

GAMBLING NEWS

The World's Trusted Gambling Authority™

D I G I T A L *Media Pack*

GamblingNews.com is **The World's Trusted Gambling Authority™** – a single point on the web which keeps our readers updated within all the major sectors by providing the latest happenings regarding land-based and online gambling.

Since our inception we have never accepted paid ads, but are now opening the doors to allow you access to our incredible team of editors and authors who work around the clock to publish fresh and reliable news, and we're ready to connect you to your brand's audience.



Pras Sri, Head of Partnerships
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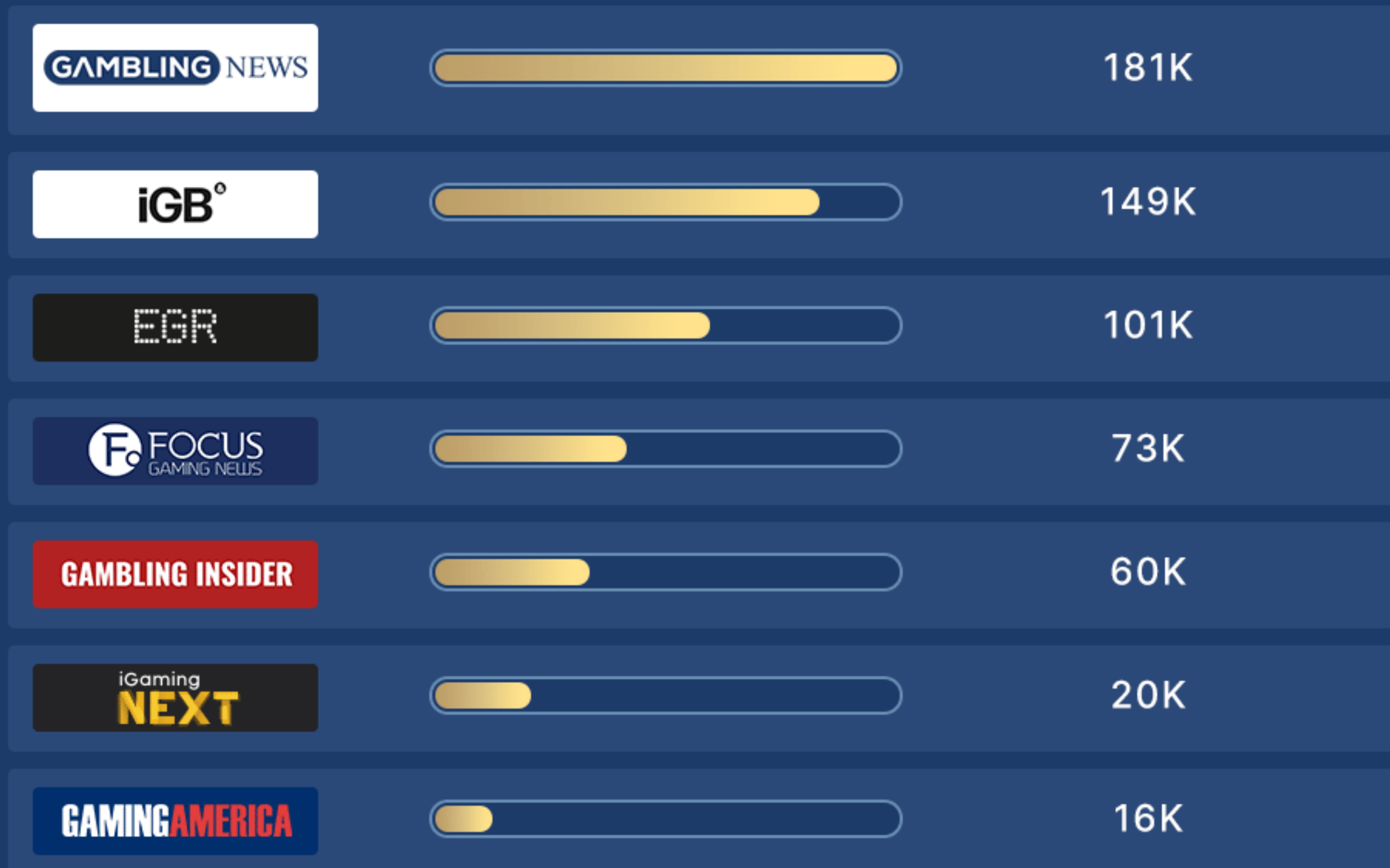
Connect

Why We Are

THE LARGEST GAMBLING NEWS SITE IN THE WORLD

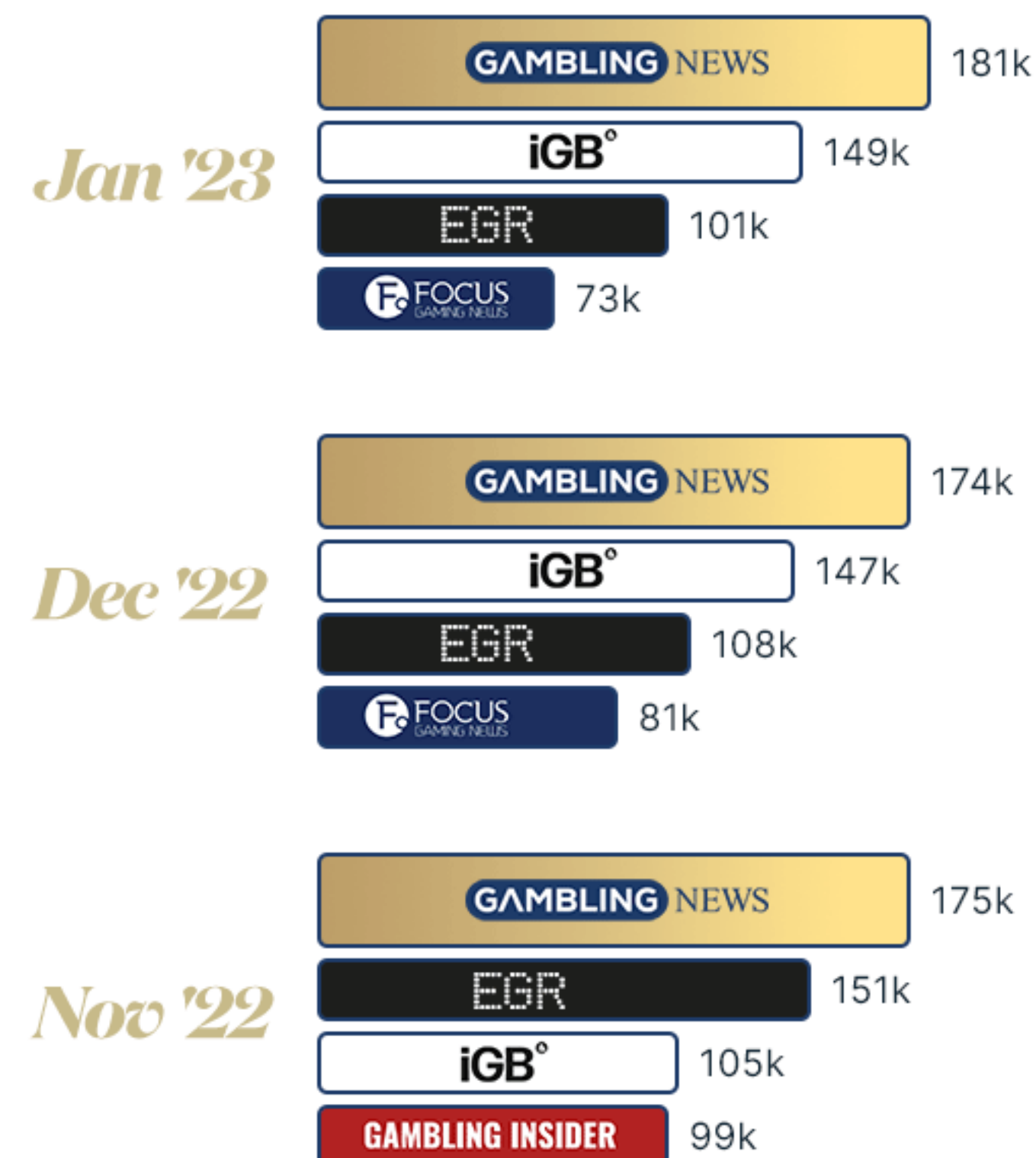
BRAND EXPOSURE

MONTHLY VISITS



Total Visits

AGAINST 3 CLOSEST COMPETITORS (LAST 3 MO.)



* Averages taken since Q4 2022 from SimilarWeb.com

WHY Choose Us

GAMBLING NEWS

The World's **Trusted** Gambling Authority™

	ADS ALLOWED	PAGES PER VISIT	BOUNCE/ DECEPTION RATE	AVG. VISIT DURATION	AD QUALITY
	✓	2.93	33.34%	3m 09s	
		1.98	62.94%	1m 31s	
		2.39	63.93%	2m 15s	
		2.55	58.67%	2m 30s	
	✓	1.50	69.47%	41s	
	✓	1.64	71.94%	1m 38s	
	✓	2.20	69.54%	2m 40s	
	✓	1.62	72.44%	1m 12s	

What this means for you:

Pages Per Visit - this reflects user engagement on the site. Users don't just see the content they came for, but they stay and are exposed to a wide variety of ads.

Bounce Rate - higher bounce rates reveal users being misled onto content and ultimately exiting the website ("bouncing") as a result.

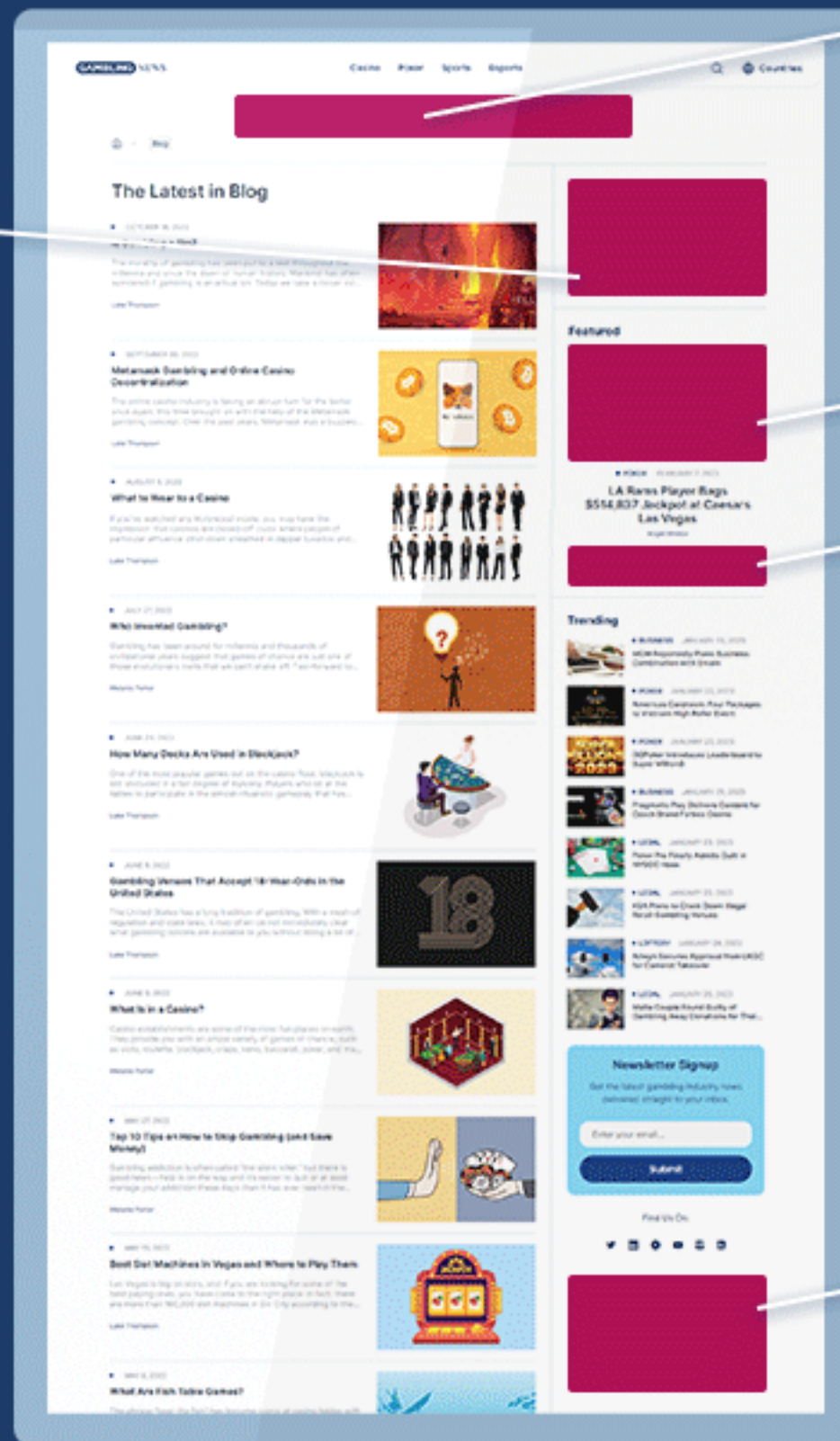
Average Visit Duration - longer visit durations increase ad impressions and overall exposure.

Ad Quality - a combination of all the above metrics to prove why Gambling News is the best choice to supplement your growth campaign.

Each website was crawled during the same session on SimilarWeb and represent an average of Ten sessions across Q1 2023 for a fair representation. The accuracy of each website's results may not be congruent with their internal metrics and should be viewed as a broader score relative to one another.

Home

Posts & Feeds



372 x 210
Rectangle (Prime)

970 x 90
Leaderboard (Plus)

970 x 90
Superwide (Prime)

970 x 90
Superwide (Standard)

770 x 70
Leaderboard (Prime)

Featured Post

372 x 50
Leaderboard (Standard)

372 x 210
Rectangle (Standard)

A D
Spots

Enjoy high levels of **focused brand exposure** and benefit from GamblingNews' SEO authority for precise, **targeted traffic**.

		1 mo.	(10% off) 3 mo.	(20% off) 6 mo.
Leaderboard (Prime)	1500	4500	4050	9000 7200
Rectangle (Prime)	1050	3150	2835	6300 5040
Leaderboard (Plus)	950	2850	2565	5700 4560
Superwide (Prime)	850	2550	2295	5100 4080
Rectangle (Standard)	850	2550	2295	5100 4080
Superwide (Standard)	800	2450	2205	4800 3840
Leaderboard (Standard)	750	2250	2025	4500 3600

Video Interview (Prime)	<ul style="list-style-type: none"> Exclusive video interview Promotion across social media channels 1-week website placement 	POA
Video Interview (Standard)	<ul style="list-style-type: none"> Exclusive video interview 	POA
Post Spotlight	<ul style="list-style-type: none"> 1-month Featured Position 	1000

Ads may share the same spot with one other ad.
All prices are in USD.

A P P R O V A L

Badges



What it means

TO ADORN THE OFFICIAL BADGE

This guide recognises great work using its globally renowned **Gambling News Badges** system. Websites, industry experts and platforms are eligible to receive the badge based on three criteria:

- ✓ Consistency in quality
- ✓ Recognition of responsible gambling
- ✓ Innovation to users or readers

Inspectors comprise a panel of independent industry professionals and experts, all tasked with cross-examination for quality.

Recognising Quality

As **The World's Trusted Gambling Authority™** Gambling News is the iGaming industry's **gold standard for quality** in casinos, sports betting, poker, bingo, and editorial content.

Every quarter, our editors look at the hundreds of submissions for consideration to be included into Gambling News' circle of quality, original, and innovative content.

Trusted and Cited

BY THE WORLD'S LEADING MEDIA BRANDS



Cited by the Best

In partnering with Gambling News, you're joining **an exclusive circle** of some of the world's most coveted and revered domains, all citing and sourcing Gambling News as the authority in the iGaming industry.

This means **targeted, reliable traffic** from high authority sources straight to your brands.

LET'S WORK
Together
to grow your brand

Get in touch with us at pras@gamblingnews.com to enhance your advertising campaign today.

Send your press releases to pr@gamblingnews.com

We look forward to working with you!