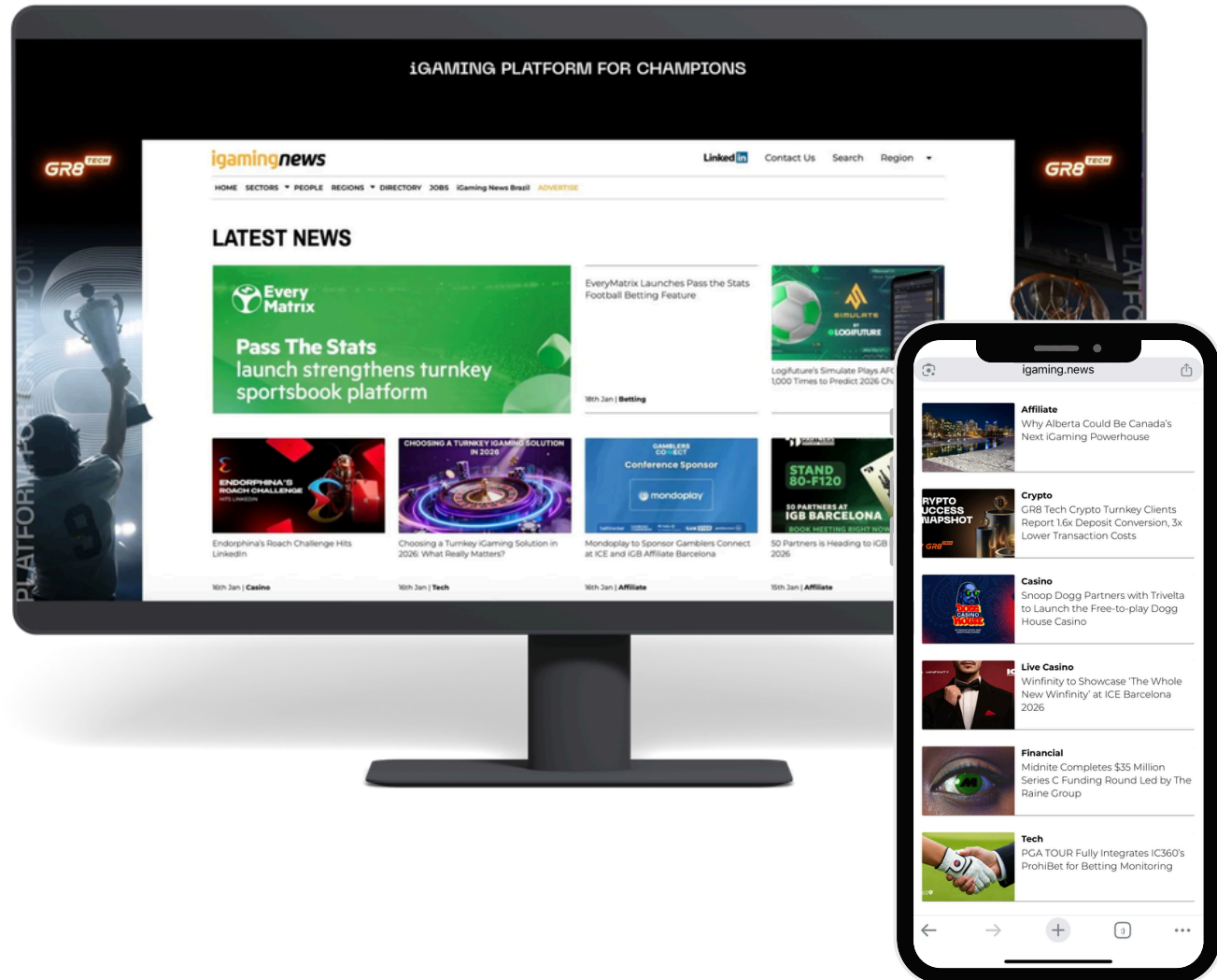


igamingnews

2026 MEDIA PACK



ABOUT

iGaming.News is a leading digital publication dedicated exclusively to the global iGaming industry. We deliver breaking news, in-depth features, exclusive interviews and expert commentary to a highly engaged international audience of industry professionals.

Backed by a team of renowned in-house journalists, editors and media specialists, we've earned a reputation for quality, credibility and influence. Our platform has rapidly evolved into a premium destination for brands looking to promote their services, share their stories and connect directly with their target markets.

From ambitious start-ups to established global operators, we provide a powerful space for iGaming businesses to showcase their expertise, amplify their message and gain meaningful visibility across the sector.

Through our innovative PR solutions and decades of industry experience, iGaming.News has become the fastest-growing publishing brand in the iGaming space — trusted by the biggest names in the business and sought after by those looking to make an impact.





AUDIENCE

With iGaming News covering updates from every corner of the industry, our audience is wonderfully diverse, comprising readers of various demographics.

These include:

- iGaming business owners
- Directors and top-level managers
- Business decision-makers
- Affiliate managers
- iGaming technology creators

We receive significant levels of traffic from across the globe. However, the highest volumes come from the following regions: Europe, Latam North America, Asia and Africa.

Whether your business is looking to market itself in the UK, Canada, Brazil, South Africa or any other jurisdiction, iGaming.news provides the vehicle for you to gain unparalleled exposure.

TRAFFIC

iGaming.news is a top-ranking news site for various industry search terms, meaning whether you are searching for news focused on iGaming technology, casino games, sports betting, esports or any other trending topic, iGaming.news will appear in your results.

Monthly stats:

iGaming.news receives an average of 50,000 monthly page views; 55% of which come from desktop users.

Mobile stats:

45% of our audience consume our content using a mobile device such as a laptop, tablet or smartphone.

Newsletter subscribers:

iGaming.news currently operates a bi-weekly newsletter which boasts more than 12,000 subscribers.

Social media followers:

We have more than 14,000 active social media followers across LinkedIn, Telegram, Facebook, X and Instagram.



ARTICLE PACKAGES

Gaining news coverage on reputable publications is a marketing objective for all iGaming businesses, encouraging high levels of brand exposure, enhanced website traffic and a variety of SEO advantages.

If you are looking to feature your news articles on iGaming.news, explore our article placement packages.

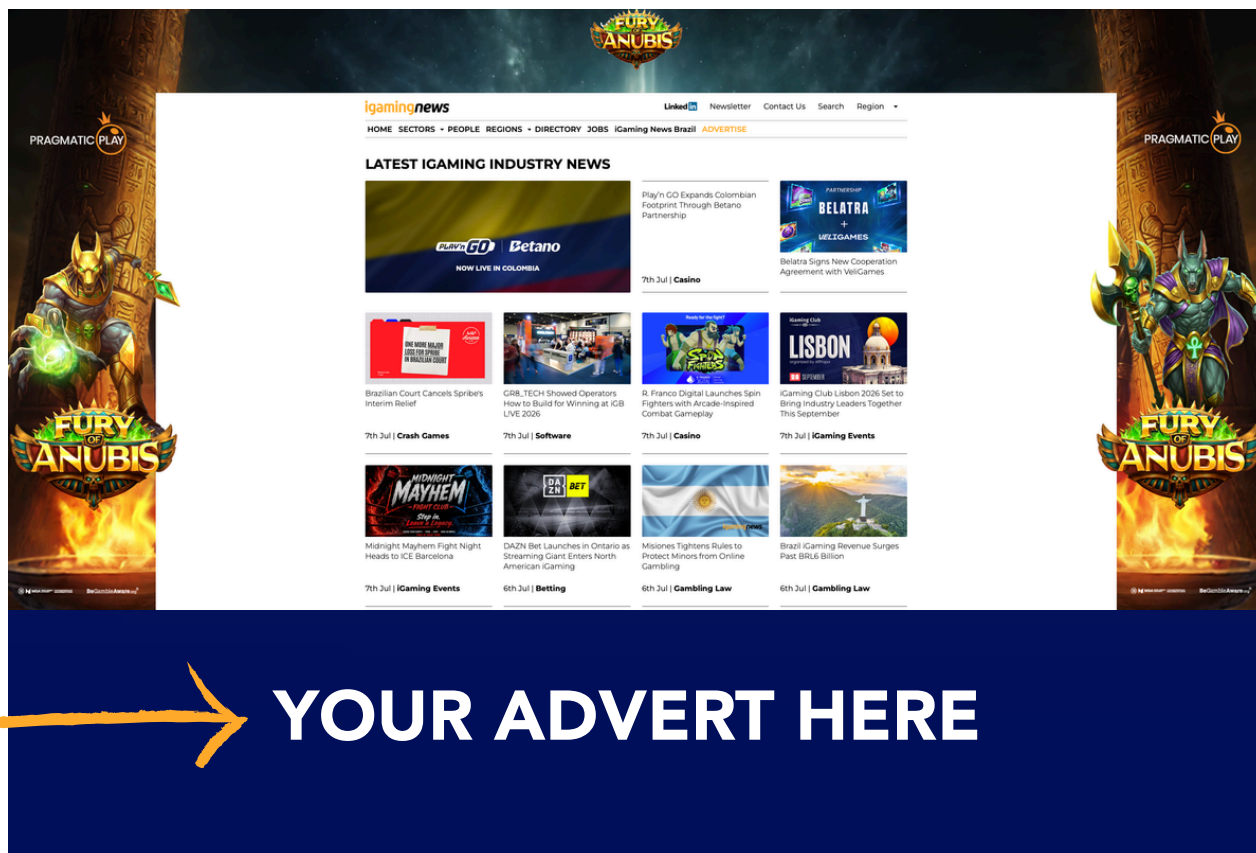
Package	Total Cost	Average Per Article
1 article	£300	£300
2 articles	£550	£275
4 articles	£950	£237
10 articles	£2,200	£220
24 articles	£4,800	£200
48 articles	£9,000	£187

As well as featuring client content on iGaming News, we also actively distribute news via our sister newsrooms and various distribution channels. All paid-for content is posted on iGaming News, as well as in our CISION, Medium, Substack and Google News newsrooms. All paid-for articles on iGaming News are permanent, can include 2x do-follow backlinks and are not marked as sponsored.

SITE-WIDE CATFISH BANNER

A site-wide catfish banner keeps your brand visible across iGaming News, appearing at the bottom of the screen as users browse the website on both desktop and mobile.

Displayed across the entire website rather than a single page, this premium placement ensures your message reaches readers wherever they are consuming the latest iGaming news, features and interviews



As one of the most prominent advertising positions available, it delivers continuous exposure throughout the user journey, helping to maximise brand awareness, traffic and engagement.

1 Month: £1,200

3 Months: £3,000 (£1,000 per month)

6 Months: £4,800 (£800 per month)

12 Months: £7,200 (£600 per month)

HOMEPAGE TAKEOVER ADVERT



Investing in a site takeover is one of the most effective ways to gain maximum visibility on iGaming.news. This premium advertising opportunity ensures prime placement on our most-visited page—the homepage—capturing the attention of industry professionals, gaming enthusiasts, and potential customers alike.

With a site takeover, your brand enjoys full dominance of the homepage, featuring high-impact ad placements running down both sides of the newsfeed and extending across the top of the page. This comprehensive coverage provides unmatched exposure, ensuring your message is impossible to miss.

1 Month: £1200

3 Months: £3000 (1000 per month)

6 Months: £4,800 (£800 per month)

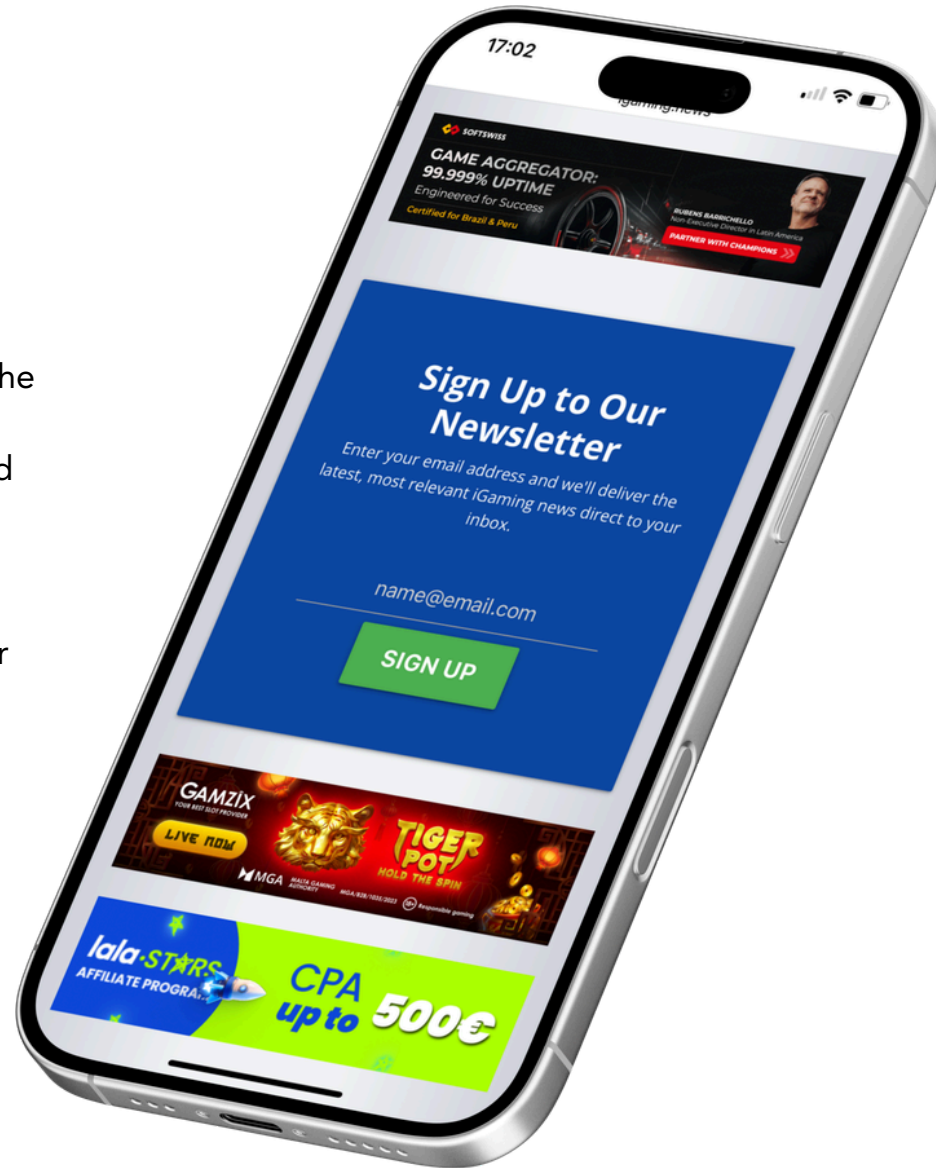
12 Months: £7,200 (£600 per month)

HOMEPAGE BANNERS

Maximise visibility with premium banner placements on the iGaming News homepage — right between our Top Stories section. Advertisers can choose between standard static banners or dynamic animated formats to capture attention and drive engagement.

Homepage banners are positioned for maximum impact and can be updated on a monthly basis to align with your evolving marketing campaigns, product launches or seasonal promotions.

- **1 Month: £400**
- **3 Months: £975 (£325 per month)**
- **6 Months: £1,800 (£300 per month)**
- **12 Months: £3,300 (£275 per month)**



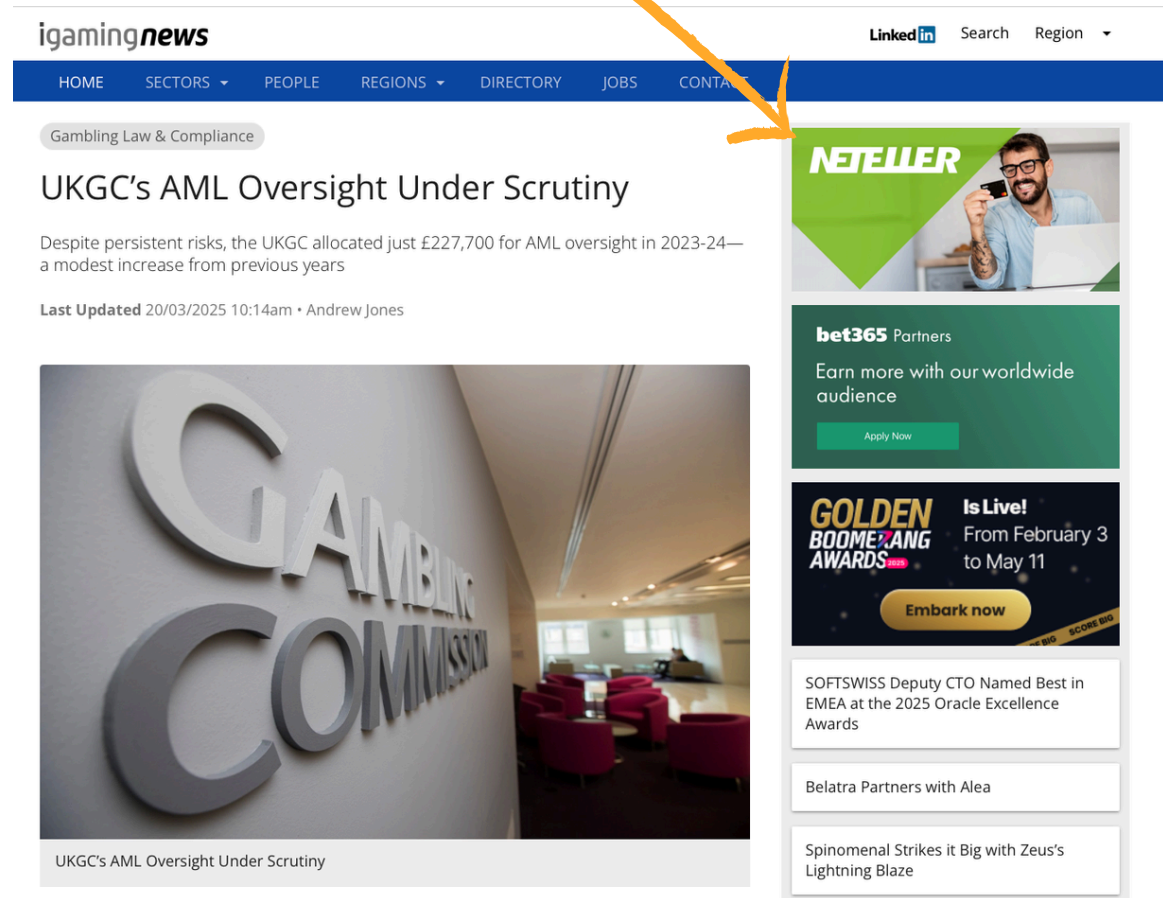
SITE-WIDE ARTICLE ADVERT

Feature your brand's clickable banner advert in every article published on iGaming News — delivering maximum exposure across all GEOs and covering every vertical within the iGaming industry.

Whether it's casino, sportsbook, affiliate marketing, payments, platform tech or compliance, your brand will be consistently seen by our diverse and engaged readership. This high-impact placement ensures you reach decision-makers, operators, suppliers, and industry professionals at every stage of the value chain.

Your advert can be a static image or an animated GIF, linking directly to your chosen URL. With hundreds of articles published each month and wide distribution via newsletters and partner sites, this is the ideal solution for consistent, global brand visibility in iGaming.

- **1 Month: £400**
- **3 Months: £975 (£325 per month)**
- **6 Months: £1,800 (£300 per month)**
- **12 Months: £3,300 (£275 per month)**



The screenshot displays the iGaming News website interface. The main article is titled "UKGC's AML Oversight Under Scrutiny" under the category "Gambling Law & Compliance". The article text states: "Despite persistent risks, the UKGC allocated just £227,700 for AML oversight in 2023-24—a modest increase from previous years." It is dated "Last Updated 20/03/2025 10:14am" by "Andrew Jones". The article image shows the "GAMBLING COMMISSION" logo on a wall. On the right sidebar, there are several promotional banners: a "NETELLER" banner with an image of a man holding a phone, a "bet365 Partners" banner with the text "Earn more with our worldwide audience" and an "Apply Now" button, a "GOLDEN BOOMERANG AWARDS" banner with the text "Is Live! From February 3 to May 11" and an "Embark now" button, and three smaller text-based banners: "SOFTSWISS Deputy CTO Named Best in EMEA at the 2025 Oracle Excellence Awards", "Belatra Partners with Alea", and "Spinomenal Strikes it Big with Zeus's Lightning Blaze". An orange arrow points from the top right towards the "NETELLER" banner.

PODCAST SPONSORSHIP

The iGaming News Podcast provides brands with a direct channel to engage senior decision-makers across the global iGaming industry through expert-led, monthly episodes. Each episode is published on the iGaming News website and distributed via YouTube, offering long-term visibility and sustained brand exposure.

Sponsorship Includes:

-
- Spoken audio advert within the podcast episode
- Professionally delivered brand messaging
- Podcast episode hosted on iGaming News
- Distribution via YouTube
- Ongoing exposure with episodes remaining live

Podcast Sponsorship Pricing:

- **1 Month (1 Episode): £299 -**
- **3 Months (3 Episodes): £849 -**
- **6 Months (6 Episodes): £1,599**
- **12 Months (12 Episodes): £2,999**



PODCAST INTERVIEW

The iGaming News Podcast Interview offers brands the opportunity to showcase their people, expertise and vision through an in-depth, professionally hosted conversation.

Each interview is conducted by iGaming News Editor, Abigail Welch, who will speak directly with a chosen member of your team, exploring your company story, products, market insights and future plans.

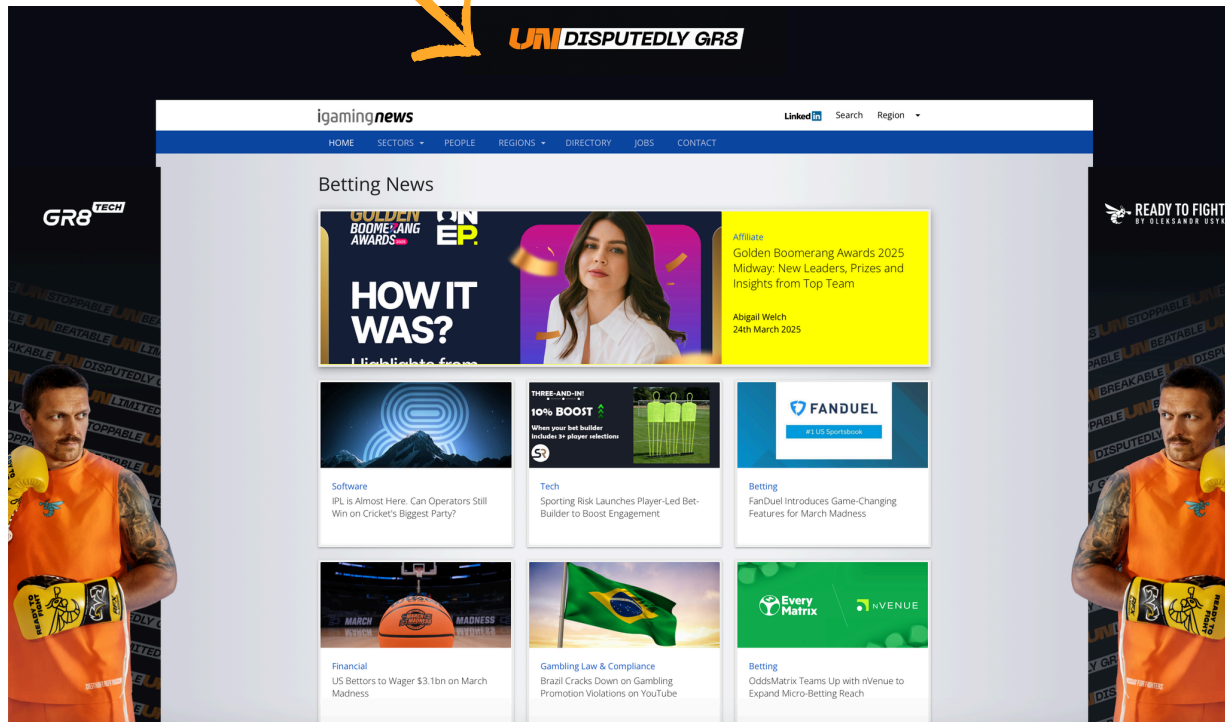
Pricing:

- **£499 per interview**

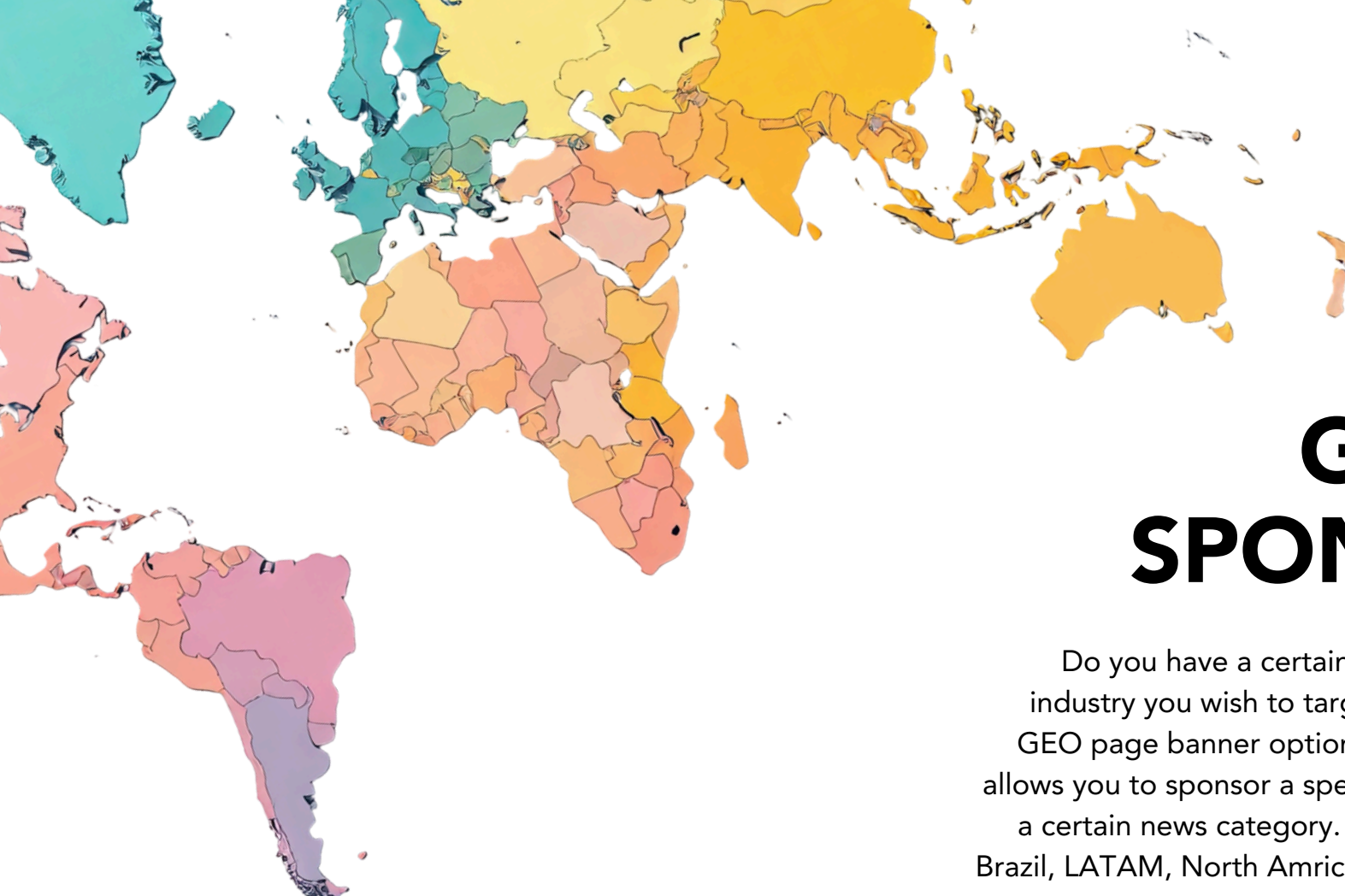
SECTOR PAGE SPONSORSHIP

Have a certain sector of the iGaming industry you wish to target? If so, taking advantage of our sector page banner option is worth considering. This option allows you to sponsor a specific 'sector', being associated with a certain news category. Sector pages include Casino, Betting, Law & Compliance, Affiliate, Crypto, Financial, Poker, Bingo, eSports and more.

This package includes a takeover advert on the specific sector page and a branded banner above the fold of the page.



- **1 Month: £400**
- **3 Months: £975 (£325 per month)**
- **6 Months: £1,800 (£300 per month)**
- **12 Months: £3,300 (£275 per month)**



GEO PAGE SPONSORSHIP

Do you have a certain country or region of the iGaming industry you wish to target? If so, taking advantage of our GEO page banner option is worth considering. This option allows you to sponsor a specific 'GEO', being associated with a certain news category. Sector pages include UK, Europe, Brazil, LATAM, North America, United States, Africa and so on.

This package includes a takeover advert on the specific GEO page and a branded banner above the fold of the page.

- **1 Month: £400**
- **3 Months: £975 (£325 per month)**
- **6 Months: £1,800 (£300 per month)**
- **12 Months: £3,300 (£275 per month)**



NEWSLETTER SPONSORSHIP

Reach a highly engaged audience directly in their inbox through our fast-growing weekly newsletters, a trusted source of the latest iGaming news and insights.

Each edition delivers timely bulletins, breaking stories, interviews and industry updates straight to our expanding list of email subscribers — ensuring your brand is seen by key decision-makers and professionals who actively follow the market.

We offer multiple sponsorship opportunities to suit your campaign goals. Each sponsored newsletter includes a prominent, clickable banner advert in the header section — giving your brand prime visibility at the very top of the email.

Explore our flexible sponsorship packages and pricing below:

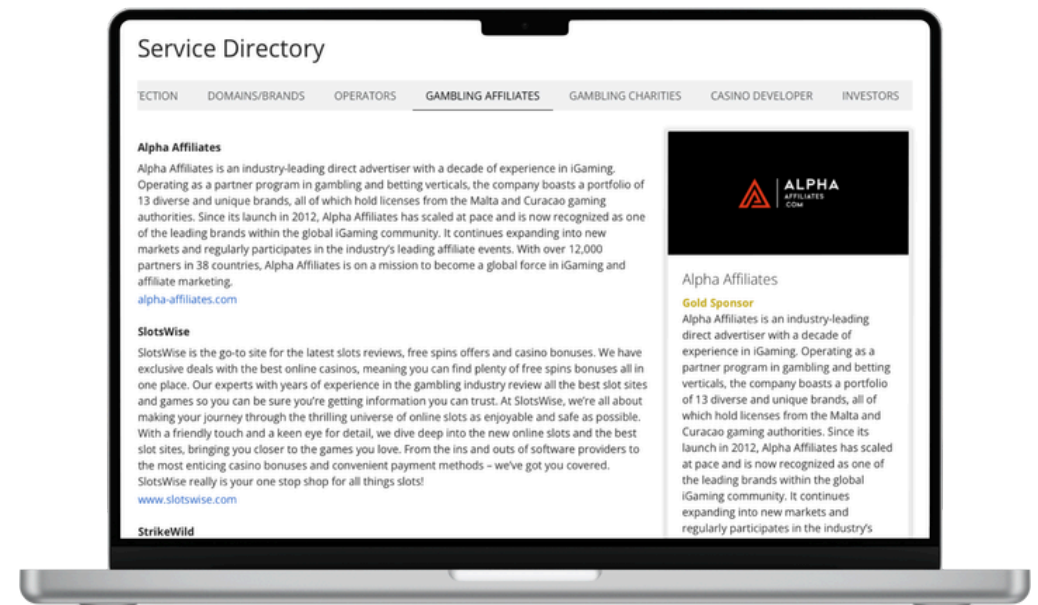
- **1 Month: £300**
- **3 Months: £600**
- **6 Months: £1000**
- **12 Months: £1500**

IGAMING BUSINESS DIRECTORY - JUST £695 PER YEAR

Position your brand in front of a highly targeted audience by joining our industry-leading directory. For just £695 per year, your company will benefit from premium exposure, increased web traffic and heightened visibility across our media network.

What's Included:

- Company Bio – Tell the world who you are and what you do
- Clickable Logo – Make your brand instantly recognisable
- Website Link – Direct traffic to your site
- Social Media Handles – Connect with your audience and grow your following
- SEO-Optimised Listing – Appear in relevant searches within our site and on search engines
- Featured Placement Opportunities – Be highlighted across category pages (subject to availability)



PR PACKAGES

Our PR packages combine press coverage and targeted advertising, providing brands with extensive industry exposure. Designed to enhance visibility and credibility, each package includes a mix of press releases, interviews, directory listings, and advertising placements to ensure your brand reaches the right audience. Choose from our Starter, Premium, or Ultimate packages to amplify your presence with strategic media coverage and high-impact advertising.

STARTER - £399 Per Month	PREMIUM - £699 Per Month	ULTIMATE - £1999 Per Month
• 1 x article per month (this can be a press release, interview or thought leadership piece) • Business Directory listing • Inclusion in our monthly news features	• 2 x articles (these can be press releases, interviews or thought leadership pieces) • Gold Business Directory listing • Sector page banner • 1 x newsletter sponsorship per month • Inclusion in our monthly news features	• Up to 10 x articles (these can be press releases, interviews or thought leadership pieces) • Platinum Business Directory listing • Homepage banner • Sector page banner • GEO page banner • In-article advert • 2 x newsletter sponsorships per month • Unlimited job listings • Inclusion in our monthly news features

TESTIMONIALS



"We've tested numerous publications, but iGaming News stood out with its fresh and effective approach. They truly understood our PR and SEO objectives and delivered exceptional results. One of the key aspects we valued was their multi-channel distribution, ensuring our content reached the right audience beyond just their main site. Their expertise and commitment made a real impact on our brand visibility. We highly recommend them to any operator looking for top-tier exposure."

NAGS

"Abbey has done a wonderful job in positioning iGaming News as a highly respected and influential B2B news platform. The editorial team is easy to work with and offers great insight on how best to meet the readers' interests. Whether it's news, thought-leadership or features - the coverage is always very well received by OpticsPR's portfolio of clients."

OpticsPR

"Great partnerships are played smart. IGaming News has been a strategic ace for almost three years, delivering value and visibility. We truly appreciate this collaboration and look forward to many more successful years ahead!"

[mate]
affiliates

"The editorial team at iGaming News was incredibly helpful in supporting us with content ideas, making sure our brand messaging connected with the right audience. Their strong affiliate readership played a key role in helping us build valuable connections, and their multi-channel distribution significantly boosted our social exposure. We were so impressed with their impact that we went on to use their content writing service, which proved to be extremely useful. A fantastic partner for any operator looking to expand their reach."

INTERBET

GET IN TOUCH

If you are looking to build your brand, target customers and boost sales, we would be more than happy to discuss our many advertising solutions with you.

Contact our Editor, Abigail, for a discussion around your marketing objectives.

Email: abi@igaming.news



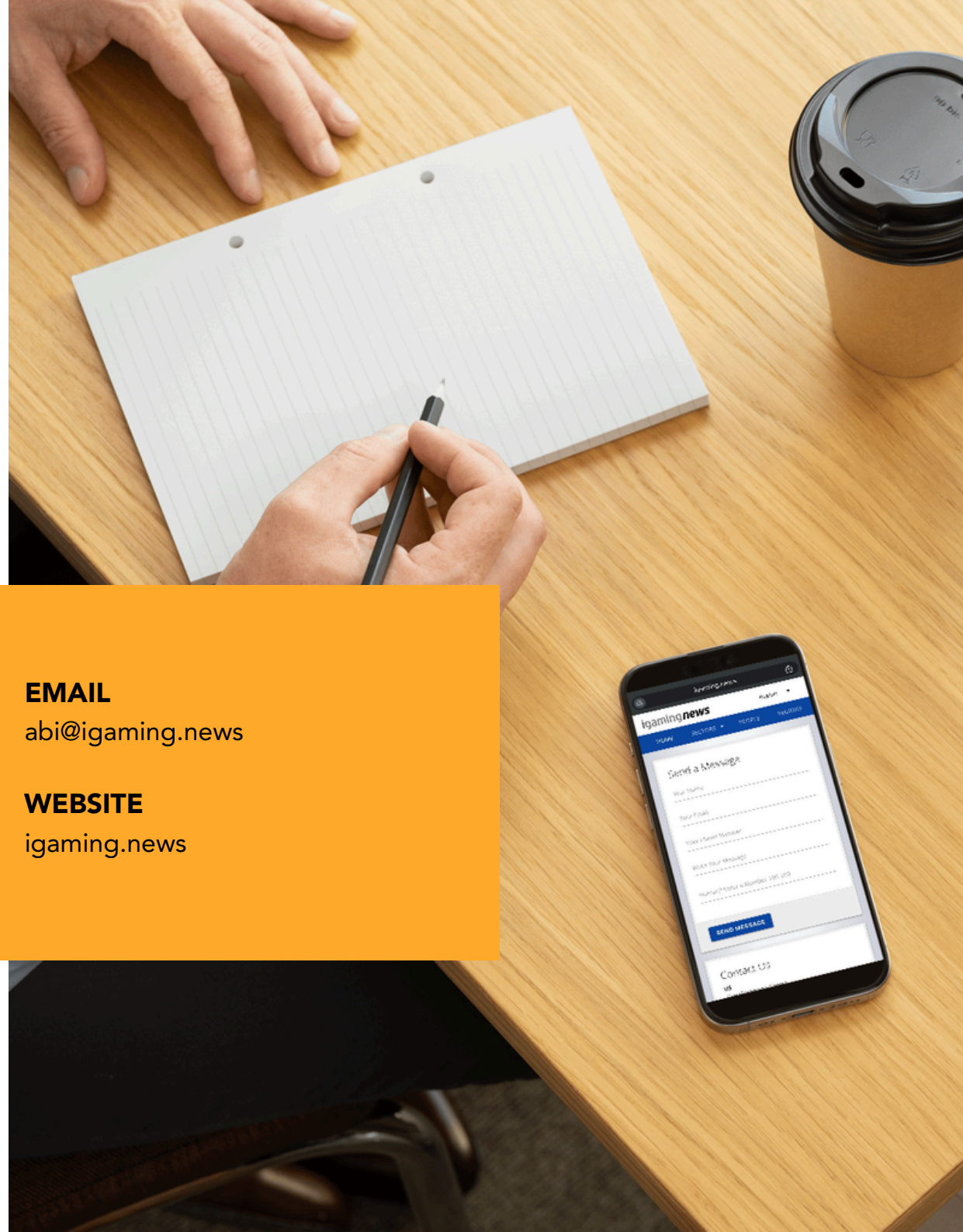
EMAIL

abi@igaming.news



WEBSITE

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