



Media Kit 2023



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

Contact: Daniel Williams danielw@pokernews.com



PAGEVIEWS

+51M



Avg. Time on Site
2:05min



Avg. Pageviews p/month
4.3M



Mobile Users
75%



Desktop Users
25%

SOME OF OUR PARTNERS

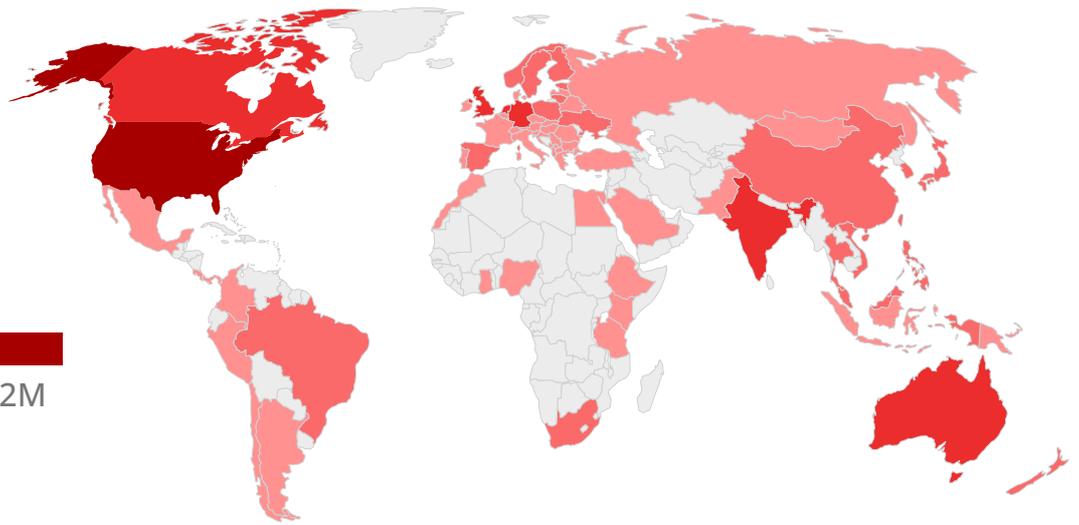


USER TRAFFIC MAPS



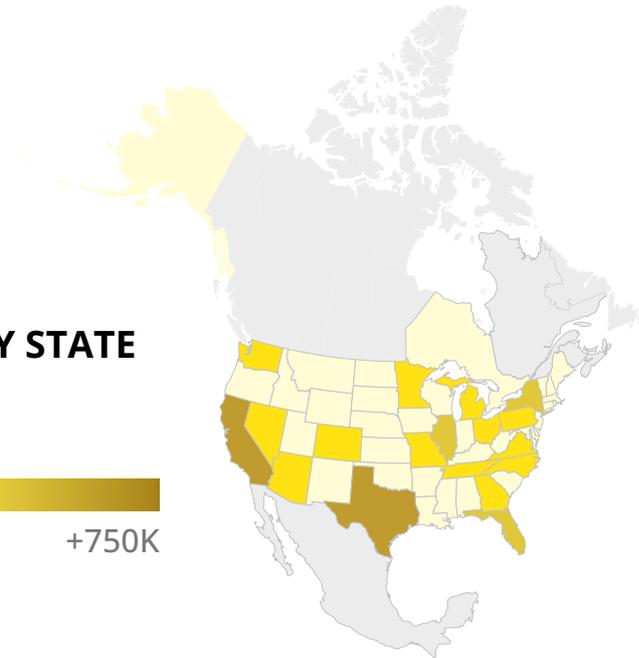
WORLD TRAFFIC

Users p/year



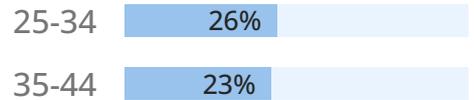
US TRAFFIC BY STATE

Users p/year

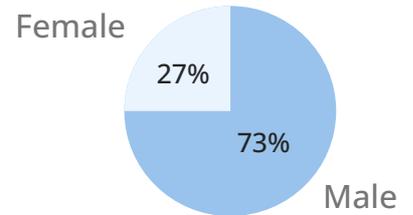


USER DEMOGRAPHICS

Age



Gender



SUBDOMAINS

pokernews | GLOBAL

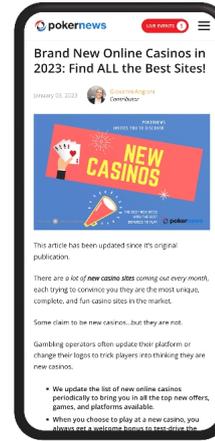
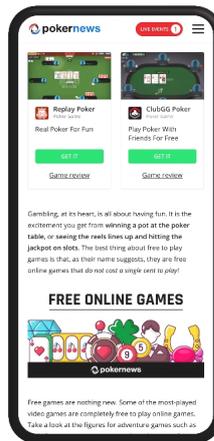


BANNER DIMENSIONS



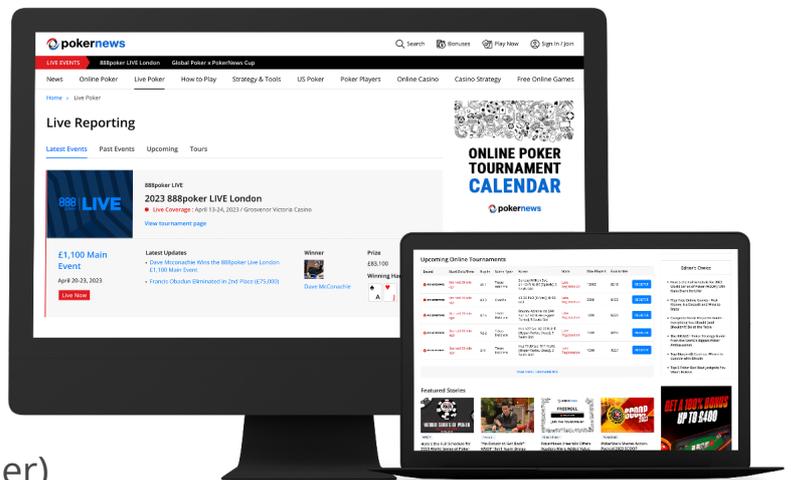
MOBILE

- 320 x 50px (Sticky)
- 300 x 100px (Large)
- 480 x 720px (In View)



DESKTOP

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



WALLPAPER SPECIFICATIONS

Small resolution image spec:

- 1380x130px

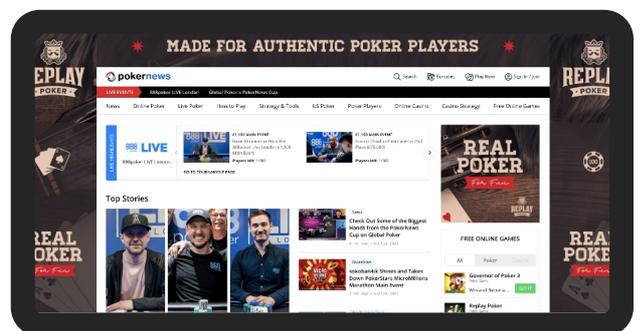
This image will be visible from 1380px to 1000px resolution.

Wide resolution wallpaper spec:

- 2500x1080px

This image will be visible from ~ to 1380px resolution.

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





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

SOCIAL FOLLOWING



@PokerNews
+173K



@pokernewsdotcom
+60K



@PokerNews
+118K



@pokernewsdotcom
+139K



@PokerNews
+9K



@PokerNews
+3K

Contact: Daniel Williams danielw@pokernews.com



LIVE REPORTING



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	Rank	Player	Chip Count
1	1	Adrian Chabbi	513,000

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	Rank	Player	Chip Count
1	1	Adrian Chabbi	513,000
2	2	Leon Sturm	438,000
3	3		

€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 Reporting Pages. All live reporting 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.

Contact: Shirley Ang shirleya@pokernews.com for Live Reporting Enquiries.

ADVERTISING PACKAGES



STARTER

\$10K

- 🕒 300k Banner Impressions
- 🕒 1 x Article
- 🕒 2 x Social Posts



MOST POPULAR / CUSTOM

\$25K

- 🕒 750k Banner Impressions
- 🕒 2 x Articles
- 🕒 1 x Newsletter
- 🕒 4 x Social Posts

Other packages available on request

Contact: Daniel Williams danielw@pokernews.com for Advertising Enquiries.

All information and USD prices correct at time of printing. April 2023.

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