



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 **15%**

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

12 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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