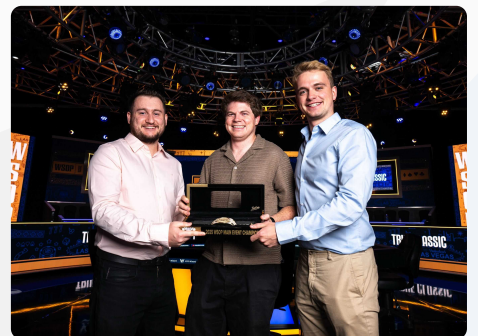


MEDIA KIT 2026



THE #1 DESTINATION FOR POKER NEWS & CONTENT

THE STORY

ABOUT POKERNEWS



"As the leading voice in poker, we combine storytelling, scale, and smart distribution to deliver real impact for our partners, creating meaningful connections with a passionate and high-intent audience."

Mark Powell-Bevan
DIRECTOR

Welcome to the home of poker! PokerNews is the #1 source in the world for poker news and live reporting. Serving over 10 million users a year, PokerNews provides their fans with 24/7 coverage of the latest news and biggest news in the world of poker through articles, social media, video, live events, a podcast, and much more!

WHY POKERNEWS?

24/7 NEWS

If there's a story breaking, we've got it covered.

GLOBAL EVENT COVERAGE

Industry-leading live coverage of major tournaments.

20+ YEARS OF AUTHORITY

PokerNews has served players since 2002.

A WORLDWIDE AUDIENCE

We deliver global news, strategy, and live updates.



THE #1 DESTINATION FOR POKER NEWS & CONTENT

THE PEOPLE BEHIND THE PLATFORM

MEET THE POKERNEWS TEAM



Mark Powell-Bevan

DIRECTOR



Ben Cundall

HEAD OF COMMERCIAL
AND LIVE EVENTS



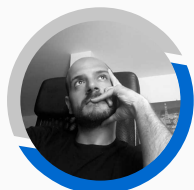
Yori Epskamp

HEAD OF CONTENT
AND MARKETING



Shirley Ang

SENIOR GLOBAL LIVE
EVENTS MANAGER



Carmine Ferro

SENIOR GROWTH AND
BRAND MANAGER



Will Shillibier

MANAGING EDITOR



Milko van Winden

DIGITAL MEDIA
MANAGER



Peter Robinson

PARTNERSHIPS
MANAGER



PLATFORM OVERVIEW

OUR REACH

TOTAL WEB USERS (2025)

10+ MILLION

ACROSS ALL REGIONS

ANNUAL PAGEVIEWS

65+ MILLION

POKERNEWS.COM (+SUBDOMAINS)

SOCIAL IMPRESSIONS

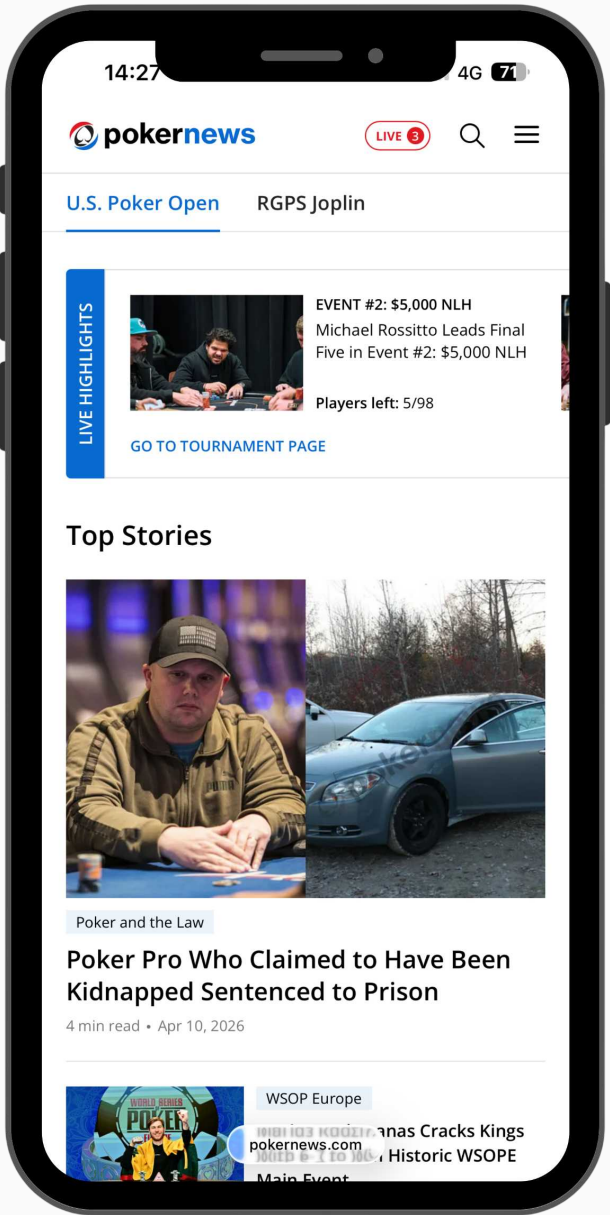
500+ MILLION

PER YEAR

DEVICE SPLIT

MOBILE 68%

DESKTOP 32%



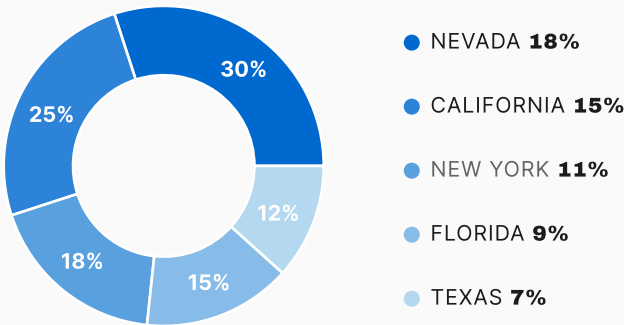
SOCIAL FOLLOWERS

 234K FACEBOOK	 203K INSTAGRAM	 197K TWITTER / X	 92K YOUTUBE	 16K DISCORD	 9K TWITCH
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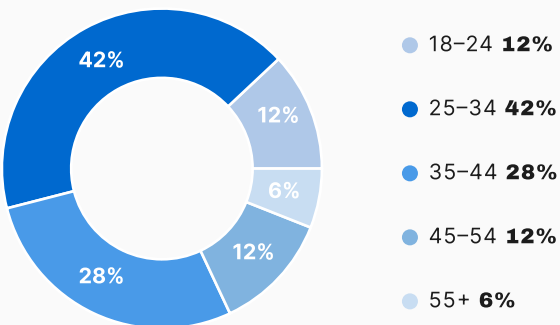
TRAFFIC & DEMOGRAPHICS

AUDIENCE & INSIGHTS

US TRAFFIC BY STATE



AGE BREAKDOWN



GENDER SPLIT



AUDIENCE PROFILE

- HIGH-STAKES TOURNAMENT FANS
- ONLINE POKER PLAYERS
- SPORTS BETTORS
- CASINO ENTHUSIASTS
- LUXURY & LIFESTYLE BUYERS

42%

NORTH AMERICA

35%

EUROPE

23%

ASIA & ROW



CONTENT: THE HEART & SOUL OF POKERNEWS

CONTENT OVERVIEW



"Quality journalism is at the heart of everything we do. We pride ourselves on providing accurate and informative articles about the poker stories that matter."

Yori Epskamp
HEAD OF CONTENT AND MARKETING

■ POKER NEWS



200+
ARTICLES/MONTH

Breaking news, player interviews, the latest online and live tournament results, and real-time reporting from the biggest poker festivals worldwide.

■ POKER EDUCATION



500+
VIDEOS/YEAR

Our bespoke Facebook, Instagram, X, and YouTube content resonates across our global audience, while the PokerNews Podcast continues growing to new heights.

■ POKER STRATEGY



30+
MONTHLY GUIDES

Strategy articles aimed at beginner, intermediate, and advanced level players compiled by professional poker players and our in-house experts help our readers become better, more knowledgeable players.

■ CASINO NEWS



80+
CASINO REVIEWS

Everything from operator reviews and new game launches to big jackpot winners, regulation updates, and in-depth how-to guides.



ALL CONTENT IS CREATED IN-HOUSE BY OUR EDITORIAL TEAM — NO AGENCIES, NO OUTSOURCING.

PLATFORMS & PERFORMANCE

DIGITAL MEDIA



“Digital media is an essential cog in the PokerNews machine. My team creates photos, shortform and longform videos across all major platforms that the poker community loves and continues coming back for more.”

Milko van Winden
DIGITAL MEDIA MANAGER

■ **SOCIAL MEDIA**



750K
COMBINED FOLLOWERS

Stay up to date with breaking news, exclusive player interviews, live tournament updates, and real-time coverage from the world's biggest poker events.

■ **SHORT FORM VIDEOS**



1,500+
VIDEOS/YEAR

Engaging, bite-sized content across Facebook, Instagram, X, and YouTube, bringing highlights, stories, and insights to a global audience, alongside a growing PokerNews Podcast presence.

■ **LONG FORM VIDEOS**



188+
VIDEOS/YEAR

Deep-dive content covering strategy, analysis, and real gameplay, designed to help players at every level improve their decision-making and master the game.

■ **PODCASTS**



950+
EPISODES

From industry updates and game reviews to big wins and expert advice, our podcasts deliver informative and entertaining discussions for every poker enthusiast.

SOCIAL PLATFORM SPLIT

 234K FACEBOOK	 203K INSTAGRAM	 197K TWITTER / X	 92K YOUTUBE	 16K DISCORD	 9K TWITCH
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2.5%
ENGAGEMENT RATE

7.7%
CTR%

350M
VIDEO VIEWS

500M
SOC. IMPRESSIONS

CONTENT SPOTLIGHT

THE RUNDOWN



"The Rundown: a report of the day's biggest breaking story in a one-minute, easy-to-digest mobile-friendly video."

Eliot Thomas
POKERNEWS EDITOR & RUNDOWN HOST

PokerNews' daily video show covering the day's biggest stories, tournament and cash game results, and talking points from the poker world all in a one-minute snapshot. The Rundown is distributed across Facebook, Instagram Reels, and YouTube.

BRANDING OPPORTUNITIES

- PRE-ROLL & MID-ROLL SPONSORSHIP
- BRANDED SEGMENT ("BROUGHT TO YOU BY...")
- LOGO PLACEMENT IN THUMBNAIL & TITLE CARD
- SOCIAL CLIP DISTRIBUTION WITH BRAND TAG
- NEWSLETTER FEATURE TIE-IN



45K

AVG VIEWS/EP



8.5%

ENGAGEMENT RATE



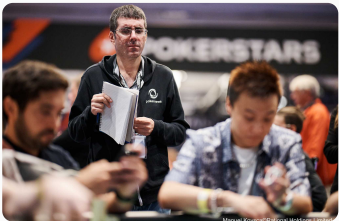
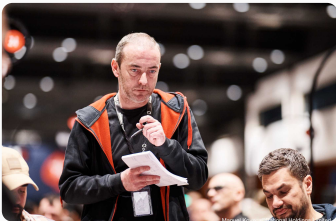
65%

AVG RETENTION



3/WK

EPISODE FREQUENCY



CONTENT SPOTLIGHT

POKERNEWS PODCAST



"I love producing the PokerNews Podcast, speaking with established and up-and-coming players, and discussing the subjects that matter to our audience."

Chad Holloway
POKERNEWS PODCAST
PRODUCER AND HOST

HOSTS



CHAD HOLLOWAY
PR & MEDIA MANAGER



MIKE HOLTZ
PROFESSIONAL POKER PLAYER

FORMAT

Weekly long - form episodes featuring expert analysis, player interviews, tournament recaps, and strategy breakdowns. Also available as short-form clips for social distribution.

KEY STATS

100K+

IMPRESSIONS/
EPISODE

5K+

LONG FORM VIEWS/
EPISODE

1x/WK

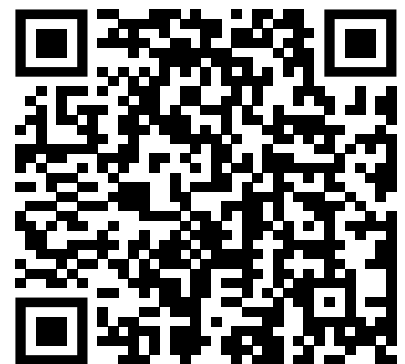
RELEASE WEEKLY

900+

EPISODES

BRANDING & SPONSORED PODCAST OPPORTUNITIES

- PRESENTING SPONSOR-LOGO & VERBAL MENTION
- PRE-ROLL (30 SEC OR 60 SEC) HOST-READ SPOT
- EPISODE TITLE INTEGRATION
- BRANDED EPISODE SERIES



ACTIVATIONS & TENANCY

BRAND PARTNERSHIPS



"Great partnerships start with trust-that's what we deliver at PokerNews. From scalable ads and premium banners to engaging content, every campaign is tailored to maximize your reach."

Peter Robinson
PARTNERSHIPS MANAGER

TENANCY PACKAGES

■ **SILVER**

Sponsored articles, banner campaigns, and social media posts designed to deliver brand visibility across PokerNews Platforms.

■ **GOLD**

Everything in Silver, plus monthly articles, affiliate-enhanced banners, commercial widgets, and dedicated review pages to boost conversions.

Top Choice

■ **PLATINUM**

All Gold benefits, plus premium sponsorships across live reporting, events, podcasts, and high-impact brand integrations for maximum exposure.

ACTIVATION EXAMPLES

888PN CUP (EVENT PARTNER)

Exclusive co - branded tournament series with 888poker, live coverage included.

GTO WIZARD (CONTENT PARTNER)

Integrated strategy content, tool placement in articles & podcast mentions.

WTOS (TITLE SPONSOR)

World Tournament of Slots - Full event sponsorship & branded content series.

1.5M

888PN CUP
SOCIAL MEDIA IMPRESSIONS

36M+

GTO WIZARD
ANNUAL BANNER IMPRESSIONS

19K+

WTOS
NEW INSTALLS



CREATE YOUR IDEAL CAMPAIGN TODAY
PETER_ROBINSON@POKERNEWS.COM



CAMPAIGNS & PLACEMENTS

ADVERTISING SOLUTIONS



DISPLAY ADVERTISING

Premium banner placements - leaderboard, MPU, skin, interstitial. Standard IAB and custom sizes. Audience-targeted programmatic or direct-buy.



LEADERBOARD 728×90 MPU 300×250
HALF PAGE 300×600 CUSTOM SKINS



DIGITAL & NATIVE

Sponsored articles, branded strategy guides, video pre-rolls and mid-rolls. Full editorial integration that reads as content.



SPONSORED ARTICLE NATIVE CONTENT
VIDEO PRE-ROLL NEWSLETTER FEATURE



EVENT INTEGRATION

Live event sponsorship packages. Logo placement in live streams, tournament hub pages, live reporting banners, and on-site activation.



STREAM OVERLAY LIVE HUB TAKEOVER
BRACKET SPONSOR ON-SITE ACTIVATION



CUSTOM SOLUTIONS

Fully bespoke campaigns built around your goals. Co-branded series, ambassador content, podcast ownership, and white-label opportunities.



CO-BRANDED SERIES AMBASSADOR DEAL
PODCAST OWNERSHIP WHITE-LABEL

MORE THAN AN AUDIENCE

THE POKERNEWS COMMUNITY

16K+

DEDICATED FANS

■ DISCORD



Having a Discord server with 16,000+ poker players and fans enables us to interact in real-time with our loyal community.

10K+

ACTIVE PLAYERS

■ POKERNEWS HOME GAMES



We host regular free-to-play and real-money tournaments on major poker platforms that help bring our community together by playing a game they love.

50+

PER YEAR

■ GIVEAWAYS

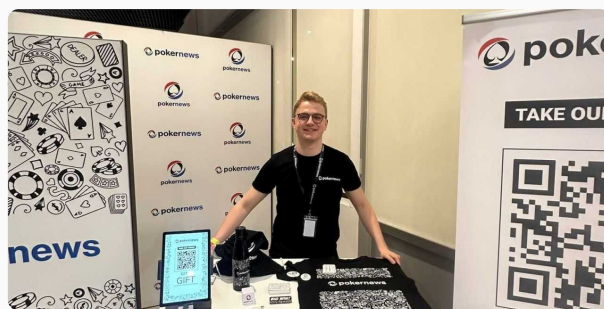


Strategy articles aimed at beginner, intermediate, and advanced level players compiled by professional poker players and our in-house experts help our readers become better, more knowledgeable players.

20+

EVENTS/YEAR

■ BOOTH ACTIVATIONS



We set up booths at major live events where we can engage with our readers in person, give away merchandise, help them sign-up for products, and more.

THE #1 IN LIVE EVENT COVERAGE

LIVE EVENT COVERAGE



"PokerNews is the industry leader in the live reporting sphere. Our poker-loving reporters travel the globe providing best-in-class coverage of tournaments, bringing PokerNews readers as close to the action as possible."

Shirley Ang

SENIOR GLOBAL LIVE EVENTS MANAGER



LIVE REPORTING

Tournament updates as they happen, from hand-for-hand coverage to up-to-date chip counts, eliminations, and payout information.



VIDEO PRODUCTION & PHOTOGRAPHY

We specialize in live event photography and video production, capturing interviews, highlight reels and final table streams right from the center of the action.



SOCIAL COVERAGE

PokerNews readers flock to our social media channels during live events to get their fill of real-time content from the tournament floor.



MYPLAYERS

Follow your favorite pros or friends across every event and device with MyPlayers - your personal tracker for PokerNews live updates.



MYSTACK FEATURE

Our interactive chip count tool, which feeds into our live reporting pages, is used by players and fans during major tournaments.



EMOJIS

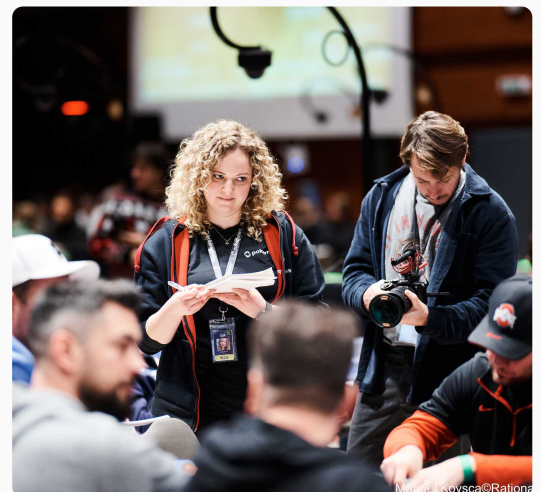
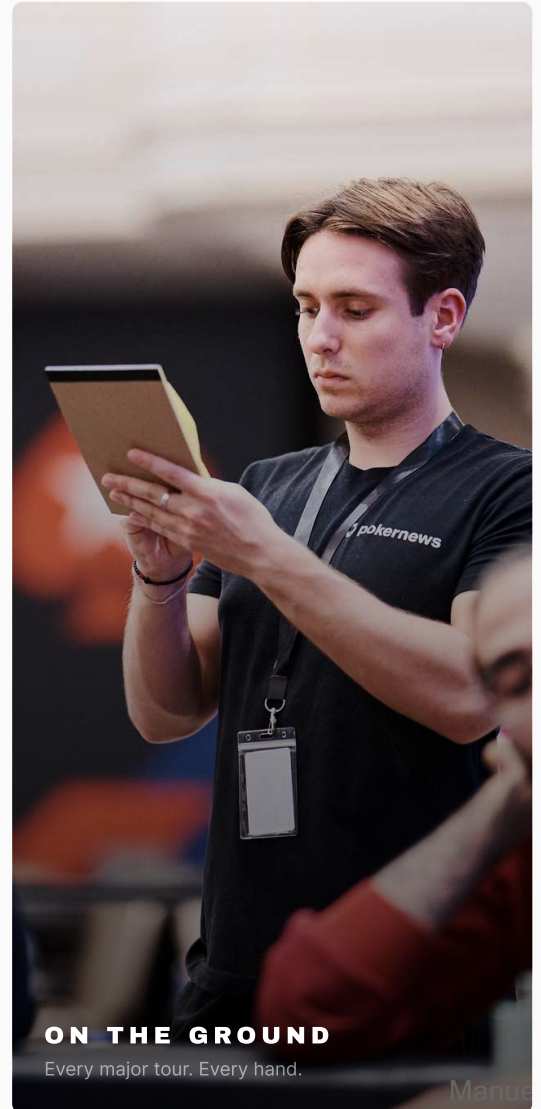
Our readers can use emoji packs to express themselves on our live reporting pages, adding another layer of engagement.

24/7

LIVE REPORTING

5.5K

LIVE EVENTS COVERED SINCE
POKERNEWS BEGAN



LET'S BUILD SOMETHING GREAT TOGETHER

GET IN TOUCH



"Don't hesitate to get in touch. Let's discuss how we can tailor a bespoke package for you that pushes your brand into new markets and a wider audience."

Peter Robinson and Shirley Ang
PARTNERSHIPS MANAGER/SENIOR
GLOBAL LIVE EVENTS MANAGER

WEBSITE

 **[POKERNEWS.COM](https://pokernews.com)**

ADVERTISING ENQUIRIES

 **PETER_ROBINSON@POKERNEWS.COM**

LIVE REPORTING ENQUIRIES

 **SHIRLEYA@POKERNEWS.COM**

PLEASE TAKE TIME TO SAY HELLO

 **[POKERNEWS.COM/CONTACT](https://pokernews.com/contact)**



THE #1 DESTINATION FOR POKER NEWS & CONTENT - SINCE 2002