

CalvinAyre.com

# GAMBLING NEWS WITH AN EDGE



MEDIA PARTNER  
CalvinAyre.com

# WHO ARE WE?

## SITE CATEGORIES

### GAMBLING NEWS

News articles about companies and people in the gambling industry. It combines the old categories of Business, Legal and Marketing.

### POKER NEWS

News items that deal with the poker side of the gambling industry including poker companies, tournament results and player news and profiles.

### CASINO NEWS

News items that deal with both the land-based and online casino sides of the gambling industry.

### SPORTS NEWS

Features sports news (athlete or a sporting event) and sports betting-specific news.

### CONFERENCES

The home to conference news, promotional articles and conference reviews.

### EDITORIAL

Home to our opinion pieces.

### VIDEOS

All of the video content on the site.

### GAMBLING DIRECTORY

Gambling industry's scheduled activities such as events and conferences including job openings, service providers, software providers, odds, affiliates, forums and news sites.

**CalvinAyre.com** is the premier global destination for gambling news, conference schedules and industry event coverage. It is the thought leader for the online gambling industry.

## THE GAMBLING DIRECTORY

CalvinAyre.com presents a wide array of categories that help you find events, learn about conferences and schedules, find a job, look for potential suppliers, partner with possible affiliates, know more about laws and regulations or simply join forums for a fun-filled and informative discussion among industry peers. Our listings are comprehensive enough to be considered as a one-stop shop.

### GAMING CONFERENCES

A comprehensive directory of online gambling conferences around the world.

### EVENTS

A listing of the best events and gatherings in the industry.

### JOBS

Some jobs of interest that you may want to forward to your contacts.

### GAMBLING LAWS AND REGULATIONS

Links to current laws, regulatory changes and proposed online gambling bills.

### GAMBLING REGULATORS

List of the top regulatory bodies that cater to the online gambling industry.

### SERVICE PROVIDERS

Service providers which help keep the industry flowing.

## WE ALL HAVE STORIES

Share yours with the industry.

- Become a writer
- Build your Brand
- Share Knowledge

Be a Guest Contributor on CalvinAyre.com and get your message to the industry.

To find out more, please contact  
**info@calvinayre.com**

### SOFTWARE

Software powers online casinos, check out this directory listing.

### ODDS

Get the best odds from this complete directory.

### AFFILIATES

Affiliates drive traffic, brand engagement and revenue. Check out this list.

### FORUMS

Forums are the back alleys of the industry where people come together to share stories and secrets.

### NEWS SITES

A detailed listing of the best industry news sites available today.

## OUR CONTRA DEAL OFFERINGS

CalvinAyre.com offers media partnership through pre-event promotions and on-site coverages to capture highlights of gambling-related tradeshows, exhibits and closing parties without any financial obligation. We make it a point that all committed deliverables are executed as agreed. For inquiries, simply email us at **info@calvinayre.com**.



# TRAFFIC ANALYSIS

2014 values

**1.2 million**

Site visits

**700,000**

Unique Visits

**2.5 million**

Page Views

**3**

Pages per visit

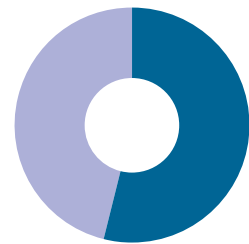
**2 mins**

Visit duration

**310,000+**

Total Mobile users

Site Visitors



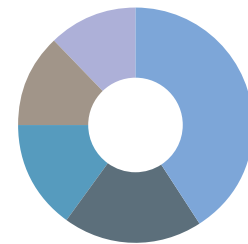
54%

New Visitors

46%

Returning Visitors

Distribution by Web Browser



41%

Chrome

13%

Internet Explorer

19%

Safari

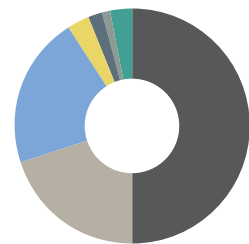
12%

Others

15%

Firefox

Traffic Sources



49%

Organic

2%

Newsletters

20%

Direct

21%

Social Media

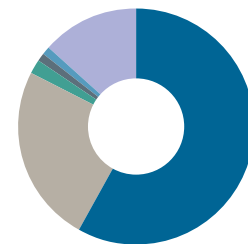
4%

Others

3%

Forums

Mobile usage



57%

Apple iPhone

3%

Samsung Galaxy SIV

24%

Apple iPad

1%

LG Nexus 5

2%

Samsung Galaxy SIII

13%

Others

# SOCIAL MEDIA ANALYSIS

2014 values

CalvinAyre.com has presence in 10 leading Social Media sites: Facebook, Twitter, Instagram, YouTube, Google+, reddit, StumbleUpon, LinkedIn, Pinterest and Tumblr.

Of these, Twitter comes the strongest referrer with the most number of site visits.

**30%**

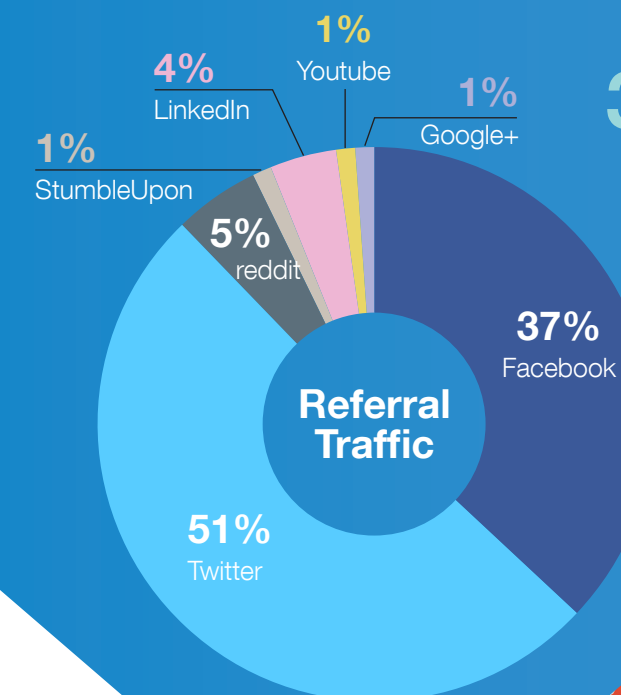
Share for mobile traffic

**13,000+**

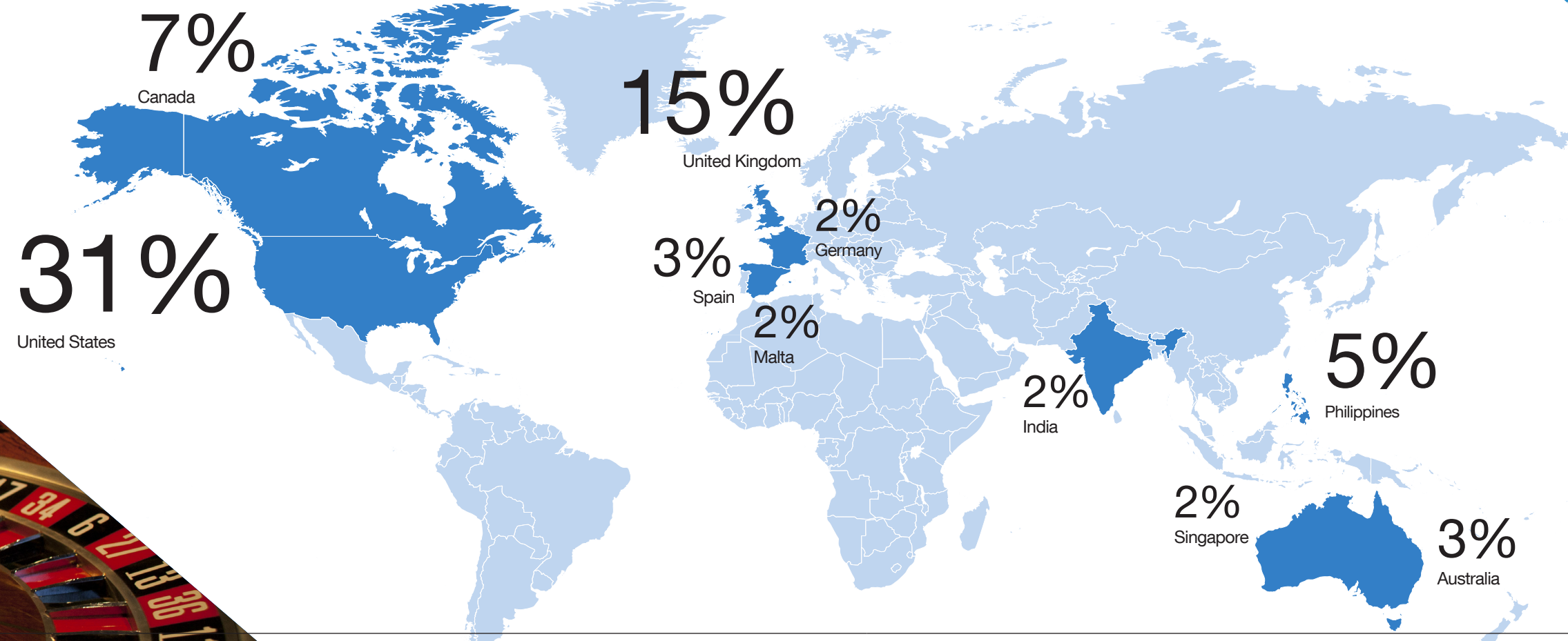
Facebook Likes

**3,000+**

Twitter Followers



# OUR GLOBAL REACH



**98%**

of our site traffic comes from the top 10 Gaming Countries in the world



# ADVERTISE WITH US

CalvinAyre.com is the number one destination for online gaming news with an ever-increasing audience of over 70,000 unique users per month.

We offer engaging online advertising that reaches a unique audience of iGaming Executives, Enthusiasts and Operators.

Our clients are industry leaders in their respective field, they include operators, regulators, affiliates, conference organizers and service/software providers.

Pre-roll videos

Web Banners  
(Desktop, Newsletter and Mobile)

Featured Gambling  
Directory listing

We also offer packages to help target your business and services directly to your audience.

TO FIND OUT MORE INFORMATION REGARDING OUR  
ADVERTISING SERVICES AND RATES, PLEASE CONTACT

**advertise@calvinayre.com**

***"I wanted to create a place  
for all industry operators,  
suppliers, and online  
media experts to visit and  
discuss the challenges that  
we all face working in the  
online gaming sector.  
CalvinAyre.com is that place."***



CalvinAyre.com is the global destination for online gambling news, lifestyle information, conferences, industry shakers and event coverage.

CalvinAyre.com is a not-for-profit website, aims to be carbon neutral and will encourage other players in the online gaming industry to follow this philosophy. All profit generated from this site goes to support initiatives of the Calvin Ayre Foundation.



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