

iGB

Inspired engagement

Digital media pack
Product details



**Play where
you'll win**

Who we are

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

Banner advertising on websites, retargeting, magazine advertising, ICE event sponsorship, podcast (podcasts are partner content), newsletter sponsorship, data dashboard sponsorship

Engage

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

Influence

Thought leadership, White papers, Webinars, video interviews, event retargeting, social media campaigns

Convert

Digital roundtables, private meeting rooms at events, expo stands

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iGB 2. Audience demographics

iGB connects our audience with your brand, engaging and influencing their decision-making to convert these meaningful connections into commercial growth for you. We connect the buyers and sellers of products, solutions and services across all verticals and markets in the online gambling sector.

iGB website audience breakdown

52%
are decision
makers

44%
are director
level or higher

32%
are operators

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iGB website stats

1,723,613
annual page
views

1,517,849
annual
unique
page views

767,744
annual users

143,634
monthly
page views

126,487
monthly
unique
page views

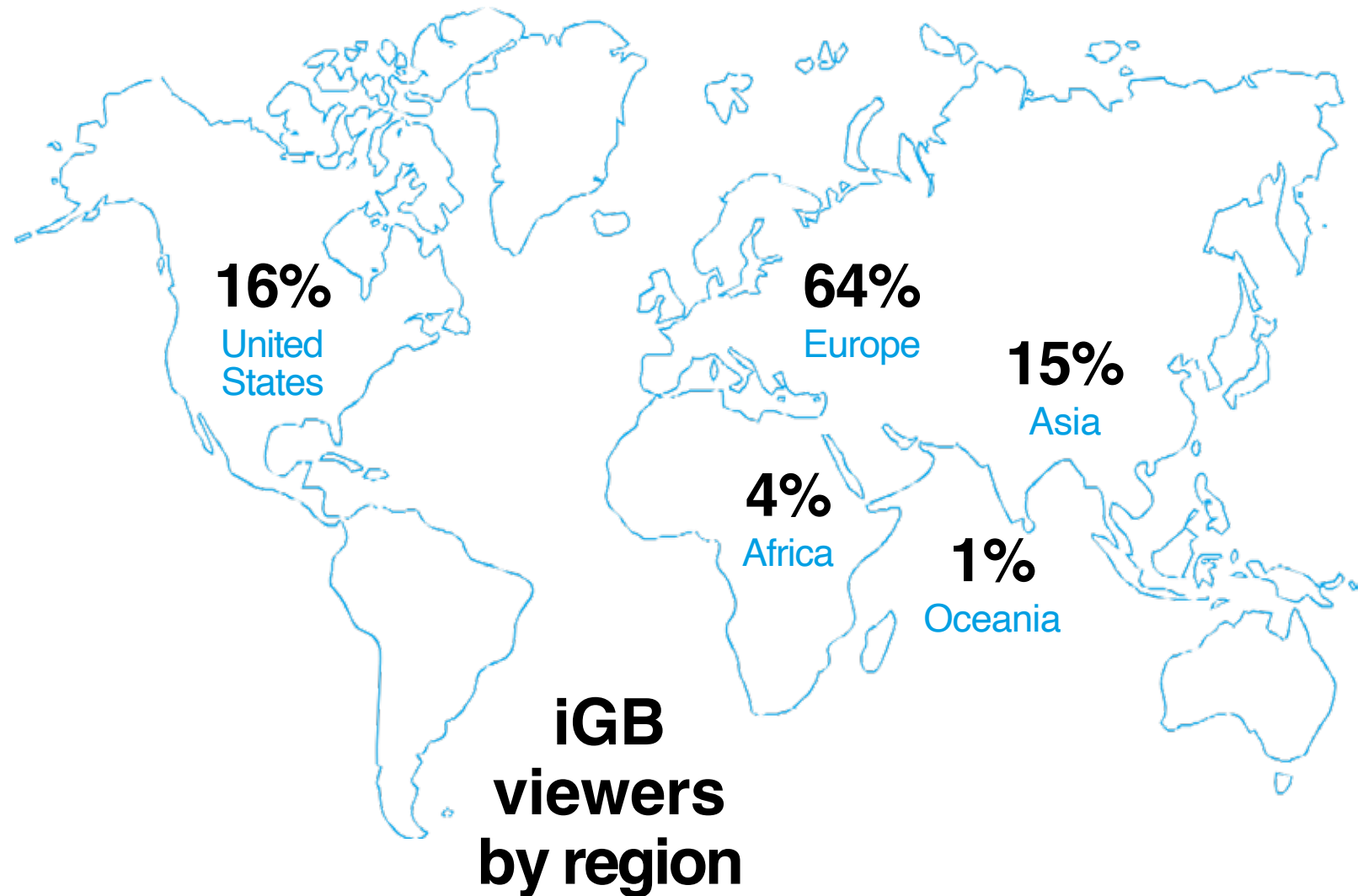
64,000
monthly
users

iGB 2. Audience demographics

35,800+
social media
followers

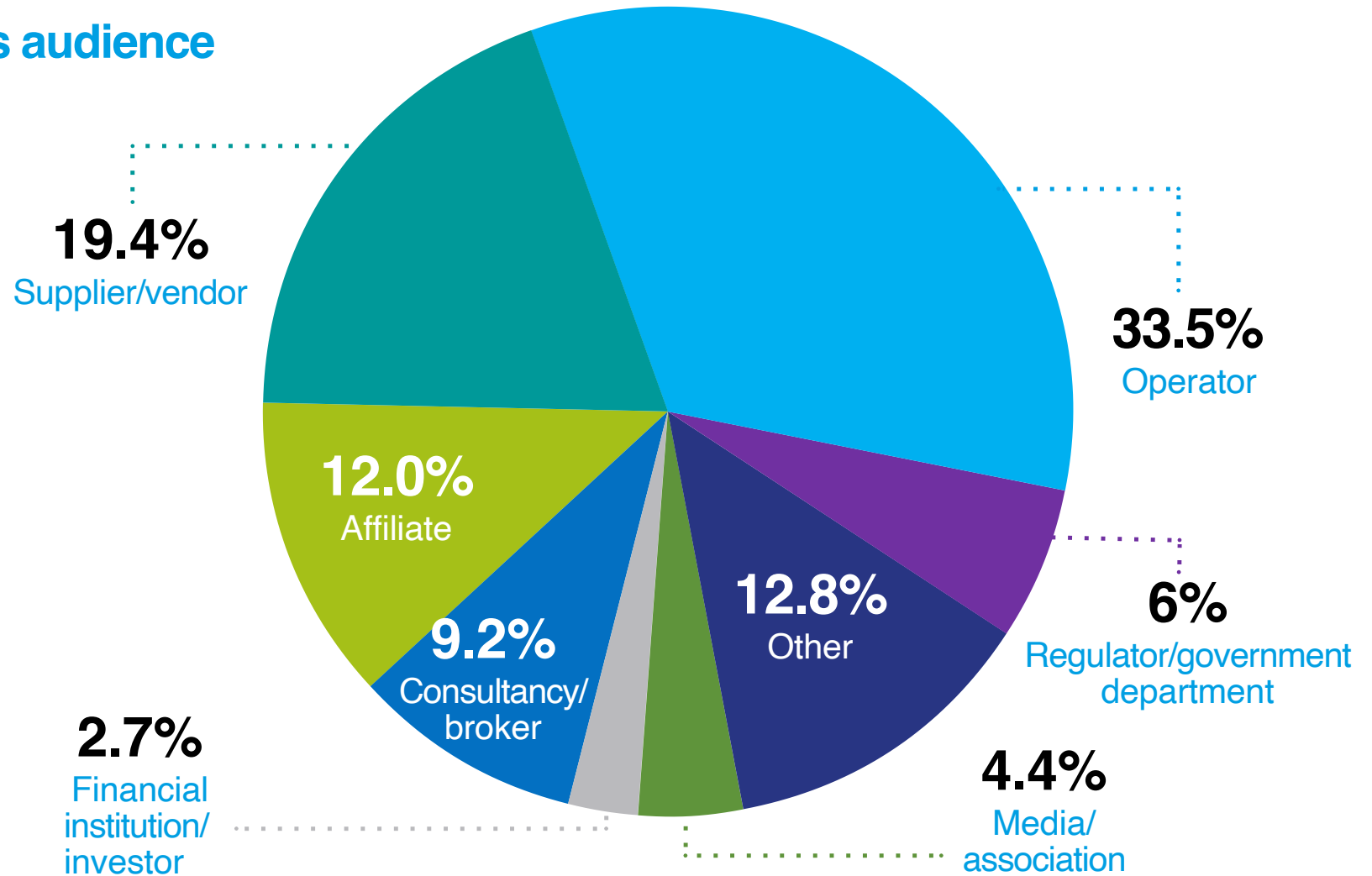
38,000+
newsletter
subscribers

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iGB 2. Audience demographics

iGaming Business audience



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2. Audience demographics



Newsletter reach

30,521
iGB Daily

12,172
iGB Affiliate

37,074
iGB NA

12,897
Slots News

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ICE 2. Audience demographics

Icelondon.uk.com is the official event website and connects our audience with your brand. It's the most effective place for suppliers to generate clicks from operators, profiling your business in the lead-up to the event. Secure peer-to-peer meetings with operators, suppliers and your ideal customer target audience.

ICE London website stats

1,860,393
page views

244,635
unique users

4 mins
average time
spent on site

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ICE London event stats

79,000+
on-site visits

40,000+
attendees

38,000+
My ICE
Gateway
users

16,000+
ICE365
live stream
viewers

8,886
Gateway
meeting
requests

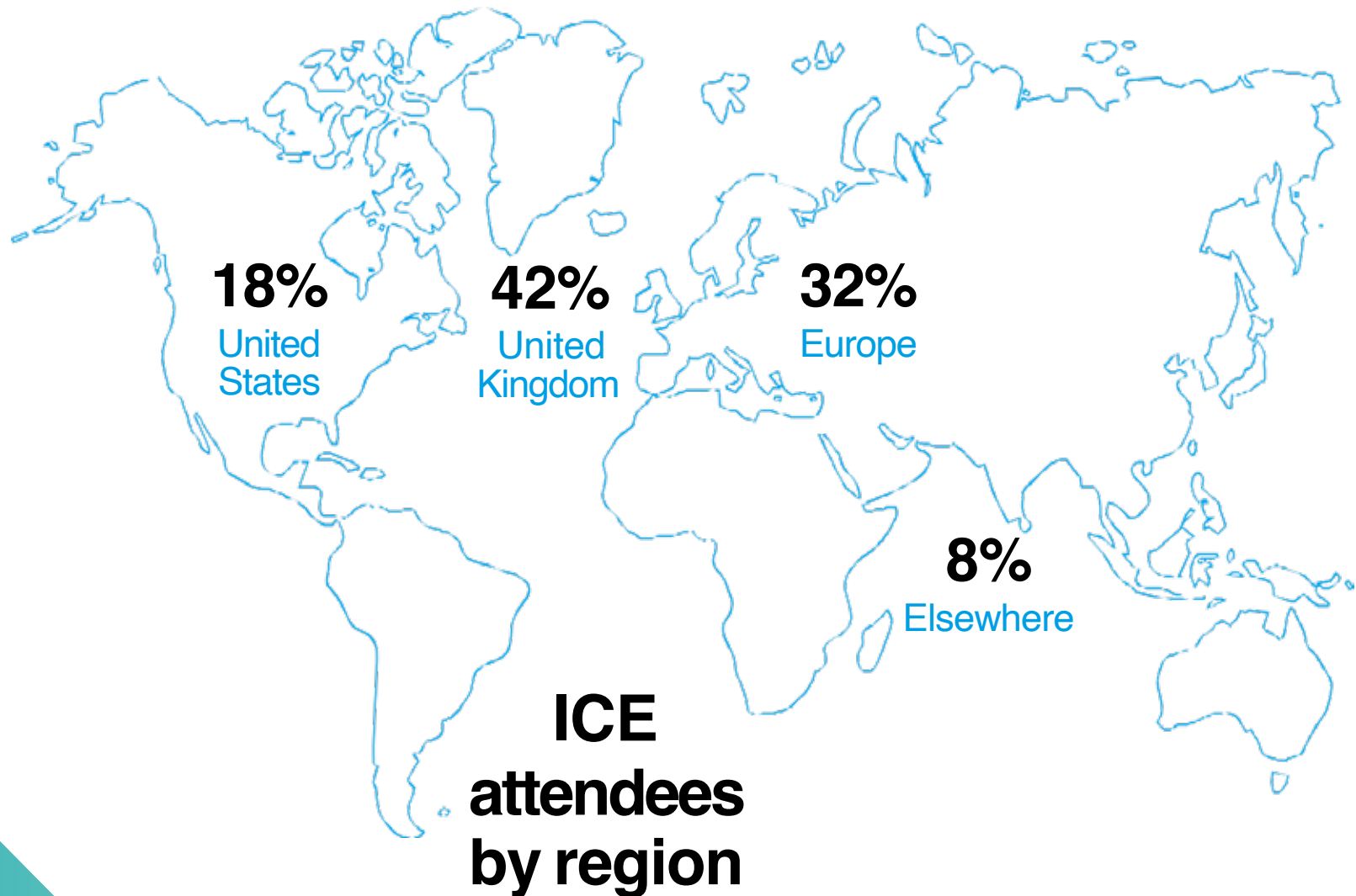
650+
exhibitors

ICE 2. Audience demographics

234+
top-level
speakers

40,000+
pre-
registrations

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Product details

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Webinar

A live discussion with visual prompts developed to delve into a narrative critical to your client base

Benefits: Thought leadership • Lead generation

- Place a member of your management team at the heart of your market, and in discussion with thought leaders. Your content, topic and panel selection. We have scheduled webinars focusing on sports betting, casino, regtech and payments.
- The live discussion is promoted to our audience and can be sent to your clients and prospects for immediate engagement. The session is recorded for use against your other marketing collateral.
- Our marketing team delivers reports and leads 24 hours after the webinar, enabling your sales team to act straight away. We deliver post-session, on-demand leads one month later.
- Distribution includes landing pages on iGB, social media, newsletters and dedicated emails (email data set 30,000-50,000)
- As part of an expert panel of speakers, you will be seen as a leader in the field

Details

- 150+ registrants; 45-minute session, including 15 minute Q&A with audience; opted-in delegate information
- Hosted and moderated by us or a third-party thought leader

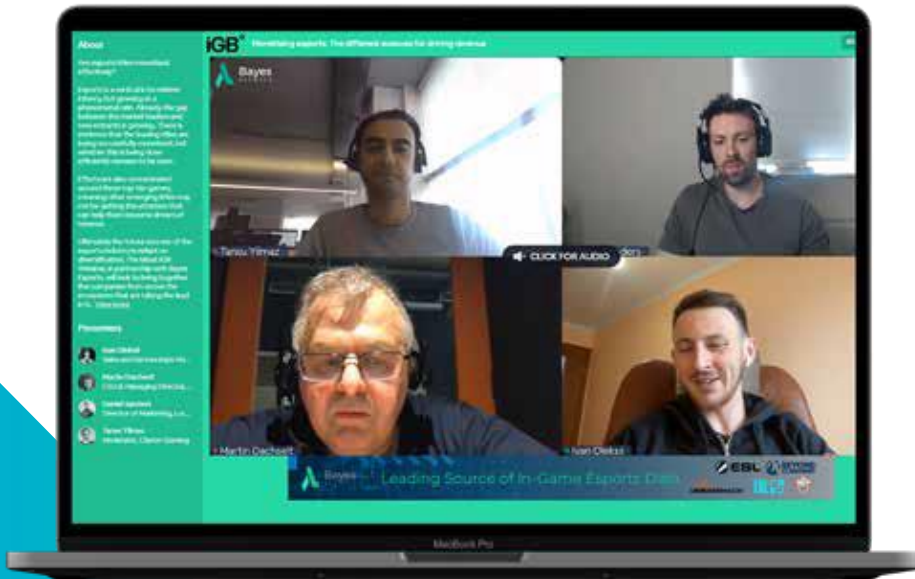


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Webinar (cont.)

Branding opportunities

- Bespoke webinar room in brand colours and personalised background
- Option to include polls to encourage audience engagement, inform the discussion and feed into further media campaigns
- Branding on webinar slides
- Company logo on the webinar room
- Promotional videos and images in the waiting room before the audience joins
- Option to pin linkable messages to the chat
- Pop-up links to your website or landing pages to book meetings at events, e.g. ICE
- Handout documents (and data collected from these)
- Offers can then be pinned over the chat
- Banners on rotation at the bottom of the webinar room throughout the webinar
- Links to panellists' LinkedIn accounts
- Q&A on the platform, with push notifications to the panel



£7,500 per webinar from Feb-Aug
£8,500 per webinar from Sep-Jan

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Brand View Articles

Educate your audience through quality editorial written with the iGB tone of voice

Benefits

- 6 different formats to choose from so you can align the style of the article with your objectives
- By publishing an article around a recurring theme, your author will sit in the minds of our readers over an extended period of time
- Your company will become a thought leader in your sector, evolving your company's narrative directly to our community
- You can promote senior figureheads within your business while updating the market on key news, products, people, acquisitions and more
- The Brand View will help you highlight why operators should be looking to update their solutions

Details

- Written by our content team, includes an interview with one of your experts
- Published and distributed digitally on the homepage of igamingbusiness.com for 7 days before being placed in the Brand Views section
- Includes follow backlink. Option to embed video in your article.
- Promoted by newsletter, social media and PPC. More than 20,000 followers.
- Full reporting/video reporting included



SEO optimisation:

- All Brand Views include full SEO optimisation using SEMrush
- Keyword management, SEO content review, originality review, tone of voice
- Readability, long-tail and short-tail keywords, related topics
- Optimisation for geo targeting

Advanced reporting will include:

- SEO position / Views vs. unique views / Engagement rate / Video plays / Link clicks / Scroll depth / Average time on page / Social performance

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Brand View Articles

	Brand Views
Rate	£4,500 (if booked Feb-Aug) or £5,200 (Sep-Jan)
Word count	2,000
Images	2 x images
Links	2 x links
Videos	2 x videos
GIFs	1 x GIF
Placement	Brand view page and above the fold on homepage
SEO optimisation	Full optimisation
Marketing activity	
Social media promotion	Yes
Newsletter inclusion	Yes
Reporting	Yes

Brand Socials

Dedicated Brand Social video posts sent to your target audience to promote your brand, complete with a call-to-action redirecting traffic to your landing page

Benefits

- Position your brand message to our engaged social following with a series of three video posts. Further amplified and boosted
- Our data is used to target the social audience, with additional lookalike target lists available based on our data lists
- Video 1: Introduce your brand, product or common industry problem
- Video 2: Agitate the need for your solution
- Video 3: Present your solution
- Aimed at your preferred data set

Details

- Templated formats
 - 1: Your own video content
 - 2: Text motion (70 words animated to video)
- We edit your content

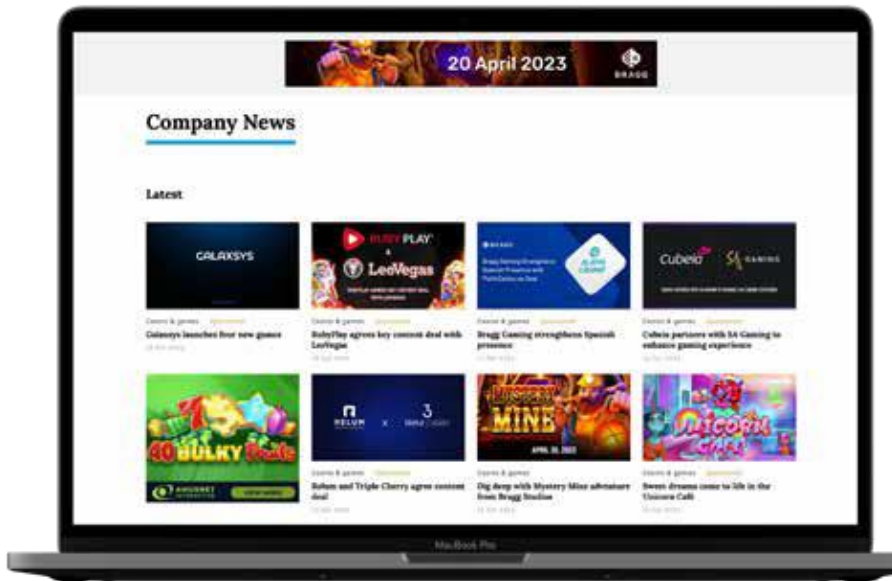
£6,500/series of three videos (£7,500 if we produce for client)



Click for video examples (1)



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PR booster

Your press releases live on [igamingbusiness.com](https://www.igamingbusiness.com). Company news, appointments, opportunity to promote your brand including a call-to-action redirecting traffic to your landing page

Benefits

- Direct route to market with your news
- Live within the hour, with the option to boost
- Latest news tab on homepage is the most clicked link on the page
- Featured in Company News

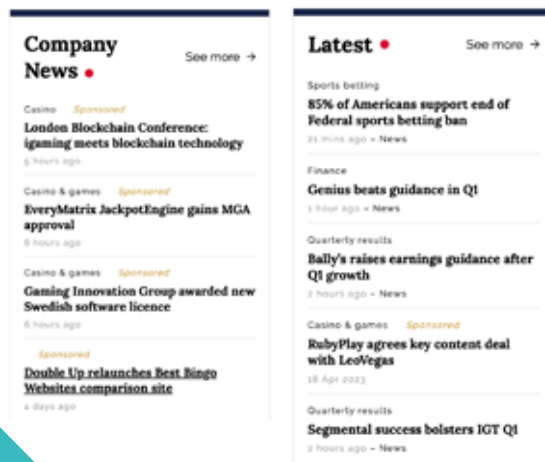
Details

- Vetted and loaded immediately
- Boosted listing, will appear on the homepage under Latest
- Listed on Company News page
- 1 x Newsletter boost

£1,000

£1,995 with social media

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'Showcase' Video Series



Slots *Promoted*

EveryMatrix Slot Trumps: The story so far

30 Jan 2024 - Videos

Case study objective for above video:

- 1) To educate the market that they are actually the largest game aggregator in the industry
- 2) To educate the market that they can offer operators the leading performing games in specific and high demand markets around the world. They wanted to do this through the use of quality and insightful content that talks about player behaviours in slots

£5,000 (if booked in Feb-Aug)

£6,000 (Sep-Jan)

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Our new video offering demoing the latest products and services from suppliers in the industry, showcased to our operator audience here at iGB.

Each video includes the following:

- 3-5 minutes of footage showcasing a new product or service from an iGaming supplier (content should include stats, research or data showcasing the challenge or gap in the market, ahead of presenting your solution to said challenge)
- Features a key stakeholder discussing a set of pre-agreed questions
- Supported by B-roll from client showing product/service
- Featuring animations/imagery (animations outsourced, imagery supplied by client)
- Co-branded throughout (iGB and client logos)
- Storyboard session to map out subject matter with our content team
- Option for rehearsal with our content team
- Option for subtitles to be included
- Call to action included at the end of the video

Promotional plan for each video:

- Paid social campaign per video (30 day duration)
- One organic social post of video
- Each video included in the IGB daily newsletter in relevant section
- Landing page on iGB website
- Featured on 'Promoted' slot on iGB homepage above the fold for 5 days
- Option to retarget engaged users with a follow up campaign with further call to action (additional content to be produced for you by iGB at additional cost)

Bespoke video

Our video production team will build customised video content for you

Benefits

- Engage our audience with your own rich media content
- Build brand awareness with a series of videos
- Hosted on our website within its own landing page
- Amplified route to market

Details

- Full video production teams available in London, Barcelona, Malta and Las Vegas (travel to alternative locations TBC)
- Storyboarding content included, voiceover option included
- Hosted on iGB homepage, promoted via newsletters and social media
- Option of including video in a Brand Social

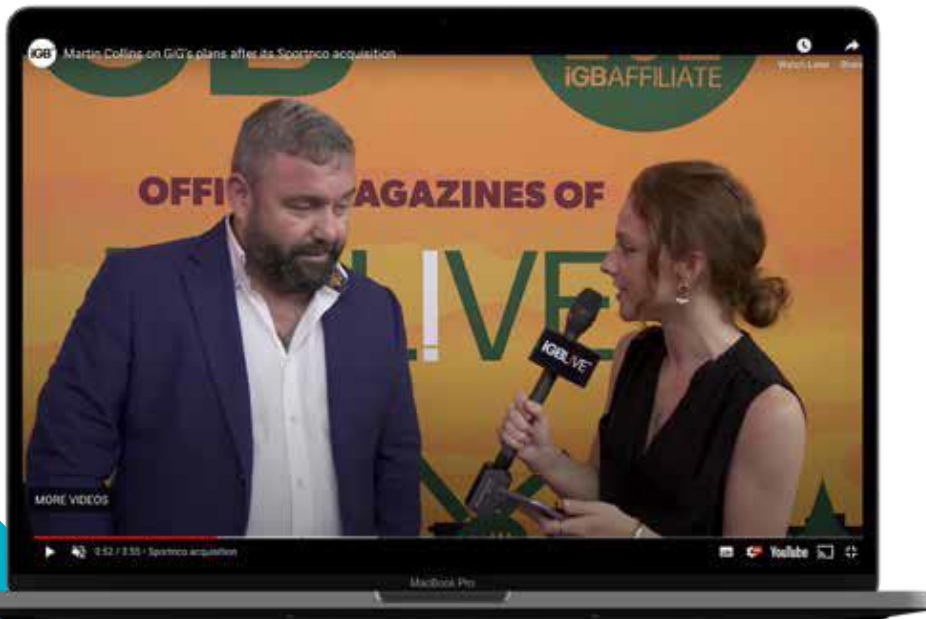
£POA, based on the brief



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Video interviews

A video featuring your executive discussing key industry issues, offering your solution, filmed live at ICE or IGB Live



Benefits

- 3-4 minute C-level, talking head or product demo video
- Featured in a sponsored slot above the fold on the homepage of igamingbusiness.com for one week and then archived on the site
- Paid social campaign to a segmented target audience of your choice
- Video is the most engaging format, this content will be hosted on our websites and available for you to share
- Option to film videos on your stand at ICE and/or IGB Live

Details

- CEO profile/talking head/product demo formats available
- Video edit
- Amplification: paid social, SEO optimised, relevant sector emails, newsletters

£6,500 (Standard)

£8,500 (Premium)

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Business intelligence: bespoke dashboards, white papers & reports

Work with our editorial team on an in-depth, analytical piece of research tailored to a niche narrative and informed by market engagement

Reports: market-led

White papers: product-led

- Our bespoke reports and white papers set and convey trends and market insights impossible to find elsewhere
- Be seen as the market leader by offering genuine insight for your target client base
- Align your brand with sophisticated market engagement



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Business intelligence: bespoke dashboards, white papers & reports (cont.)



Details

- We custom-build your white paper based on your brief and outline
- The journey starts with a consultation with our content team, discussing and agreeing on the topic and approach to get the best engagement from the audience
- There is an approval process and you have the final sign-off on the content
- The white paper can be gated for lead generation and then remains on the website. With content being SEO-optimised it can be found via search and linked back to your website.

Rate: POA

Briefing call required to scope out the requirements and then confirm the rate

Promoted across all our marketing-driven channels including:

- **Promoted on the daily weekly newsletter for one month – usual rate £4,000**
- **Social media Brand Social: LinkedIn & Facebook – usual rate £2,500**
- **Organic new feed posts**
- **PPC rates are based on the brief for the project**

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Website retargeting

Influence potential buyers by advertising directly on our industry-leading products and publications

Benefits

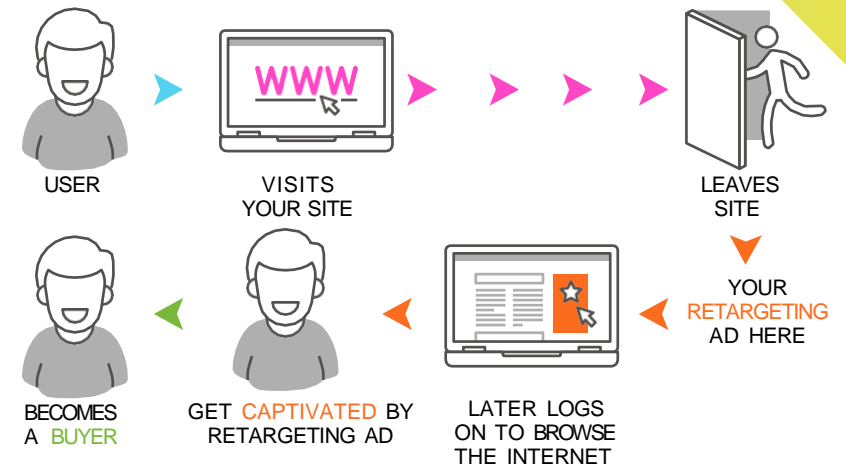
- Anyone that has visited the iGB or ICE websites can be targeted with follow ads
- Engage with igaming operators that attend ICE, or interact with ICE and iGB website visitors
- Specifically target operators by geo/segmentation or markets/interests and more
- Advertise to previous or current ICE gaming operators that registered for ICE London
- Ensure visibility to our Tier 1 audience as they consume their content

- Be seen as a leader in the field with the most trusted brand in the marketplace
- 10x higher CTR than traditional website banners

Details

- Pre or post-event promotions with website tracking
- You can update and change your campaign messaging
- Show promotions, new product launches, technical demonstrations, brand awareness
- Product development news

WHAT IS RETARGETING?



50,000 impressions over 2 months

£6,400

100,000 impressions over 3 months

£9,300

200,000 impressions over 6-9 months

£15,000

350,000 impressions over 12 months

£25,000

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Email retargeting

Influence potential buyers by advertising directly on our industry-leading products and publications

Benefits

- Engage with igaming operators that attend ICE, or interact with ICE and iGB website visitors
- Specifically target operators by geo/segmentation or markets/interests and more
- Advertise to previous or current ICE gaming operators that registered for ICE London
- Ensure your visibility to our Tier 1 audience as they consume their content
- Be seen as a leader in the field with the most trusted brand in the marketplace
- 10x higher CTR than traditional website banners

Details

- Post-event email mapping keeping the always-on campaign live all year
- Delivering follow ads on their online journey
- You can update and change your campaign messaging
- Show promotions, new product launches, technical demonstrations, brand awareness or product development news

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How is email retargeting different?

- We feed a pre-created list of email addresses into our retargeting platform and this then finds their cookie data and sends them the ad
- This means we aren't just targeting people who have visited one of our websites but a person who has registered for one of our shows – so we already know lots of information about them e.g. their company name, job title, gaming vertical, buying power
- We can curate an email list specifically for you, so your ads are only hitting your target audience

**50,000 impressions over
3 months £6,400**

**100,000 impressions over
3-6 months £9,300**

**200,000 impressions over
12 months £15,000**





iGB magazine advertising

An exceptional opportunity to elevate your brand's visibility and connect with key players in the industry

Published to coincide with the two leading industry events, ICE (January) and iGB LIVE (July), iGB magazine offers your business the perfect biannual platform for extensive brand exposure. With 5,000 copies printed and distributed at each event, your brand will reach industry leaders, decision-makers and professionals alike. Digital editions are also produced and marketed to our audience for broader accessibility.

Content highlights

Packed with engaging, relevant content, each issue of iGB magazine covers a wide array of topics including regulation updates, market insights, industry data, C-suite interviews and profiles of influential figures in the field. Regular features encompass tech & innovation, casino & games, sports betting, people, social responsibility, regulation, finance and data.

Distribution

Magazines are strategically distributed during the events, including at all entrances and exits, exhibition feature areas, media rooms and conference theatres. We also carry out comprehensive stand drops, ensuring that every company exhibiting at ICE or iGB LIVE receives a copy. For those unable to pick up a printed magazine during the shows, the digital edition guarantees your brand continuous visibility.

Rates

- Double page:

£6,000

- Full page:

£3,000

- Half page:

£2,000

- Belly band*
- Barn door*
- Tip-on card*

*Tailored advertising solutions such as these are available. Please contact us for rates

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Display banners – igamingbusiness.com

Influence potential buyers by advertising directly on our industry-leading products and publications

Benefits

- A variety of advertising slots to ensure you have visibility to our Tier 1 audience as they consume content
- Be seen as a leader in the field with the most trusted brand in the marketplace

Details

- Leaderboard banners / Banner 1-2-3 on rotation

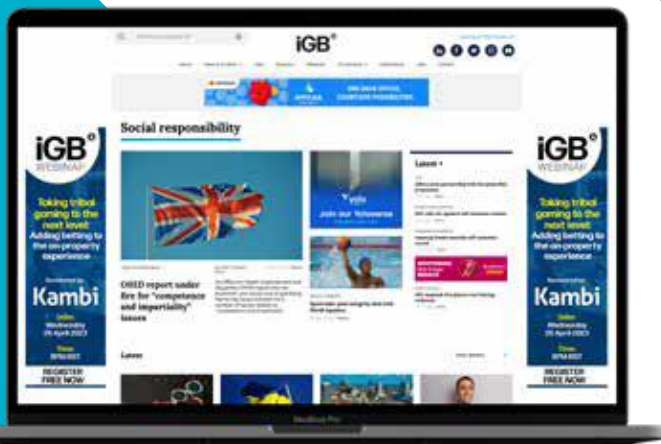
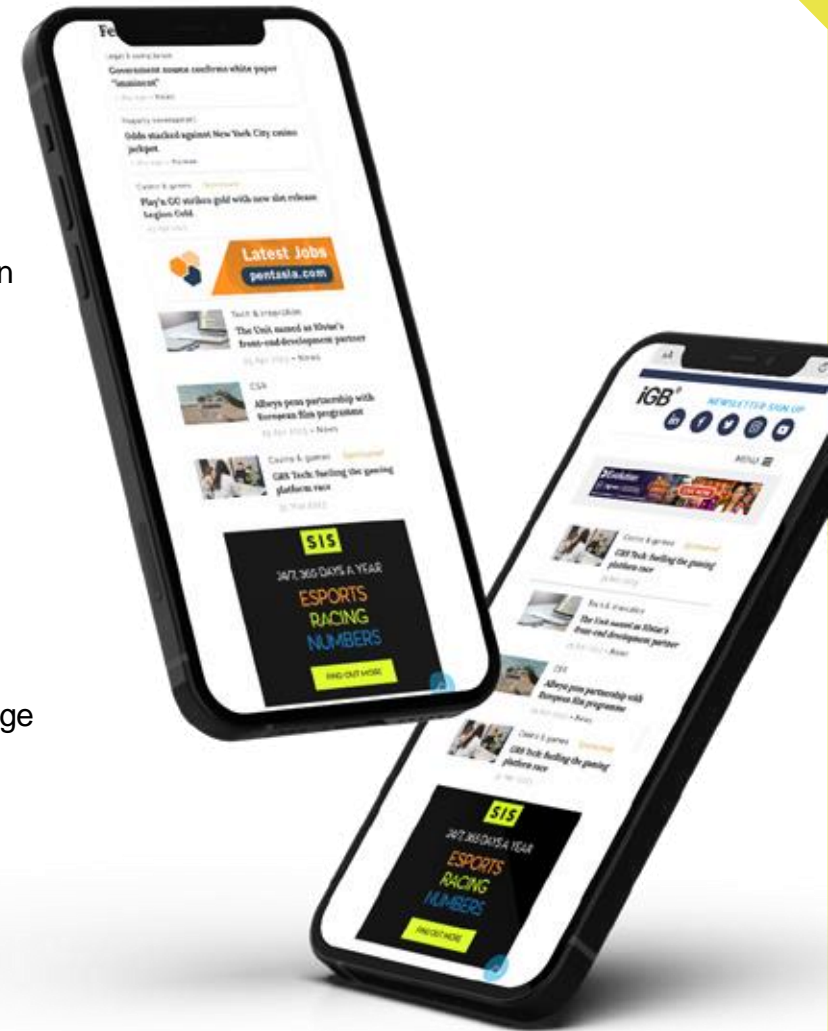
£2,150 per month

- Exclusive mid-content auto play video, sits midway in every article topic. Sector pages include: Legal and Compliance, Casino & Games, Sports Betting and more

£2,500 - £3,500 per month

- Exclusive In article Skyscraper on every content page

£10,000 per month (exclusive)



Display banners – igamingbusiness.com (cont.)

Details

- Skyscraper left & right per rotation:
£3,500 per month
- Homepage MPU Skyscraper per rotation:
£1,600 per month
- MPU 1 per rotation:
£2,150 per month

- MPU 2 per rotation:
£1,600 per month
- MPU 3 & 4 per rotation:
£1,300 per month
- Mini leaderboard in article per rotation:
£1,700 per month
- Leaderboard 3 & 4 per rotation:
£1,300 per month



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Display banners – ICE London

Influence potential buyers by advertising directly on our industry-leading products and publications

Details – Homepage

- Homepage integrated cover banner, rotation of 4

£16,500

- Homepage run of site skyscraper, left & right per rotation:

£10,000

- Homepage top leaderboard per rotation:

£10,000

- Homepage leaderboard 2 per rotation:

£8,000

- Homepage and run of site leaderboard per rotation:

£10,000

- Homepage MPU per rotation:

£9,500



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Display banners – ICE London (cont.)

Details – Floorplan

- Floorplan integrated cover banner, rotation of 4

£10,000

- Floorplan leaderboard 1

£8,000



Pre-show email

- iGaming

£15,000

- Sports Betting

£15,000

- Esports

£15,000

- Payments

£15,000

- Casino & Games

£15,000

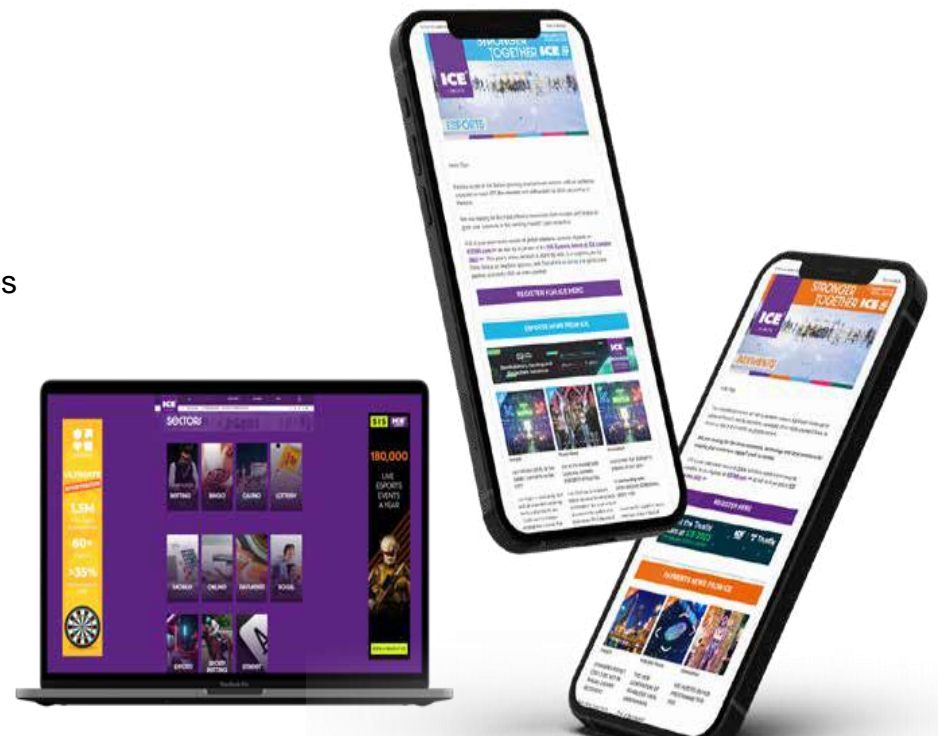
Pre-show emails:

- Visitor Promotion Sponsor:

£15,000

- Visitor Communication Sponsor:

£15,000



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Daily newsletter sponsorship

Influence potential buyers by advertising directly on our industry-leading products and publications

Benefits

- Reach the full memberbase as they read the latest news and features in our daily newsletter
- Ensure you are seen as a leader in the market with one of our most popular releases

Details

- One week inclusion
- Sent out to 30,521 people daily
- 24.09% open rate
- 14.18% click-to-open rate
- Full open and click analysis

£1,200 per week

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Daily newsletter sponsorship (cont.)



Details

- Sponsored by: Includes super leaderboard/leaderboard/MPU
£1,995 per week
- MPU
£1,200 per week
- Leaderboard 1 top centre
£1,200 per week
- Leaderboard 2
£1,000 per week

- Left and right buttons
£875 each per week
- Leaderboard 3
£850 per week
- Leaderboard 4 & 5
£650 per week

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Slots News newsletter sponsorship

Influence potential buyers by advertising directly on our industry-leading products and publications

Benefits

- Reach the full memberbase as they read the latest news and features in our slots newsletter
- Ensure you are seen as a leader in the market with one of our most popular releases

Details

- Sent out to 12,897 people twice a month
- 23.28% open rate
- 3.4% click-to-open rate
- Top and bottom banner (size 728x90px)
- Full open and click analysis

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Details

- Headline sponsor package, includes hero banner & MPU
£5,000 per month*
- Leaderboard – series of three on each newsletter
£1,200 *
- MPU
£1,200 *

*Minimum order 4 newsletters to run over a 6-month period