



**iGAMING
CAPITAL.MT**

Media Kit

A MEDIA BRAND BY
Content House

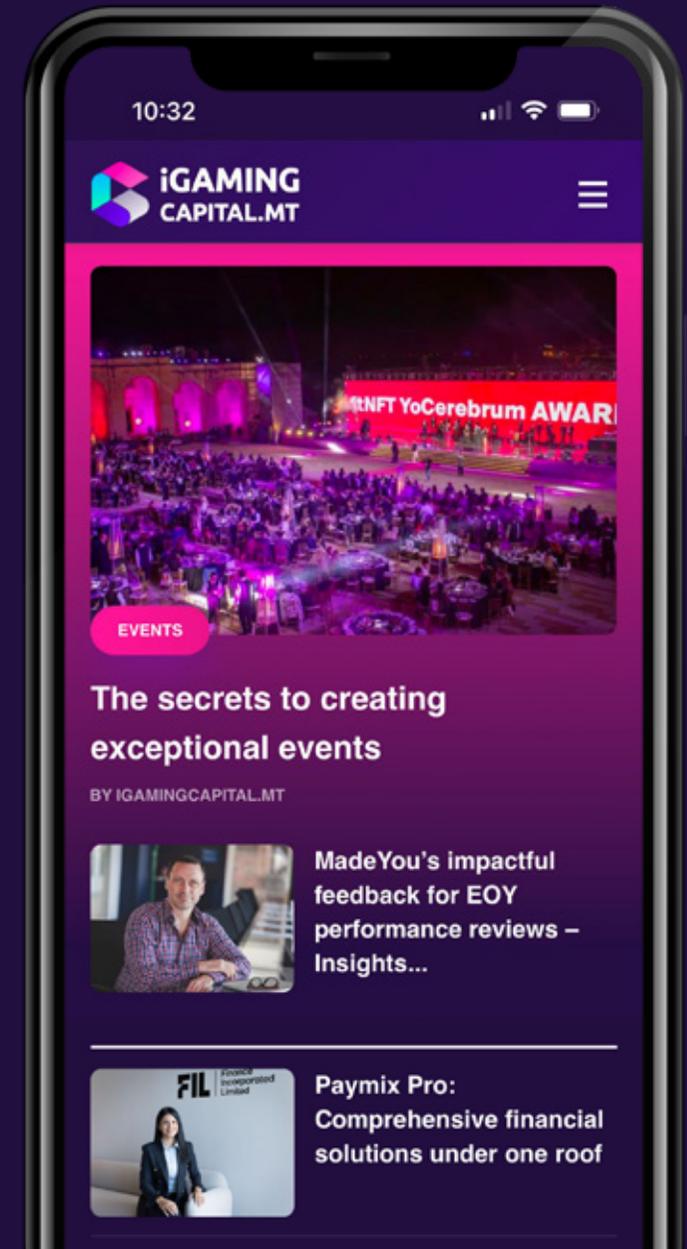


Malta's Largest & Leading iGaming News Portal

Your Gateway to Local and Global iGaming Professionals

iGamingCapital.mt has cemented its position as Malta's largest and most influential iGaming news portal. With a loyal local and global audience, it has become the trusted source for the latest news, developments, trends, and insights in the booming iGaming industry.

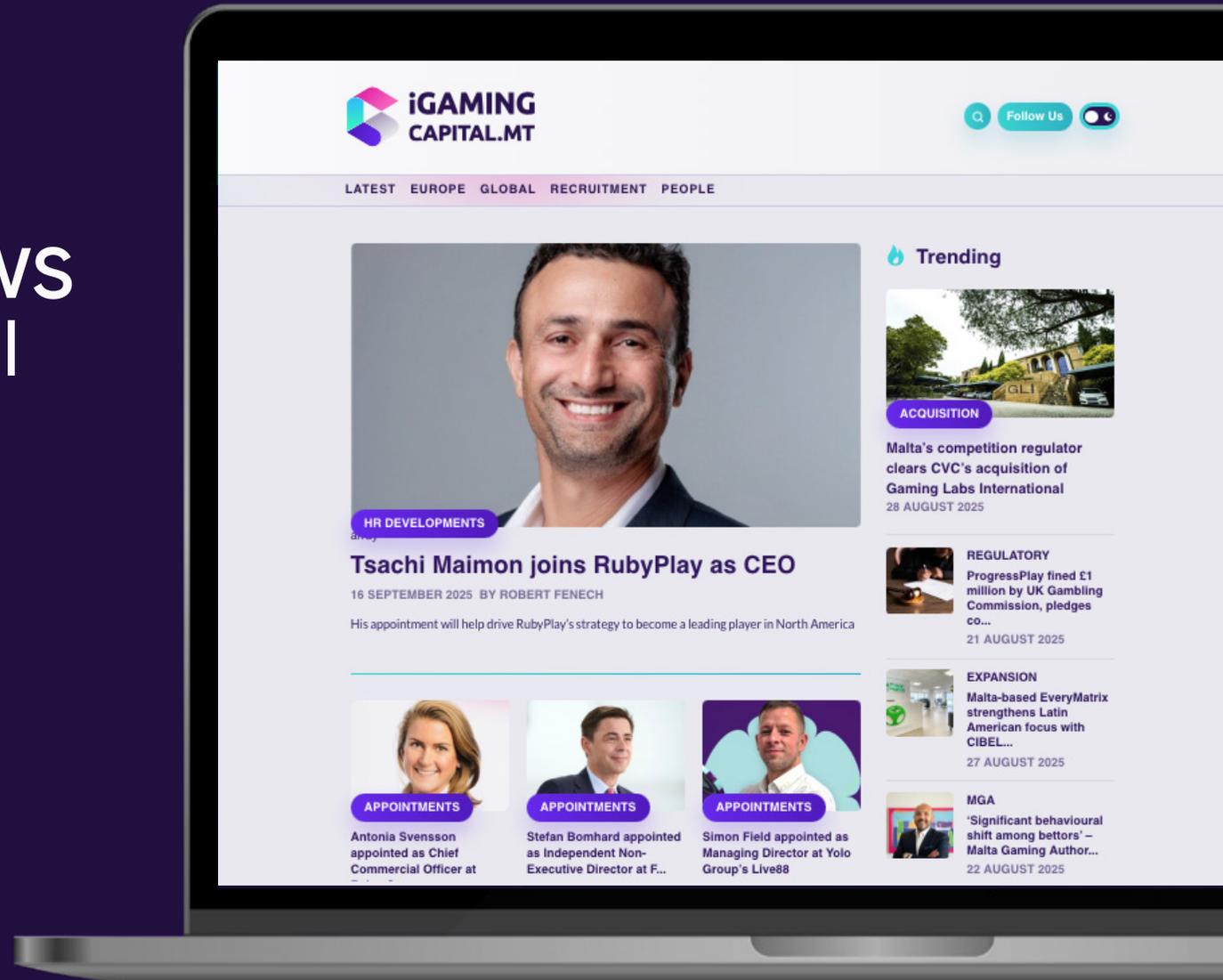
Backed by Content House, Malta's largest online media company, iGamingCapital.mt delivers unparalleled expertise with content crafted by technical writers, industry strategists, and editorial professionals.





85,000
monthly views
across our portal
and socials

That's over
1 million
each year!





Our audience spans Malta and the globe, connecting local enthusiasts with international communities.

Malta

77.69%

Our home base and strongest market.

International

22.31%

Led by the US, UK, and Ireland, with strong presence across Europe and Asia.

A staggering 67.77 per cent of its traffic is generated either directly or through organic searches, cementing the importance of the iGamingCapital.mt portal globally.

Traffic Acquisition

34.34%
Direct

An impressive percentage of our audience is reaching our iGaming portal directly.

7.4%
Paid Social

Targeted campaigns attract new readers.

33.43%
Organic Search

Our content is actively sought after by industry professionals.

2.97%
Referral

Industry recognition and authority.

20.11%
Organic Social

Community-driven engagement.



Our Sister Brand:
iGaming Capital Magazine, a prestigious annual publication distributed to Malta's top iGaming companies, further reinforces our industry dominance.

With a strong digital presence on LinkedIn and Facebook, iGamingCapital.mt serves as a vital hub connecting Malta's iGaming industry to the rest of the world.



Advertising Solutions Banner Advertising

Eye-catching animated banners optimised for all devices (desktop, mobile, and tablet).

Billboard Banners

Media Size: 970x250 pixels

€700 / month

Half-page Banners

Media Size: 300x600 pixels

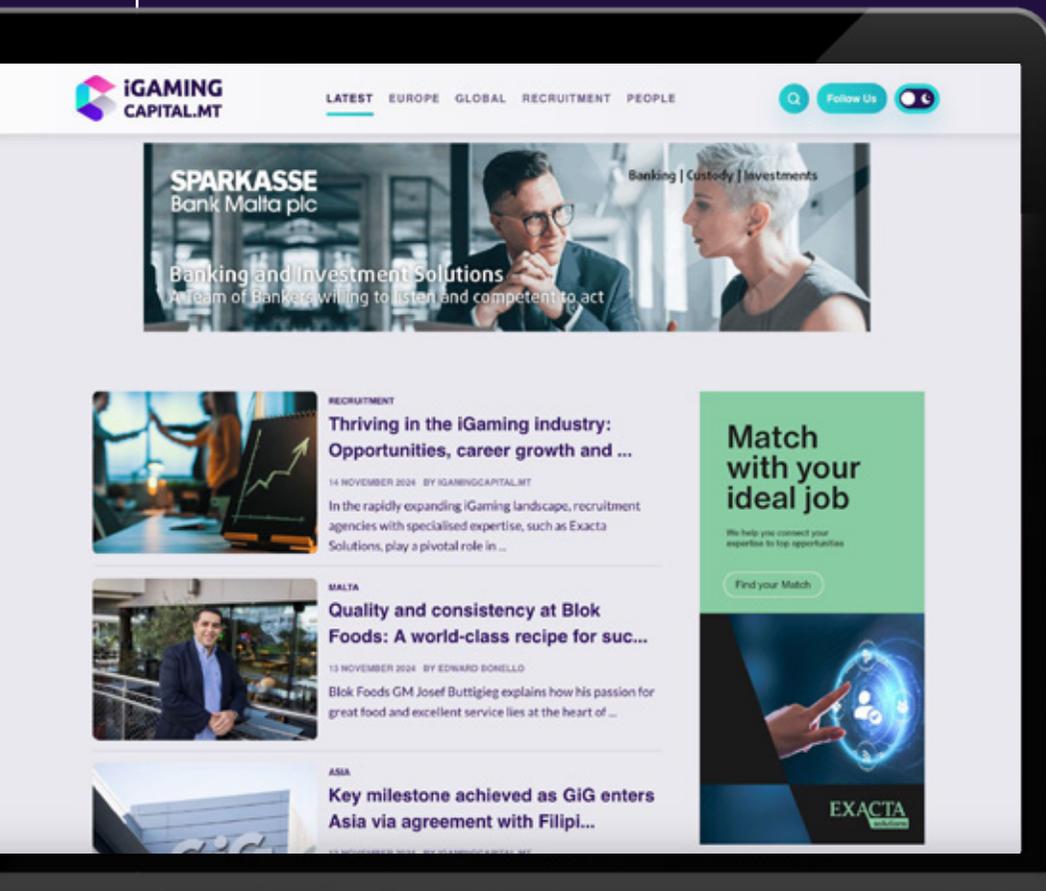
€700 / month

The above rates are based on 10% occupancy.

File format: JPG, PNG, GIF or animated GIF.

Max. Size 150KB (Billboard & Half-Page), 50KB (Rectangular).

Being a responsive site, advertisers will get full exposure on desktop, as well as on mobile and tablet devices. Our team will ensure that your banner projects a high standard across the board by replacing half-page banners and billboard banners with rectangular banners (300x250 pixels) on mobile and tablet. In this case, the two banner sizes (half-page and rectangular OR billboard and rectangular) will need to be sent prior to the commencement of the campaign. Moreover, your banner ads will be highly visible in the specific business searches, in the articles, as well as on the homepage, of course depending on the percentage of penetration acquired.





iGAMING CAPITAL.MT



Innovative Ad Formats



Full-Screen Scroller (Mobile Exclusive)

Capture attention with a full-screen ad that appears seamlessly during user scrolls.

€1,000 / month

The above rate is based on 10% occupancy
Media Size: 450x800 pixels. File format: JPG, Max. Size 150KB



Desktop Takeover

Enjoy 100% homepage and article page visibility.

€1,500 / month

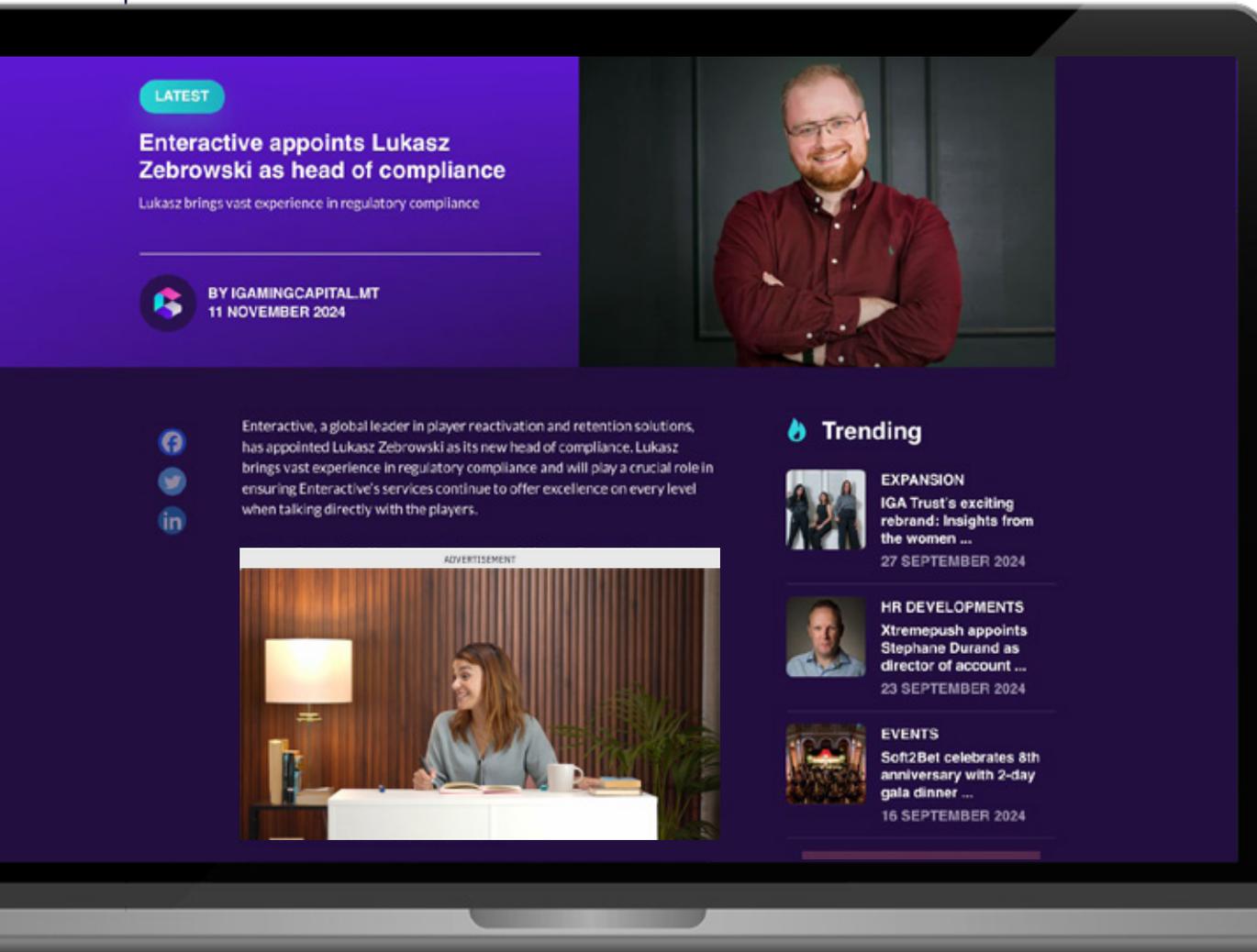
The above rate is based on 100% occupancy
Media Size: 1920x1080 pixels. File format: JPG, Max. Size 4MB
Text Safe Area for Screen Takeover: Any text is to be included in the centre of the artwork



iGAMING CAPITAL.MT



Innovative Ad Formats



Outstream Video Ads

High-impact videos integrated into content, visible as users scroll.

€1,200 / month

The above rate is based on 10% occupancy

File format: .mp4

Max. Size 8MB

Ratio: 16:9

Dimension: 1280x720px

Video Duration: 15/30 sec

FPS: 24



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Sponsored Content

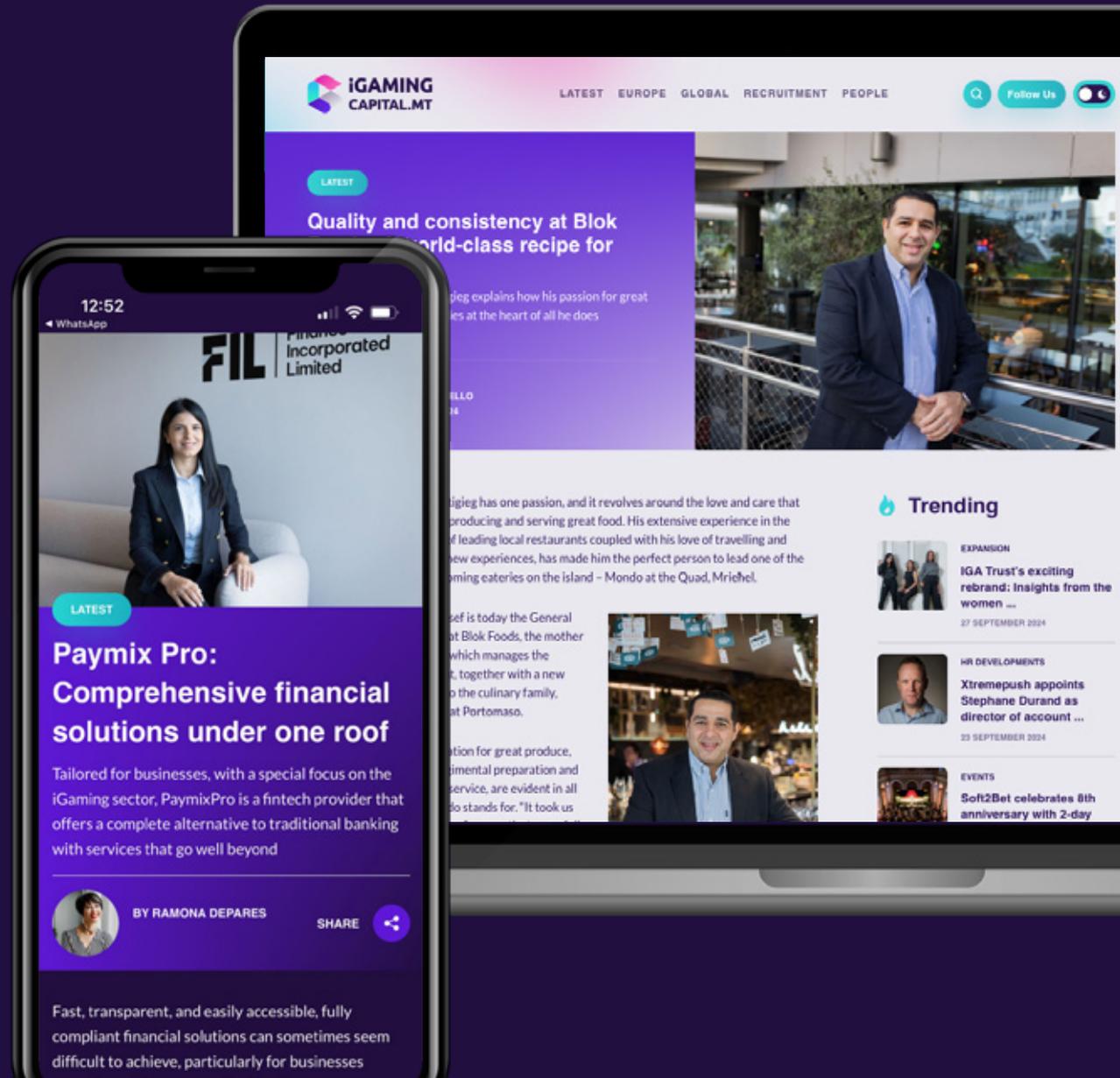
Position your brand as an industry thought leader with engaging editorial pieces.

Standard Package

€1,500

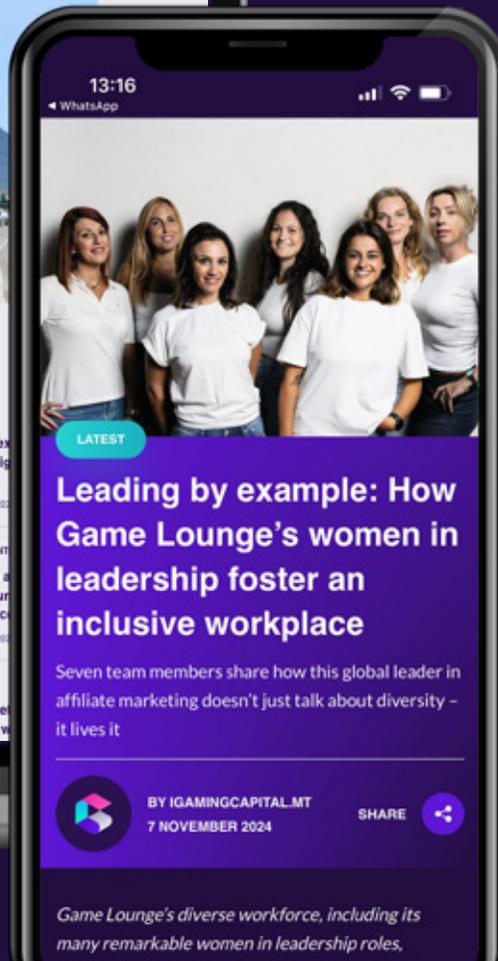
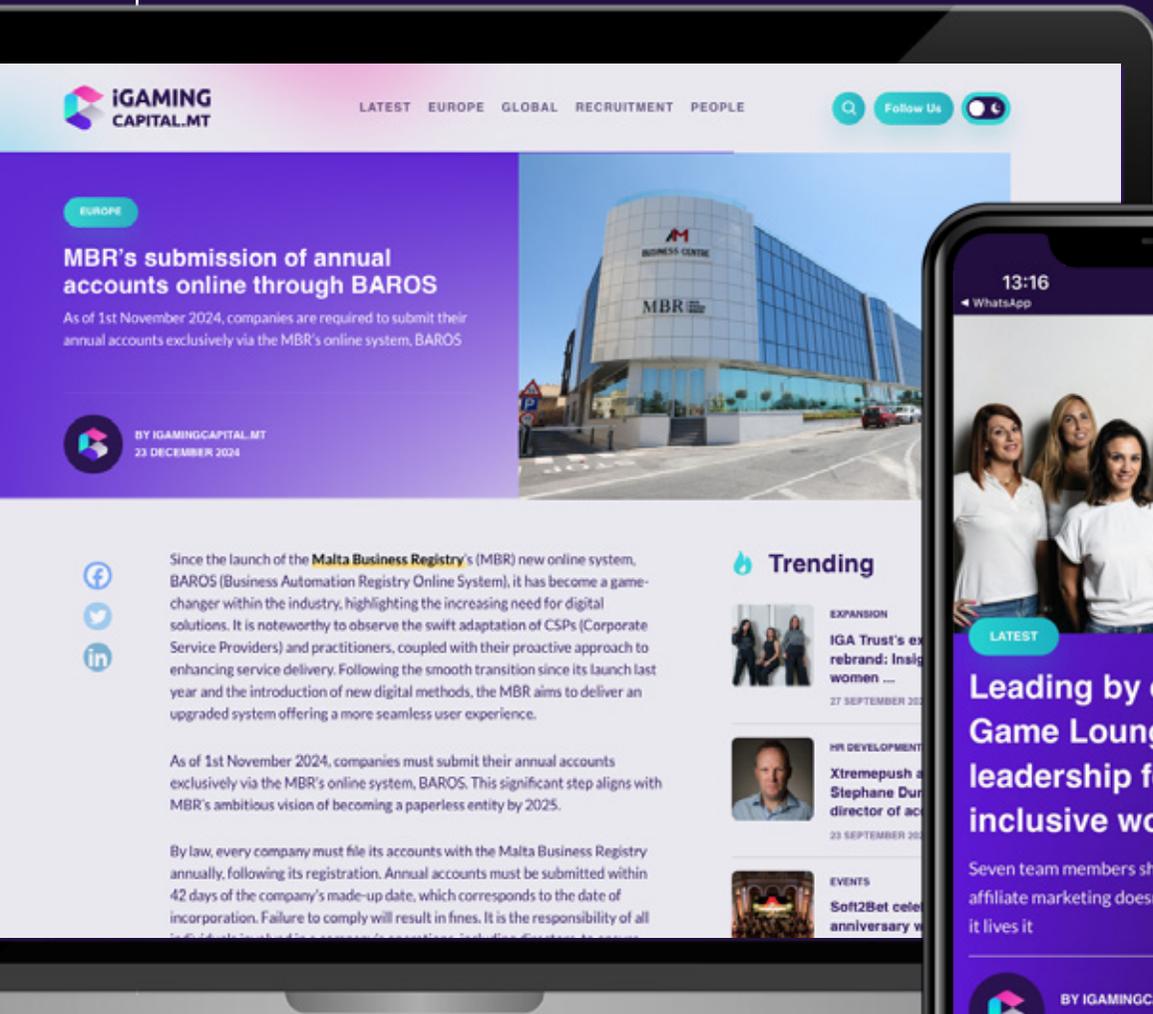
(includes journalist & photographer fees)

Articles are boosted on LinkedIn and Facebook for maximum exposure.





iGAMING CAPITAL.MT



iGaming Briefs

Fast-track your news with short, punchy updates.

€750 per feature
(250 words + images)

Bundle of 3 for €1,500
(Valid for 12 months)

Game Lounge's diverse workforce, including its many remarkable women in leadership roles,



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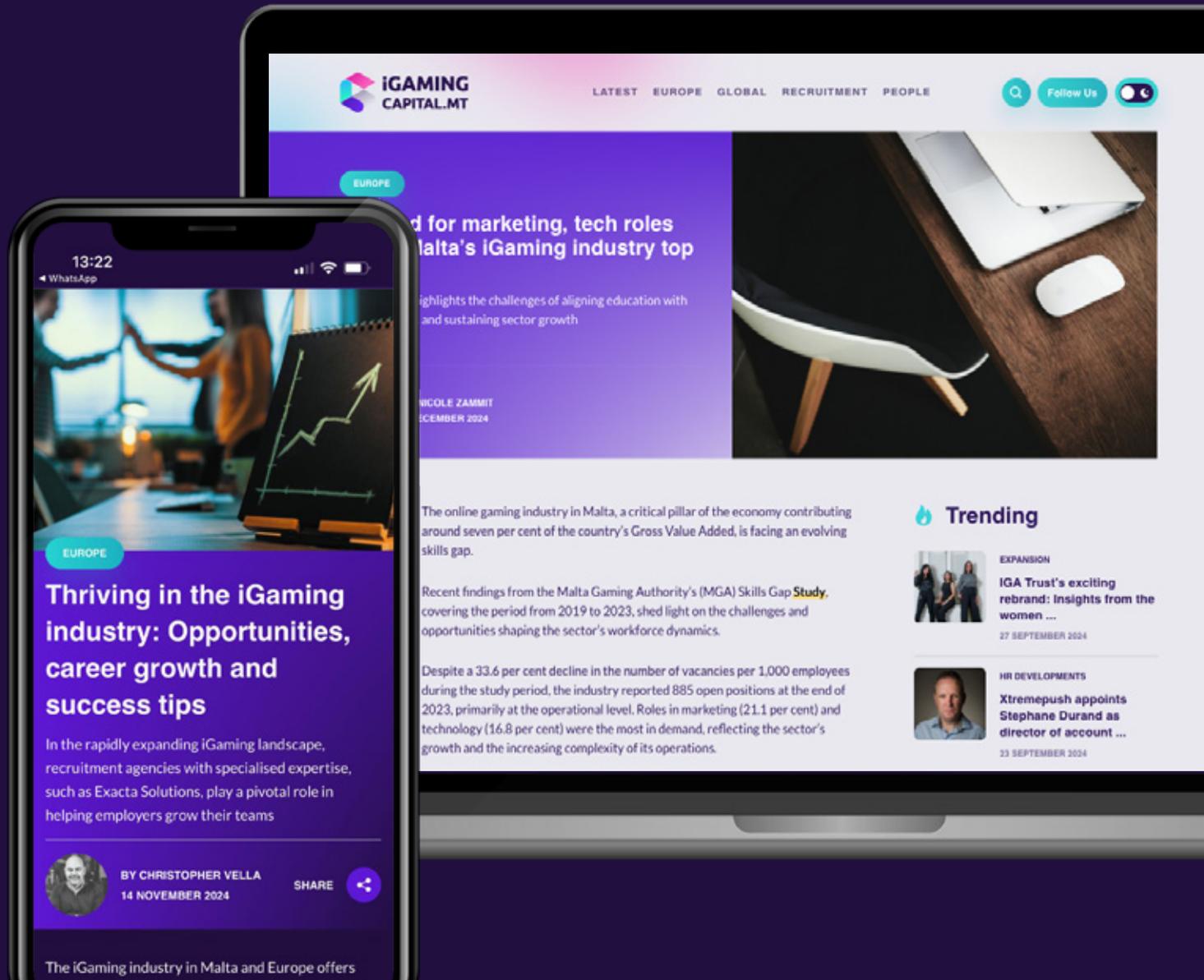


Blogs

Share expert insights with our audience.

€600 per post
(approx. 700 words)

Includes author photo and professional bio.



Official Partner Status

€15,000 / year

Elevate your brand's visibility and enjoy year-round access to exclusive benefits:

1. Bespoke Banner Advertising:

10% occupancy for 12 months, with flexible scheduling.

2. Sponsored Content:

Publish articles or announcements as needed.

3. Logo Placement:

Feature on all pages with a clickable link to your preferred URL.

4. Social Media Amplification:

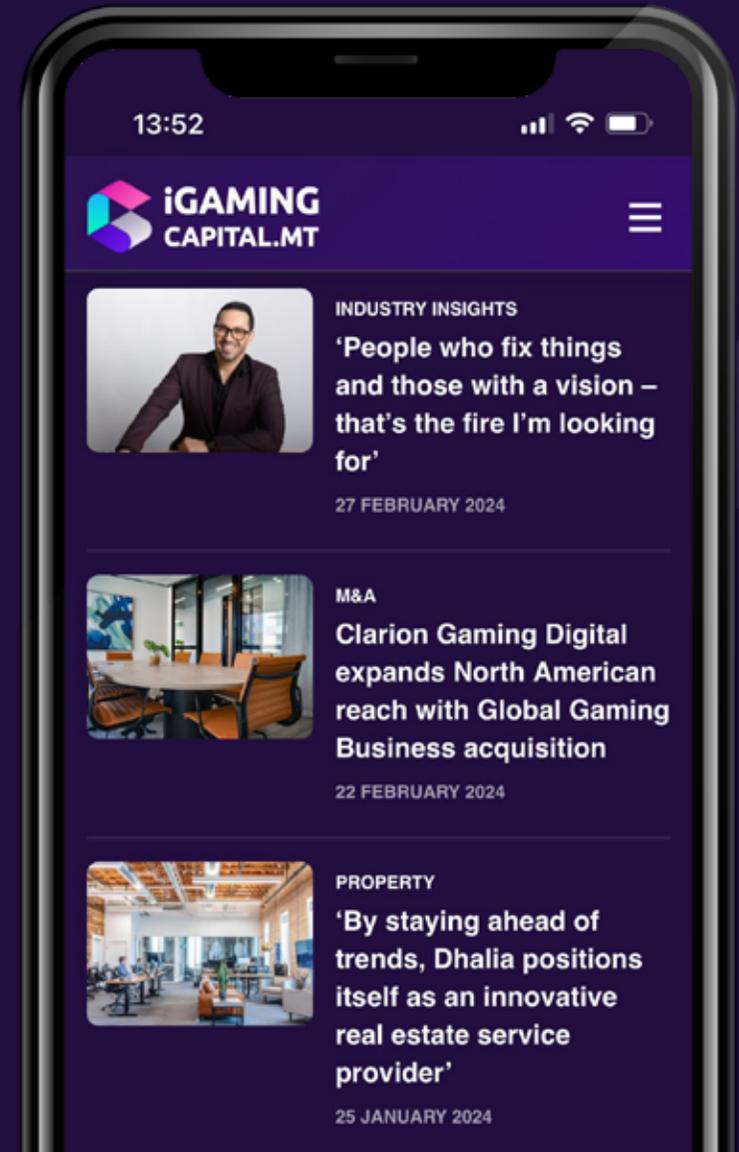
Increased visibility on Facebook and LinkedIn.

ADDITIONAL TERMS:

- Rates are exclusive of VAT.
- Artwork production: €150 | Resizing: €50.
- Cancellations: 40% fee applies, with a one-month notice.
- Artwork delivery: Five working days prior to campaign start.



Collaborate with iGamingCapital.mt to reach Malta's thriving iGaming sector and beyond. Let us tailor an advertising solution that aligns with your goals.



For more information contact the Advertising Sales Department of Content House on **2132 0713** or send an email to **info@igamingcapital.mt**

Content House