



CalvinAyre.com

MEDIA KIT

CalvinAyre.com is the most trafficked gambling industry news site with an average of over 125k unique users a month. We cover the global gambling industry and our readers are a unique mix of industry professionals, media and bitcoin enthusiasts looking to stay on top of this fast-moving industry.

CalvinAyre.com is part of the Ayre Group. The Ayre Group is the largest multinational organization with a head office in the country of Antigua in the Caribbean. It is primarily a technology investor but is also in real estate.

TRAFFIC NUMBERS

USERS

125K+ MONTHLY AVERAGE

SESSIONS

175K+ MONTHLY AVERAGE

PAGEVIEW

340K+ MONTHLY AVERAGE

PAGES PER VIEW

1.98

AVERAGE SESSION DURATION

00:01:30



LOCATION

NORTH AMERICA **40%**

EUROPE **15%**

ASIA **14%**

UNITED KINGDOM **10%**

AFRICA **6%**

REST OF THE WORLD **40%**

SOCIAL MEDIA



48K+
FOLLOWERS



8.4K+
FOLLOWERS



3.4K+
CONNECTIONS



1.7K+
SUBSCRIBERS

NEWSLETTER STATS

7K+
SUBSCRIBERS

99.88%
DELIVERY RATE

13%
OPEN RATE

14%
CLICK TO OPEN

AD PLACEMENTS

TOP COLUMN BANNER
(280 x 90)

TOP LEADERBOARD
(728 x 90)
Mobile (440x185)

MEDIUM RECTANGLE
(300 x 250)

SKYSCRAPER
(300 x 600)

MIDDLE LEADERBOARD
(728 x 90)
Mobile (440x185)

BOTTOM LEADERBOARD
(728 x 90)
Mobile (440x185)

NEWSLETTER BANNER
(234 x 68)

MIDDLE COLUMN BANNER
(280 x 90)

BOTTOM LEADERBOARD
(280 x 90)

Banners run on rotation

3 MONTHS

6 MONTHS

9 MONTHS

Banners run on rotation	3 MONTHS	6 MONTHS	9 MONTHS
TOP COLUMN BANNER	£2,500	£4,500	£8,000
TOP LEADERBOARD	£4,000	£7,000	£12,000
MEDIUM RECTANGLE	£1,500	£2,750	£5,000
SKYSCRAPER	£3,000	£5,500	£10,000
MEDIUM COLUMN BANNER	£2,000	£3,500	£6,000
MIDDLE LEADERBOARD	£3,000	£6,000	£10,000
BOTTOM COLUMN BANNER	£1,500	£2,500	£4,000
BOTTOM LEADERBOARD	£3,000	£5,000	£8,000
NEWSLETTER BANNER	£2,000	£3,500	£6,000

* Max file size is 512kb



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