The Business of iGaming.

Editorial authority for the global iGaming ecosystem

Media Kit

For Advertisers - 2026

www.businessofigaming.com
sales@businessofigaming.com

Benny Sjoelind
Founder / Co-owner

"Partnering with The Business of iGaming means placing your brand directly in front of the industry's most influential stakeholders."

About The Business of iGaming

The Business of iGaming is an independent B2B publication covering the global iGaming industry, with a focus on operators, game providers, aggregators, platforms, and emerging technologies.

Our editorial approach prioritises context, analysis, and long-form insight over press-release publishing. Rather than chasing volume-driven news cycles, we focus on explaining what matters, why it matters, and how companies and technologies fit into the wider commercial ecosystem.

The publication is read by professionals shaping product, commercial, and strategic decisions across regulated and emerging markets.

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Christer Gustafsson
Chief Operating Officer / Co-owner

"With over 240 million global players and rising, iGaming is no longer a niche - it's a mass-market digital industry. The real differentiator today is operational excellence: turning scale into trust, compliance, and long-term player value."

Audience and Reach

The Business of iGaming reaches a global, industry-focused audience with consistent engagement across editorial content, category pages, and company profiles.

Key indicators (last 30 days):

- Tens of thousands of monthly users
- Strong engagement across long-form editorial content
- Global readership spanning Europe, Asia, and emerging iGaming markets
- Audience profile aligned with the Gambling / iGaming B2B sector

Traffic patterns reflect a typical mix for industry publications, combining human readership with automated crawling from search engines, data platforms, and AI indexing systems.

"Targeting the iGaming sector's most influential professionals, our platform delivers impressive engagement rates among qualified audiences actively seeking industry solutions."

Benjamin Taylor
Content Team Manager

Traffic Quality & Data Integrity

As with most industry-facing publications, The Business of iGaming attracts a degree of automated crawling and content indexing activity, particularly from international markets such as Asia.

This activity is primarily associated with search engines, data aggregators, and AI indexing systems and is not representative of our core commercial audience.

For this reason, our editorial and commercial focus is not driven by raw traffic volume, but by:

- Engagement with long-form, industry-specific editorial
- Visibility within relevant categories and company verticals
- Permanent content discoverability via SEO-structured pages
- Direct distribution to industry professionals through LinkedIn

This approach ensures that partners gain relevance, authority, and long-term visibility rather than short-lived campaign impressions.

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Sabina Nhemaphuki
Editorial Manager

"In a crowded media landscape, our distribution cuts through - delivering your message to a qualified iGaming audience."

LinkedIn and Editorial Distribution

In addition to on-site readership, The Business of iGaming maintains a strong and highly targeted LinkedIn presence with 10,000+ industry followers.

Our LinkedIn audience primarily consists of professionals working across:

- Operators and suppliers
- Game studios and aggregators
- Platforms and technology providers
- Business development, partnerships, and strategy
- Media, consulting, and advisory roles

All sponsored editorial content and company features are actively distributed through our LinkedIn channel to ensure visibility among decision-makers and industry peers beyond organic search.

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Amit Biswas
Head of Compliance

"Our engaged readership of senior operators, regulators, and suppliers represents the industry's decision makers - the kind of audience that drives impressive business outcomes."

Who Reads The Business of iGaming

Our readership includes:

- C-level executives and commercial leadership
- Product, aggregation, and platform teams
- Business development and partnerships professionals
- Investors, advisors, and M&A-focused readers
- Industry analysts, consultants, and media

This makes the platform particularly suited for companies seeking credibility, positioning, and long-term discoverability within the iGaming ecosystem.

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Barry Cooke
Head of Development

"Our concentrated audience of C-suite executives and procurement decision-makers delivers measurable returns for strategic partners."

Editorial Philosophy

Sponsored content on The Business of iGaming is produced using the same editorial standards as our independent reporting.

We focus on explaining:

- What a company does
- Why it matters to the industry
- How it fits into the broader iGaming landscape

The result is editorial-style coverage that delivers authority and context, rather than promotional or advertorial copy.

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Our Packages

Editorial Placement - Do-Follow SEO Link - 2 Years

A flexible editorial option designed for brands seeking long-term visibility, contextual relevance, and SEO value within The Business of iGaming.

Includes:

- Option to choose between:
  - **New editorial article**, written in our signature journalistic style
  - **Contextual link insertion** within an existing, relevant article (where suitable)
- Contextual **do-follow** link
- Natural integration aligned with our editorial standards (no advertorial tone)
- Placement within high-quality, industry-relevant content
- Guaranteed publication for 2 years
- Indexed and discoverable via organic search
- Optional LinkedIn mention (depending on content angle)

Ideal for:

- Brands focused on SEO authority and link equity
- Companies seeking presence within relevant iGaming narratives
- Partners looking for a cost-efficient, long-term editorial footprint

Editorial Opportunity: Company in Focus

Company in Focus is a long-form, editorial profile examining a company's role, strategy, and positioning within the iGaming ecosystem.

Includes:

- Dedicated feature article (1,000–1,500 words)
- Editorial-style structure and tone
- Strategic placement within relevant verticals
- Do-follow link
- 1 year publication on the site, with the option to renew after expiration
- Optional executive interview angle
- Featured post on LinkedIn

Dedicated Company Page - Long-Term Visibility

A permanent, SEO-optimised company profile hosted within the most relevant vertical (e.g. /software/ or /aggregators/), designed for long-term discoverability and authority.

Includes:

- SEO-optimised company overview
- Product and market positioning
- Do-follow link
- Internal linking from related editorial content
- Permanent on-site placement
- Front page visibility for 12 months (Premium Connections)
- Featured mention on LinkedIn upon publication

Display Advertising

Targeted banner placements across relevant sections of the site.

Available Formats:

- Leaderboard (homepage - 970x90px)
- In-content banners (article page - 730x200px)
- Sidebar placements (various pages - 300 x 300px)

Inventory is intentionally limited to preserve editorial integrity and visibility.

Combined Editorial + Visibility Package

Designed for brands seeking both authority and sustained visibility.

Growth Package:

- Company in Focus editorial feature
- 1 month sidebar banner
- Featured LinkedIn post

Authority Package:

- Company in Focus editorial feature
- Dedicated company page
- 1 month leaderboard banner
- Featured LinkedIn post

Market Leader Package:

- Company in Focus editorial feature
- Dedicated company page
- 3 months leaderboard
- Priority editorial placement
- Featured LinkedIn post

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Why Brands Work With Us

- Editorial credibility over advertorial publishing
- Permanent content rather than short-term campaigns
- SEO value through structured pages and internal linking
- Visibility among decision-makers, not consumer players
- LinkedIn amplification to a highly targeted industry audience

Contact Us

For availability, timelines, or custom packages:

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