Contact: Shirley Ang shirleya@pokernews.com for Live Event Coverage Enquiries.

ADVERTISING OPTIONS



PokerNews prides itself on delivering targeted advertising solutions tailored to meet the diverse needs and budgets of our partners. We understand that effective marketing requires flexibility, creativity, and above all, results. That's why we offer a range of advertising packages designed to accommodate varying budgets while maximizing visibility and impact.

At the heart of our advertising offerings are our banner ads, strategically placed throughout our website and integrated seamlessly into our content to capture the attention of our engaged audience. Whether it's through leaderboard banners, sidebar placements, or interstitial ads, we provide opportunities for brands to showcase their products and services to our dedicated readership.

But our advertising options extend far beyond traditional banners. We also offer sponsored articles, providing brands with the opportunity to craft compelling narratives that resonate with our audience while subtly integrating their messaging. These articles are meticulously curated to ensure authenticity and relevance, driving engagement and fostering brand affinity among our readers.

Moreover, we recognize the power of social media in today's digital landscape. Through our robust social media presence, we amplify the reach of our advertising partners, leveraging platforms like Twitter, Facebook, and Instagram to extend their brand messaging to a wider audience. Whether it's through sponsored posts, giveaways, or influencer collaborations, we harness the power of social media to enhance brand visibility and engagement.

What sets PokerNews apart is our unparalleled access to a dedicated and loyal poker community. With a readership comprised of passionate enthusiasts, seasoned professionals, and casual players alike, we offer advertisers a unique opportunity to connect with a highly targeted audience of poker aficionados. Whether it's promoting poker-related products, services, or events, we provide a platform for brands to engage with this passionate community and drive meaningful results.

Furthermore, our website traffic metrics speak for themselves, with millions of visitors flocking to our platform each month in search of the latest news, insights, and updates from the world of poker. By leveraging our extensive reach and influence, advertisers can tap into this captive audience, driving brand awareness, generating leads, and ultimately, driving conversions.

In essence, PokerNews offers advertising packages that are not only flexible and affordable but also highly effective in reaching and engaging with our dedicated audience of poker enthusiasts. Whether it's through banner ads, sponsored articles, or social media promotions, we provide brands with the tools and resources they need to succeed in today's competitive marketplace.

Contact: Peter Robinson peter_robinson@pokernews.com for Advertising Enquiries.