

iGB[&]

Inspired engagement

DIGITAL
MEDIA
PACK



Play where
you'll win

We're iGB – the online gambling industry's most trusted source of gaming insight. And we have been for 20 years.

With a proven suite of digital tools at your disposal, we can help you realise all of your marketing goals.

From awareness to engagement and from influence to conversion, we'll put your brand centre stage.

CONNECT. ENGAGE. INFLUENCE. CONVERT

Tell us about your challenges and we'll give you strategies that deliver.

Connect

Banner advertising on websites, retargeting, magazine advertising, ICE event sponsorship, podcast sponsorship, newsletter sponsorship, data dashboard sponsorship



Engage

Brand views, PR boosters, sponsored editorial, event conference sponsorship, report sponsorship



Influence

Webinars, video interviews, event retargeting, social media campaigns



Convert

Digital roundtables, private meeting rooms at events, expo stands



The connections that count

Reach audiences you've never reached before – thanks to our unrivalled datasets.

Our audience is global, active and engaged in print, online, across social channels and in-person. Operators make up 32% of the audience across marketing, sales and operations, as well as finance, tech, legal, HR and compliance... every stakeholder you'll need to target.



18.13%
Average newsletter open rate

38,000+
active subscribers across our five regular newsletters

Our audience

We also reach and nurture those at entry level, ensuring that we become the most trusted source of igaming insight for the next generation of igaming leaders.

90%
is focused on igaming

44%
are director level or higher

52%
are decision makers

32%
are operators

Be where your audience is

Our audience is drawn from every area of the industry – here's how the top seven stack up.

- 1 Operators
- 2 Suppliers/vendors
- 3 Consultancies/agencies
- 4 Financial institutions/investors
- 5 Media/associations
- 6 Affiliate programmes
- 7 Regulators

13.6%
Average newsletter click-through rate

The conversations that matter

Combining digital journalism and in-person expertise. Providing inspired engagement everywhere.

iGB's award-winning editorial teams create incredible content, and drive the conversations that shape our industry.

This means starting challenge-based discussions with our audience in webinars and digital roundtables, and bringing solution providers into those crucial discussions – when research is being done and critical opinions are being formed.

35.8K
followers
on social

Two-way comms

Our reports, podcasts and weekly newsletters are consistent voices of authority in changing times. And we're extremely active on Facebook, Instagram, Twitter and LinkedIn – so our audience can engage with us their way, whenever they want, however they want, on whatever device they choose.

Premier event

Plus, we organise ICE London, the world's leading innovation showcase for the gaming industry, which welcomes 500+ suppliers and 40,000 attendees annually.

“Our partnership with iGB goes back a decade. They have a very professional team, highly skilled writers, and they are eager to support us with our marketing efforts with suitable and high-impact activities. We are glad to be working together on several campaigns, ranging from new launches, ongoing branding, performance and everything in between.”

EveryMatrix

Social climbing

Benefit from hard-hitting engagement across all our social channels.

+10%
YoY fanbase growth

+19%
YoY social reach growth

+120%
YoY engagement growth



The authority we bring

Every aspect of our operation is designed to help igaming companies grow. And we've been doing exactly that for 20 years.

Which is why we are the online gambling industry's most trusted source of igaming insight and the go-to media brand for the igaming industry.

Incisive reporting

Our editors have decades of collective experience and an unrivalled network of award-winning expert contributors.

Industry influence

Our parent company, Clarion Gaming, is the champion of the igaming and gambling industry – and organiser of (among many others) ICE London, the biggest event in global gaming.

Working in partnership

Our forward-thinking, dynamic commercial teams are committed to every client. We use our peerless audience insight, editorial skills and industry influence to build partnerships that deliver real, measurable value.

Looking to the future

While we're proud of what we've achieved, our vision for and investment in digital is providing a platform for the next 20 years. Join us on our journey.

Setting the agenda

Our original influencers are at your service:



Michael Caselli
Chairman of Clarion Gaming,
industry leader since 1996



Alex Pratt
Clarion Gaming MD,
industry leader since 2004



Ewa Bakun
Director of Industry Insight
and Engagement,
13 years of industry experience



Robin Harrison-Millan
Head of B2B content,
12 years of industry experience



Stephen Carter
Head of Affiliate content,
15 years of industry experience



Ian Larcombe
Sales Director,
16 years of industry experience



Connect. Engage. Influence. Convert

We are market leaders. And this is how we can make your igaming brand shine.

We connect our audience with your brand, engaging and influencing their decision-making to convert these meaningful connections into commercial growth for you.

Connect



Engage



Influence



Convert



Web Banners

Brand interaction on a daily basis

Get in front of your audience every day on the industry's leading news and insight channels. The iGB website has 842,586 users a year and 1.8m page views.

• Connect

Webinars

Reach over 27,000 registrants in 2023

Engage your target audience on a specific subject matter, including online casino, sports betting, payments, reg tech, emerging markets and regulation.

• Educate • Influence
• Convert

Brand Views

The power of the written word

Engage, educate and influence your key audience. Our expert commercial content team will guide you every step of the way.

• Connect
• Educate • Influence

Video Interviews

Work with our content team at major events

Educate your audience through our C-level and talking-head-style video interviews.

• Connect
• Educate • Influence

Newsletters

Consistently engage specific communities

Target a weekly and daily audience of industry execs within any igaming vertical.

• Connect
• Educate • Influence

Data Dashboards

Associate your brand with actionable insight

Your customers want to make more informed decisions about regulated and emerging markets. Our data dashboards have all the insight they need.

• Educate • Influence

Tech Demo Videos

The power of show and tell

Educate and influence your audience on an alternative offering in the market.

• Connect
• Educate • Influence

Roundtables

Meet the decision makers; have the conversations that matter

Debate and explore key opportunities within a sector or market, with hand-selected operators.

• Connect • Educate
• Influence • Convert

Reports & Whitepapers

Position your brand as a thought leader

Associate your brand with industry-leading insight designed to help C-level execs analyse market opportunities.

• Connect
• Educate • Influence

Events (iGB Live, ICE)

Connect, converse and convert at the world's best gaming industry events

30,000+ attendees from 150+ countries meet with 500+ of the most forward-thinking suppliers to discuss and discover the latest products and solutions.

• Connect
• Educate • Influence

Enjoy the journey

With peerless audience insight, unrivalled editorial skills and unmatched industry influence, ours is a customer journey with one vital difference... Measurable results.



How we work with you

1 →

Start

Contract signed and you're in the (very) capable hands of an iGB Account Manager. Let's build our partnership.

2 →

Goal setting

Our portfolio of products and services is yours. What do you want to achieve?

3 →

Engaging your perfect audience

CEO or marketer, finance or IT? We'll show you what they're interested in and co-create an approach that works.

4 →

Inspiring your perfect audience

We've been doing this a long time, very successfully, for a lot of clients. We know practical (page views, bounce rates, session times). We know creative. Use us.

5 →

Rollout and report

We want to be the number one growth partner across igaming. After we put your plan into action, you'll receive clear reports on ROI both during and post-campaign.

6 →

Get closer

We have proven marketing solutions from awareness to conversion. From banner advertising to editorial, or from webinars to private meeting rooms at events, get your brand where you need it to be.

7 →

Secure your returns

Whether it's leads, sales or revenue, we'll deliver the results you asked for.

8

Go again

Our account managers will be already looking for the next opportunity to make your brand shine.

To us, it's personal

Your account manager will always be by your side, armed with useful insight and inspiring ideas.

Our partnership commitment

- ☑ You'll be given a dedicated Account Manager
- ☑ We'll take the time to gain a detailed understanding of your objectives and aspirations
- ☑ We'll equip you with a comprehensive explanation of our portfolio and audiences
- ☑ We'll work with you across multiple touchpoints, using the channels that best suit you
- ☑ We'll deliver clear data that demonstrates your ROI
- ☑ We'll work with you to grow our partnership

Reporting with integrity

iGB is committed to transparency and open access to data. Here's a snapshot of the insight we'll share.

Comprehensive metrics

- ☑ Page views
- ☑ Engaged sessions
- ☑ Engagement rate
- ☑ Engaged time on page
- ☑ New vs returning visitors
- ☑ Scroll depth
- ☑ Click-throughs

"I was surprised how involved the team were when it came to our needs. All requests have been met, each tiny question answered. It's more than a partnership, it's a friendship that is so important in business-related contacts."

Internet Vikings



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How can we help you?

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