

MEDIA KIT

EGW

EGAMERSWORLD

We are talking about eSports with faith in the prospects of a young industry that is rapidly integrating into the field of entertainment and sports...



EGamersWorld

We are an **information and analytical portal** about eSports. We have been talking about the industry with enthusiasm and interest **since 2016**.



WHAT ARE WE TALKING ABOUT?

About coverage:



We talk about both local informational occasions and events of the first magnitude.

About flexibility:



We present content from different angles and in dynamic forms.

About accessibility:



We tell about eSports for the million audience.

ABOUT US



THE AUDIENCE



EGamersWorld attracts a diverse audience, a key part of which are middle-aged men.



Age:

76% of our audience are people aged: 18-35.

45.11%



18-24

31.01%



25-34

12.12%



35-44

5.89%



45-54

3.23%



55-64

2.64%



65+



Gender:



74.9%



25.1%



The main part of the audience is male.



MONTHLY AUDIENCE

Views:



More than

> **3 600 000**
/month

Unique users:



More than

> **622 000**
/month

Sessions



More than

> **1 200 000**
/month

Traffic sources:

91.2%

- Organic traffic
- Direct links
- Social networks
- Other

6%

2%

0.8%

Growth in its category:

10%

10% seasonally adjusted

It's really easy to find us..

The main way to attract users is organic traffic, but not without attracting other channels



TRAFFIC DISTRIBUTION:

Europe:

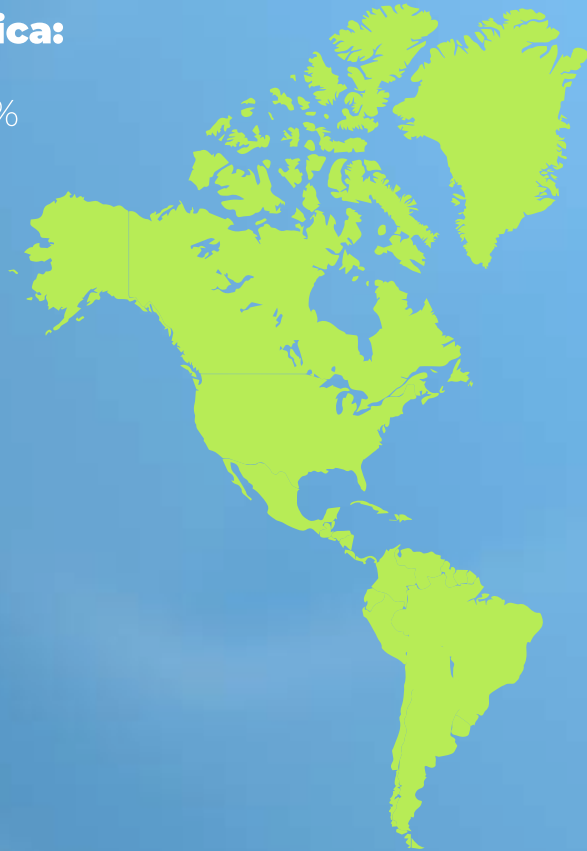
60,70 %

We cover informational events for every taste and color, but the key segment of users consists of residents of European countries.



America:

22,46 %



Asia:

14,80 %



Oceania:

1,37 %



Africa:

1,06 %



The interests of our audience:



We share the passion of our users in eSports and related industries: betting, crypt, computer games, high technology, forex, sports, cars.

Esports:



Betting:



Cryptocurrency:



Computer games:



New technologies:



Forex:



Cars:



Sports:



TYPES OF DEVICES



We look laconically everywhere. EGamersWorld content is evenly consumed on different platforms...

Mobile:

58.21%



Desktop:

41.78%



CONTENT COVERAGE



On EGamersWorld we talk about the main thing, but not only. **More than 15 disciplines** are in focus.



EGamersWorld content is available **in 12 languages**.

Disciplines:



FIFA



English



Russian



German



Portuguese



Spanish



Polish



French



Turkish



Finnish



Danish



Norwegian



Swedish



EXAMPLES OF PLACEMENT

1

Top baner #1

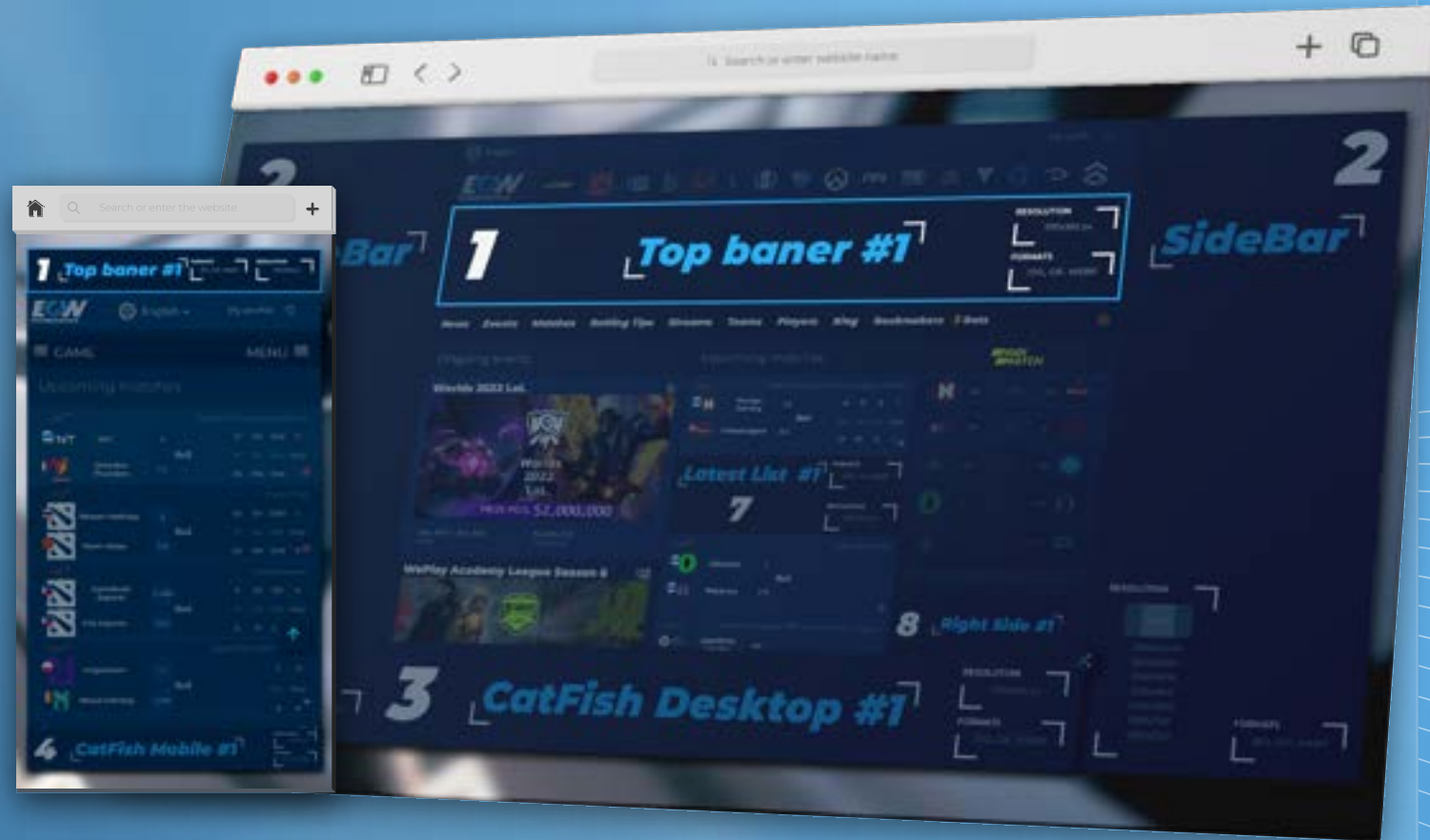


The most clickable banner.



3 630 000

Views in 30 days



Open in full size:



[Mobile](#)



[Desktop](#)



2

SideBar

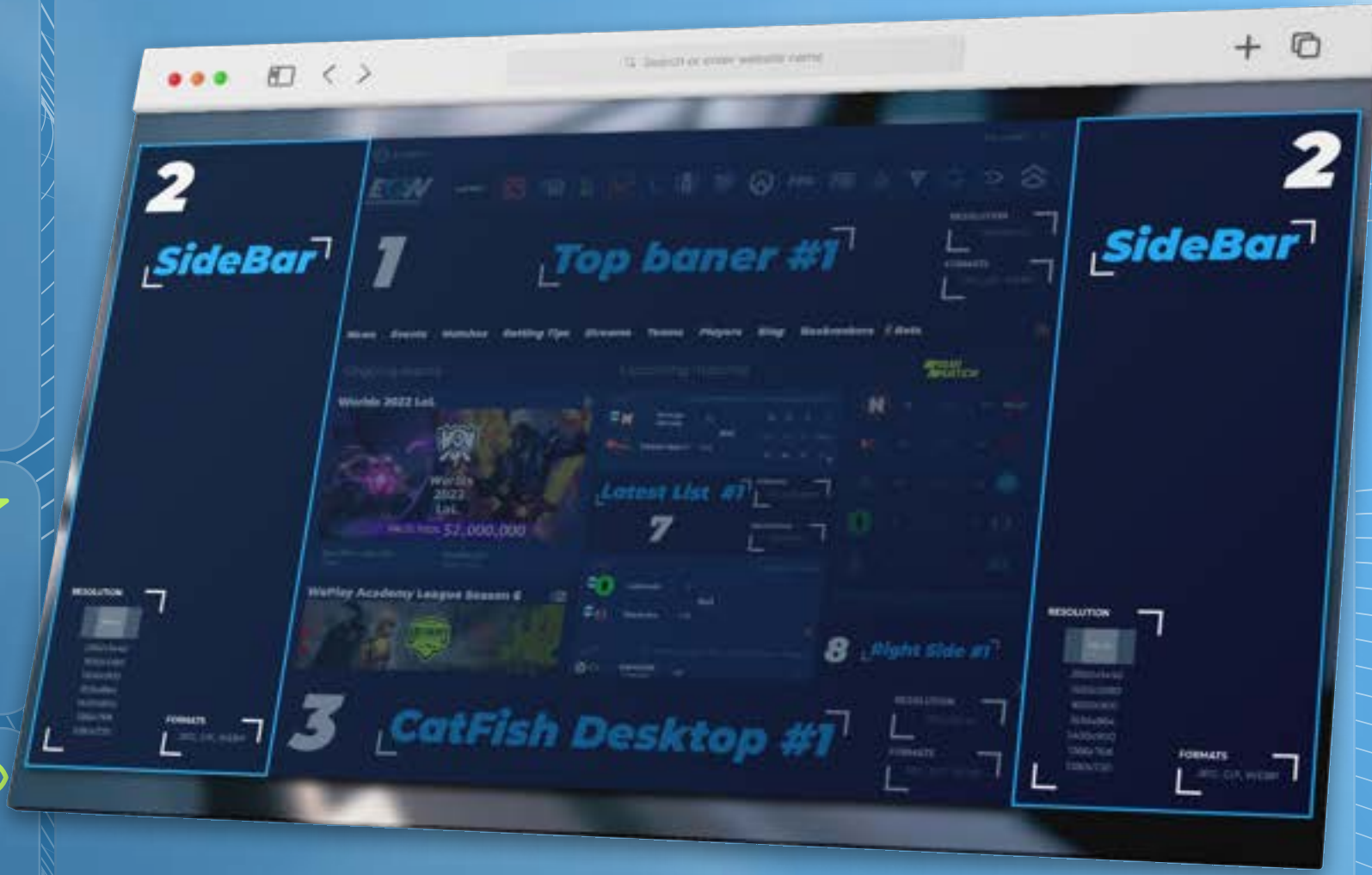


Occupies 35% of the screen visibility.



1 516 614

Views in 30 days



Open in full size:



[Desktop](#)



3

CatFish Desktop #1

Views in 30 days:



497 301



It will not remain unnoticed, as it will be displayed until the visitor responds to it.



Open in full size:  [Desktop](#)

4

CatFish Mobile #1

Views in 30 days:



692 699



It is shown at all levels of the site until the visitor responds to it.



Open in full size:  [Mobile](#)



5 PopUp Mobile #1

Views in 30 days:

692 699

The first thing visitors will see when they log in from their phone.



Open in full size:  [Mobile](#)

6 PopUp Desktop #1

Views in 30 days:

497 301


The first thing visitors will see when they log in from a PC.



Open in full size:  [Desktop](#)

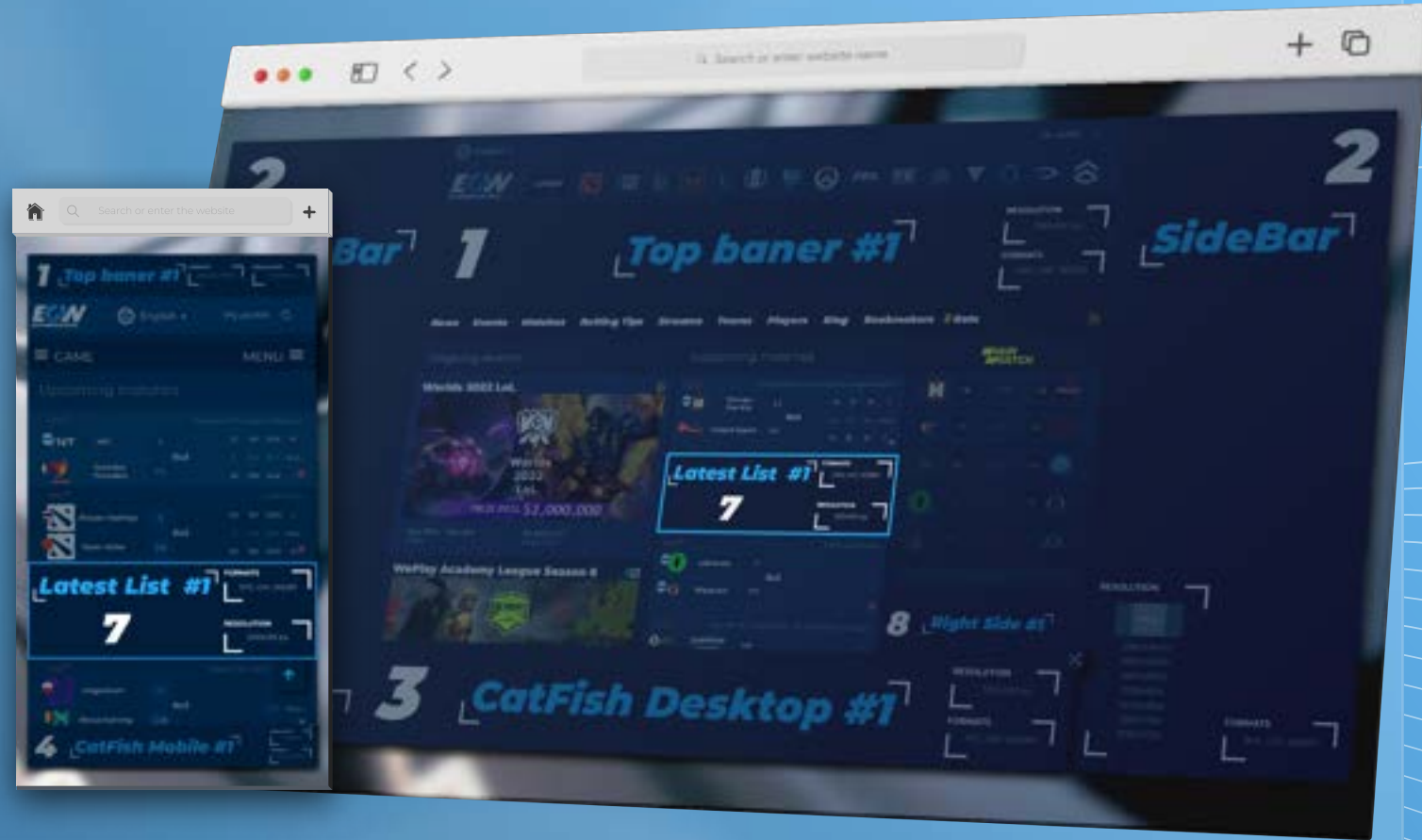
7

Latest List #1

Banner is in the list of matches, attracts the attention of the involved users. 

387 543

Views in 30 days:



Open in full size:



[Mobile](#)



[Desktop](#)



8

Right Side #1



Location - is ideal for betting shop promotion.



3 630 000

Views in 30 days:



Open in full size:



[Mobile](#)




[Desktop](#)



9

Right Side #2

It takes the second place  in terms of impressions, in combination with the size it gives a good result.

2 904 000

Views in 30 days:



Open in full size:



[Mobile](#)



[Desktop](#)



10

News List #1

The banner disguises itself as news, due to which it has good clickability.



12 483

Views in 30 days:



Open in full size:



[Mobile](#)




[Desktop](#)



11

Events List #1

It organically fits into the list of events, it is ideal to use in combination with an informational occasion. 

85 338

Views in 30 days:



Open in full size:



[Mobile](#)



[Desktop](#)



12

Matches List #1



It attracts engaged users of our category.



13 744

Views in 30 days:



Open in full size:



[Mobile](#)



[Desktop](#)



13

Tips List #1



It has good clickability at the intersection of gambling, betting and crypto audiences.



255 110

Views in 30 days:



Open in full size:



[Mobile](#)



[Desktop](#)



14

Teams List #1

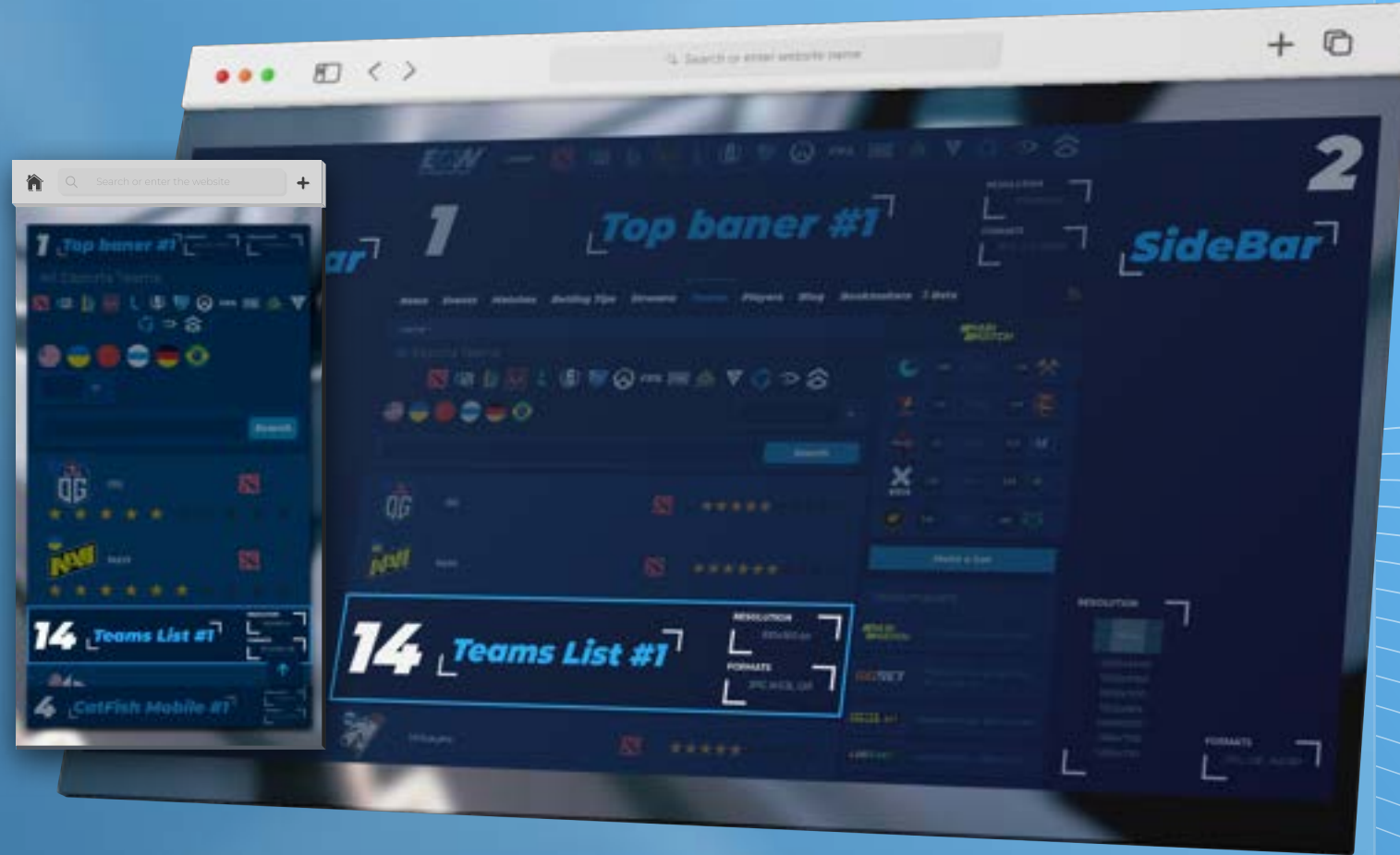


It is shown to the audience most interested in eSports.



58 182

Views in 30 days:



Open in full size:



[Mobile](#)



[Desktop](#)



15

Players List #1



It stands out favorably in the list of players.



17 352

Views in 30 days:



Open in full size:



[Mobile](#)



[Desktop](#)



16

Event Page #1



It is an end-to-end and noticeable banner.



85 338

Views in 30 days:



Open in full size:



[Mobile](#)



[Desktop](#)



17

Match Page #1



It has a large coverage with a long session time.



1 030 634

Views in 30 days:



Open in full size:



[Mobile](#)



[Desktop](#)



18

Tip Page #1



Large coverage of the audience involved in betting on eSports.



231 888

Views in 30 days:



Open in full size:



[Mobile](#)



[Desktop](#)



19

Team Page #1



A noticeable banner is in the center of the screen, with a large coverage of the engaged audience.



381 161

Views in 30 days:



Open in full size:



[Mobile](#)



[Desktop](#)



20

Player Page #1



It has a favorable ctr for advertising.



32 781

Views in 30 days:



Open in full size:



[Mobile](#)



[Desktop](#)



PLACEMENT TABLE #1

	Name	Page views	Resolutions:		Formats	Desktop	Mobile
			Desktop	Mobile			
1	Top baner #1	3 630 000	1110x160	1110x160	(JPG, GIF, WEBP) No more than 500kb	/Link	/Link
2	SideBar	1 516 614	[2560x1440, 1920x1080, 1600x900, 1536x864, 1400x900, 1366x768, 1280x720]	-	(JPG, GIF, WEBP) No more than 1000kb	/Link	-
3	CatFish Desktop #1	497 301	1110x160	-	(JPG, GIF, WEBP) No more than 500kb	/Link	-
4	CatFish Mobile #1	692 699	-	1110x160	(JPG, GIF, WEBP) No more than 500kb	-	/Link
5	PopUp Mobile #1	692 699	-	900x1350	(JPG, GIF, WEBP) No more than 1000kb	-	/Link
6	PopUp Desktop #1	497 301	1110x500	-	(JPG, GIF, WEBP) No more than 1000kb	/Link	-
7	Latest List #1	387 543	500x150	500x150	(JPG, GIF, WEBP) No more than 300kb	/Link	/Link
8	Right Side #1	3 630 000	500x120	500x120	(JPG, GIF, WEBP) No more than 300kb	/Link	/Link
9	Right Side #2	2 904 000	500x650	500x650	(JPG, GIF, WEBP) No more than 1000kb	/Link	/Link
10	News List #1	12 483	810x160	810x160	(JPG, GIF, WEBP) No more than 500kb	/Link	/Link

• The weight of one file should not exceed 1000kb. It is preferable to use maximum compression with minimal loss of quality. We reserve the right to compress your materials.



PLACEMENT TABLE #1

	Name	Page views	Resolutions:		Formats	Desktop	Mobile
			Desktop	Mobile			
11	Events List #1	85 338	810x160	810x160	(JPG, WEBP) No more than 500kb	/Link	/Link
12	Matches List #1	13 744	810x160	810x160	(JPG, WEBP) No more than 500kb	/Link	/Link
13	Tips List #1	255 110	810x160	810x160	(JPG, WEBP) No more than 500kb	/Link	/Link
14	Teams List #1	58 182	810x160	810x160	(JPG, GIF, WEBP) No more than 500kb	/Link	/Link
15	Players List #1	17 352	810x160	810x160	(JPG, GIF, WEBP) No more than 500kb	/Link	/Link
16	Event Page #1	85 338	900x100	900x100	(JPG, GIF, WEBP) No more than 500kb	/Link	/Link
17	Match Page #1	1 030 634	960x150	960x150	(JPG, GIF, WEBP) No more than 500kb	/Link	/Link
18	Tip Page #1	231 888	960x150	960x150	(JPG, GIF, WEBP) No more than 500kb	/Link	/Link
19	Team Page #1	381 161	900x100	900x100	(JPG, GIF, WEBP) No more than 500kb	/Link	/Link
20	Player Page #1	32 781	900x100	900x100	(JPG, GIF, WEBP) No more than 500kb	/Link	/Link

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