



**iGAMING
CAPITAL.MT**

Media Kit

A MEDIA BRAND BY
Content House

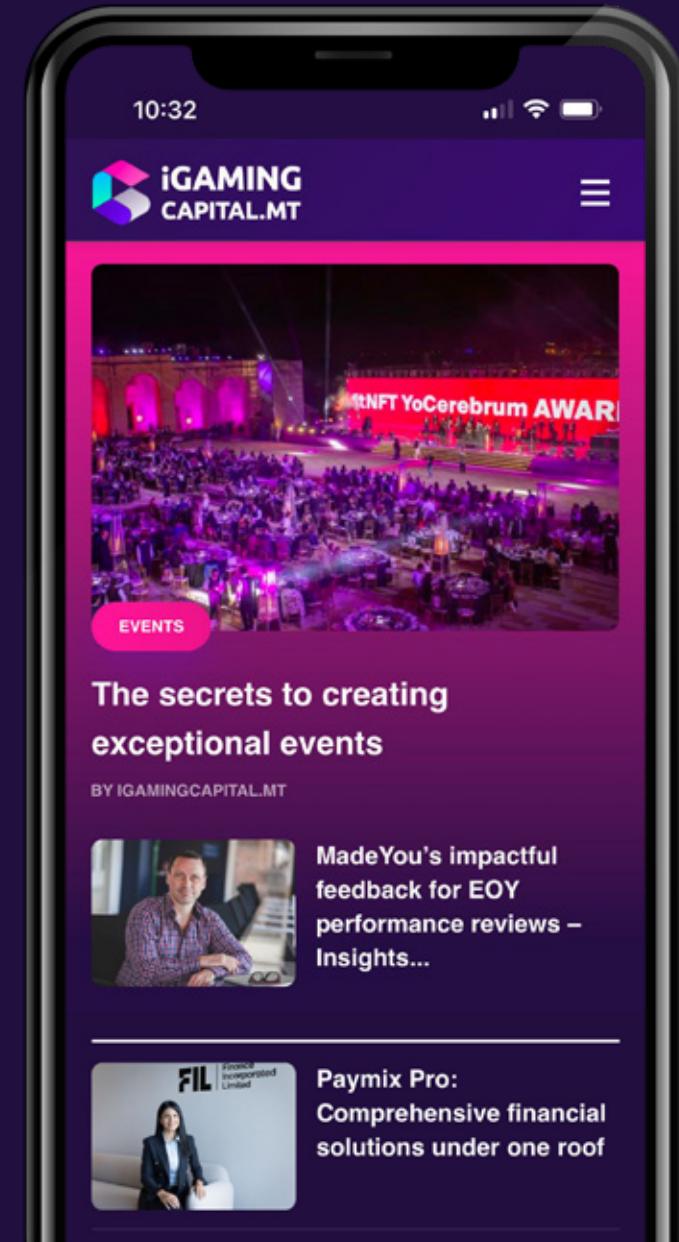


Malta's Largest & Leading iGaming News Portal

Your Gateway to Local and Global iGaming Professionals

iGamingCapital.mt has cemented its position as Malta's largest and most influential iGaming news portal. With a loyal local and global audience, it has become the trusted source for the latest news, developments, trends, and insights in the booming iGaming industry.

Backed by Content House, Malta's largest online media company, iGamingCapital.mt delivers unparalleled expertise with content crafted by technical writers, industry strategists, and editorial professionals.





85,000
monthly views
across our portal
and socials

That's over
1 million
each year!

A screenshot of the iGAMING CAPITAL.MT website. The header features the logo and navigation links: LATEST, EUROPE, GLOBAL, RECRUITMENT, and PEOPLE. Below the header is a large image of a smiling man in a suit, with a "HR DEVELOPMENTS" tag. The main content area includes a "Trending" section with a headline about Tsachi Maimon joining RubyPlay as CEO, and other news items under categories like REGULATORY, EXPANSION, and MGA. Each news item includes a thumbnail, a title, a date, and a brief description.

Our audience spans Malta and the globe, connecting local enthusiasts with international communities.

Malta
47.69%

Our home base and strongest market.

International
52.31%

Led by the US, UK, and Ireland, with strong presence across Europe and Asia.

A staggering 67.77 per cent of its traffic is generated either directly or through organic searches, cementing the importance of the iGamingCapital.mt portal globally.

Traffic Acquisition

34.34%
Direct

An impressive percentage of our audience is reaching our iGaming portal directly.

33.43%
Organic Search

Our content is actively sought after by industry professionals.

20.11%
Organic Social

Community-driven engagement.

7.4%
Paid Social

Targeted campaigns attract new readers.

2.97%
Referral

Industry recognition and authority.



Our Sister Brand:

iGaming Capital Magazine, a prestigious annual publication distributed to Malta's top iGaming companies, further reinforces our industry dominance.

With a strong digital presence on LinkedIn and Facebook, iGamingCapital.mt serves as a vital hub connecting Malta's iGaming industry to the rest of the world.



Advertising Solutions

Banner Advertising

LATEST EUROPE GLOBAL RECRUITMENT PEOPLE

Follow Us

SPARKASSE Bank Malta plc

Banking | Custody | Investments

Banking and Investment Solutions A team of Bankers willing to listen and competent to act

RECRUITMENT

Thriving in the iGaming industry: Opportunities, career growth and ...

14 NOVEMBER 2024 BY iGAMINGCAPITAL.MT

In the rapidly expanding iGaming landscape, recruitment agencies with specialised expertise, such as Exacta Solutions, play a pivotal role in ...

MALTA

Quality and consistency at Blok Foods: A world-class recipe for suc...

13 NOVEMBER 2024 BY EDWARD BONELLO

Blok Foods GM Josef Buttigieg explains how his passion for great food and excellent service lies at the heart of ...

ASIA

Key milestone achieved as GiG enters Asia via agreement with Filipi...

Find your Match

Match with your ideal job

We help you connect your expertise to top opportunities

EXACTA

Eye-catching animated banners optimised for all devices (desktop, mobile, and tablet).

Billboard Banners

Media Size: 970x250 pixels

€700 / month

Half-page Banners

Media Size: 300x600 pixels

€700 / month

The above rates are based on 10% occupancy.

File format: JPG, PNG, GIF or animated GIF.

Max. Size 150KB (Billboard & Half-Page), 50KB (Rectangular).

Being a responsive site, advertisers will get full exposure on desktop, as well as on mobile and tablet devices. Our team will ensure that your banner projects a high standard across the board by replacing half-page banners and billboard banners with rectangular banners (300x250 pixels) on mobile and tablet. In this case, the two banner sizes (half-page and rectangular OR billboard and rectangular) will need to be sent prior to the commencement of the campaign. Moreover, your banner ads will be highly visible in the specific business searches, in the articles, as well as on the homepage, of course depending on the percentage of penetration acquired.





Innovative Ad Formats



Full-Screen Scrollover (Mobile Exclusive)

Capture attention with a full-screen ad that appears seamlessly during user scrolls.

€1,000 / month

The above rate is based on 10% occupancy
Media Size: 450x800 pixels. File format: JPG, Max. Size 150KB



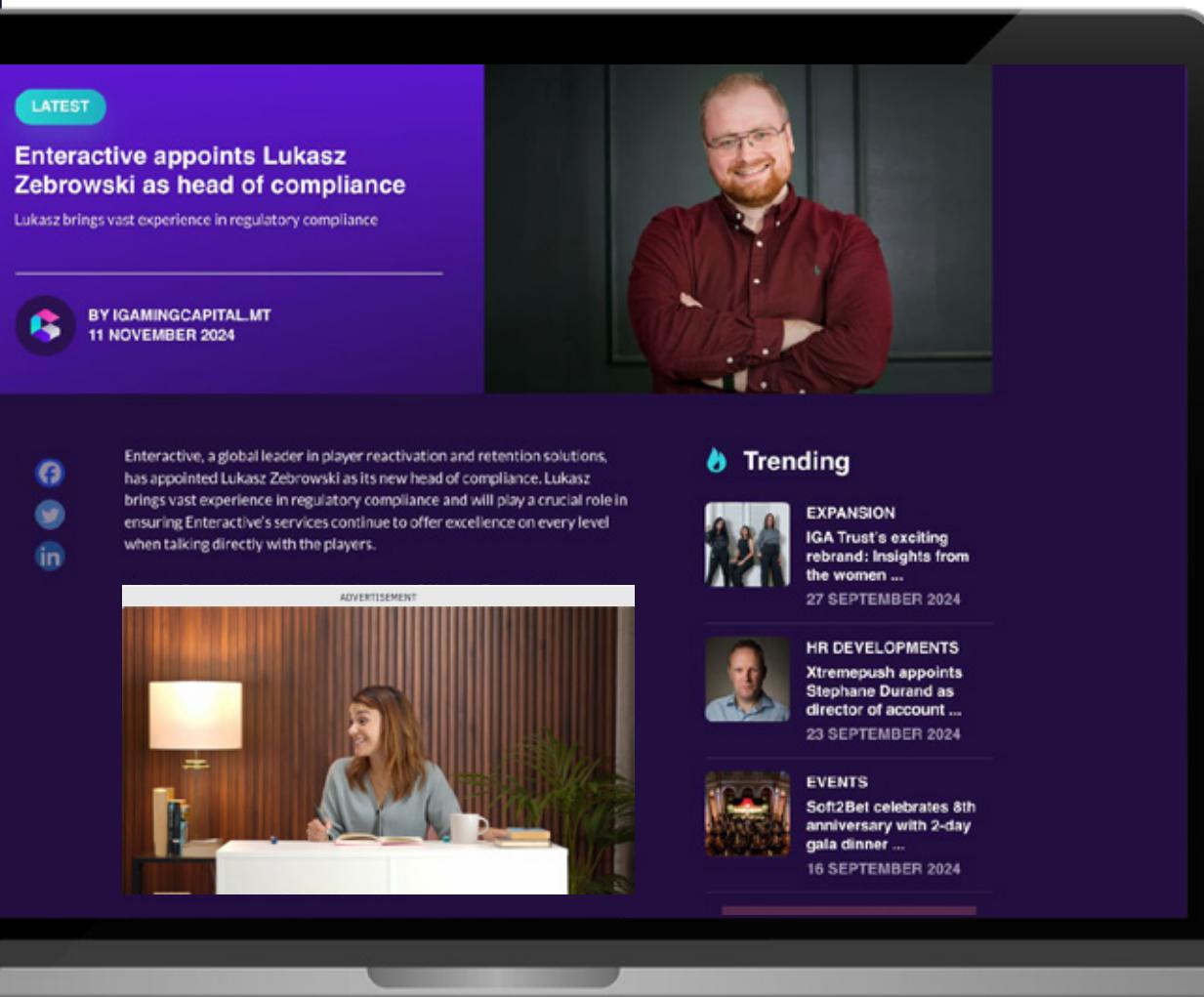
Desktop Takeover

Enjoy 100% homepage and article page visibility.

€1,500 / month

The above rate is based on 100% occupancy
Media Size: 1920x1080 pixels. File format: JPG, Max. Size 4MB
Text Safe Area for Screen Takeover: Any text is to be included in the centre of the artwork

Innovative Ad Formats



LATEST

Enteractive appoints Lukasz Zebrowski as head of compliance

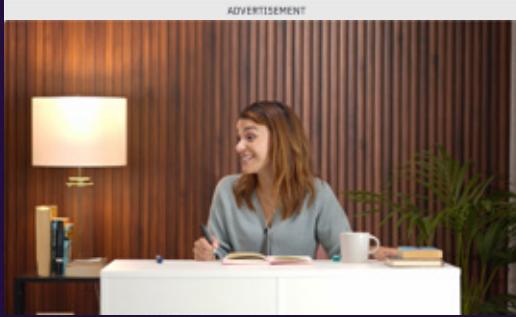
Lukasz brings vast experience in regulatory compliance

BY IGAMINGCAPITAL.MT
11 NOVEMBER 2024

Enteractive, a global leader in player reactivation and retention solutions, has appointed Lukasz Zebrowski as its new head of compliance. Lukasz brings vast experience in regulatory compliance and will play a crucial role in ensuring Enteractive's services continue to offer excellence on every level when talking directly with the players.

ADVERTISEMENT



Trending

EXPANSION
IGA Trust's exciting rebrand: Insights from the women ...
27 SEPTEMBER 2024

HR DEVELOPMENTS
Xtremepush appoints Stephane Durand as director of account ...
23 SEPTEMBER 2024

EVENTS
Soft2Bet celebrates 8th anniversary with 2-day gala dinner ...
16 SEPTEMBER 2024

Outstream Video Ads

High-impact videos integrated into content, visible as users scroll.

€1,200 / month

The above rate is based on 10% occupancy

File format: .mp4

Max. Size 8MB

Ratio: 16:9

Dimension: 1280x720px

Video Duration: 15/30 sec

FPS: 24

Sponsored Content

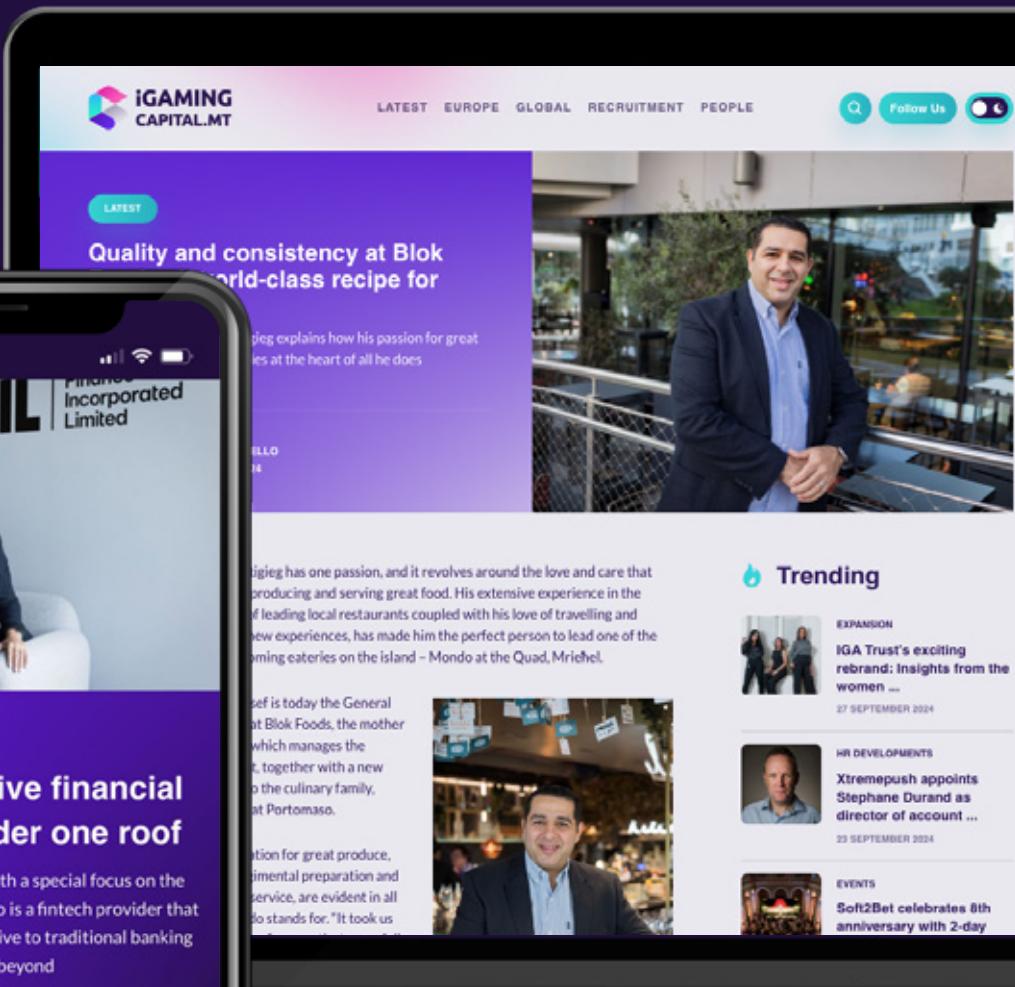
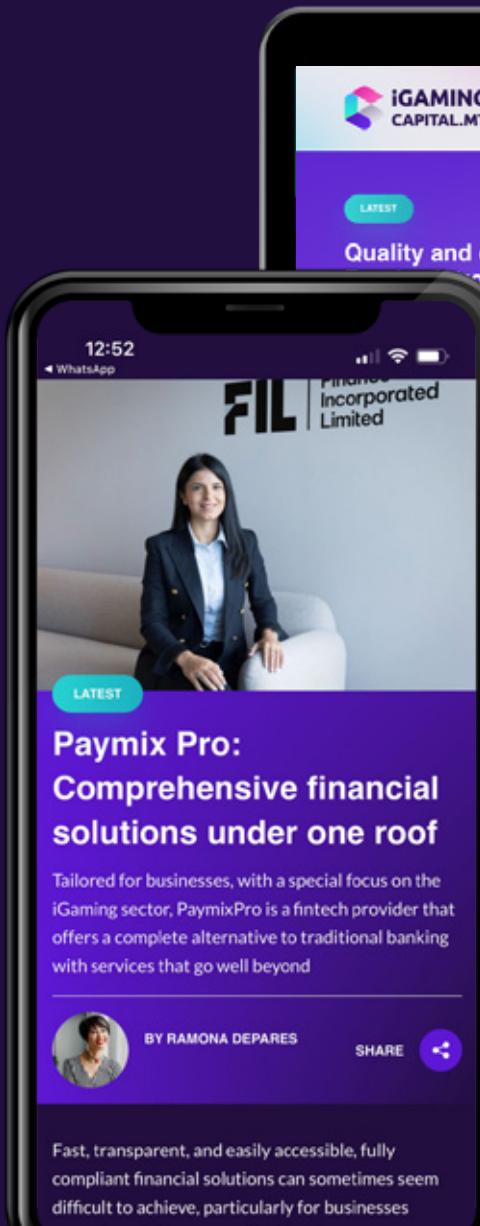
Position your brand as an industry thought leader with engaging editorial pieces.

Standard Package

€1,500

(includes journalist & photographer fees)

Articles are boosted on LinkedIn and Facebook for maximum exposure.



Trending



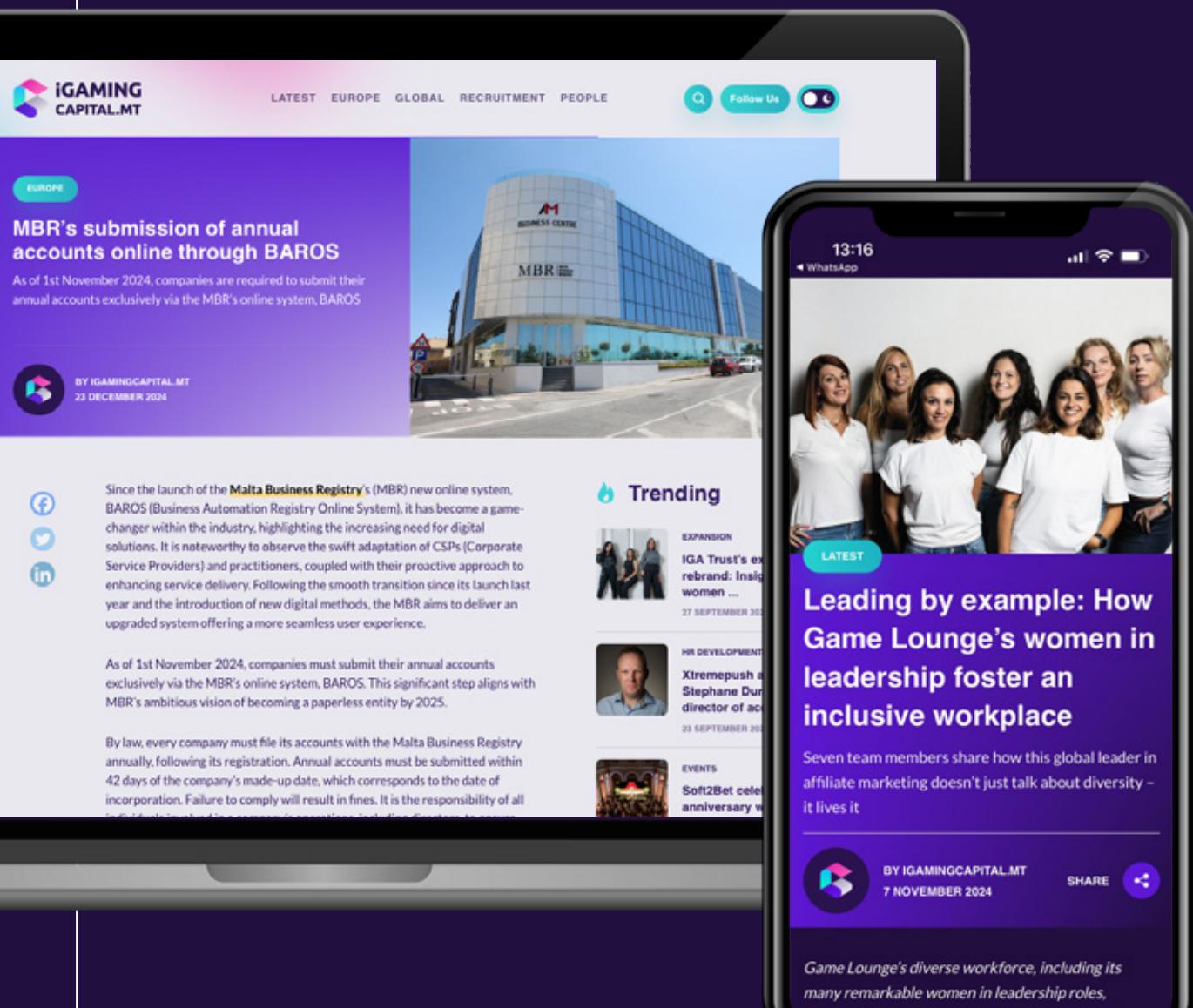
EXPANSION
IGA Trust's exciting rebrand: Insights from the women ...
27 SEPTEMBER 2024



HR DEVELOPMENTS
Xtremepush appoints Stephane Durand as director of account ...
23 SEPTEMBER 2024



EVENTS
Soft2Bet celebrates 8th anniversary with 2-day



LATEST **EUROPE** **GLOBAL** **RECRUITMENT** **PEOPLE**   

EUROPE

MBR's submission of annual accounts online through BAROS

As of 1st November 2024, companies are required to submit their annual accounts exclusively via the MBR's online system, BAROS.



BY iGAMINGCAPITAL.MT 23 DECEMBER 2024

Since the launch of the Malta Business Registry's (MBR) new online system, BAROS (Business Automation Registry Online System), it has become a game-changer within the industry, highlighting the increasing need for digital solutions. It is noteworthy to observe the swift adaptation of CSPs (Corporate Service Providers) and practitioners, coupled with their proactive approach to enhancing service delivery. Following the smooth transition since its launch last year and the introduction of new digital methods, the MBR aims to deliver an upgraded system offering a more seamless user experience.

As of 1st November 2024, companies must submit their annual accounts exclusively via the MBR's online system, BAROS. This significant step aligns with MBR's ambitious vision of becoming a paperless entity by 2025.

By law, every company must file its accounts with the Malta Business Registry annually, following its registration. Annual accounts must be submitted within 42 days of the company's made-up date, which corresponds to the date of incorporation. Failure to comply will result in fines. It is the responsibility of all CSPs and practitioners to ensure that their clients are aware of this requirement.

Trending



LATEST

Leading by example: How Game Lounge's women in leadership foster an inclusive workplace

Seven team members share how this global leader in affiliate marketing doesn't just talk about diversity – it lives it

BY iGAMINGCAPITAL.MT 7 NOVEMBER 2024 

Game Lounge's diverse workforce, including its many remarkable women in leadership roles,

iGaming Briefs

Fast-track your news with short, punchy updates.

€750 per feature
(250 words + images)

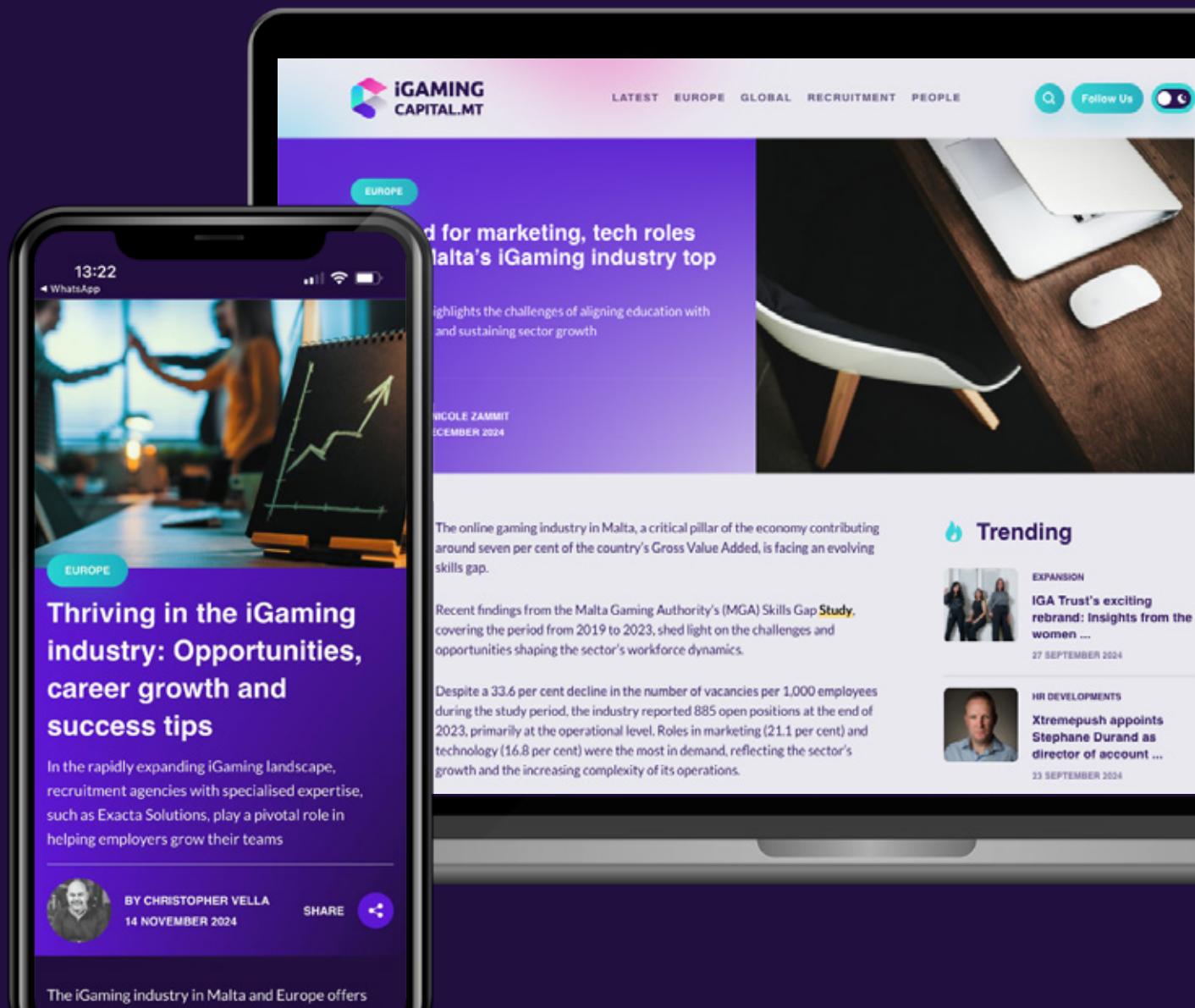
Bundle of 3 for €1,500
(Valid for 12 months)

Blogs

Share expert insights with our audience.

€600 per post
(approx. 700 words)

Includes author photo and professional bio.



The online gaming industry in Malta, a critical pillar of the economy contributing around seven per cent of the country's Gross Value Added, is facing an evolving skills gap.

Recent findings from the Malta Gaming Authority's (MGA) Skills Gap Study, covering the period from 2019 to 2023, shed light on the challenges and opportunities shaping the sector's workforce dynamics.

Despite a 33.6 per cent decline in the number of vacancies per 1,000 employees during the study period, the industry reported 885 open positions at the end of 2023, primarily at the operational level. Roles in marketing (21.1 per cent) and technology (16.8 per cent) were the most in demand, reflecting the sector's growth and the increasing complexity of its operations.

Trending

EXPANSION
IGA Trust's exciting rebrand: Insights from the women ...
27 SEPTEMBER 2024

HR DEVELOPMENTS
Xtremepush appoints Stephane Durand as director of account ...
23 SEPTEMBER 2024



Official Partner Status

€15,000 / year

Elevate your brand's visibility and enjoy year-round access to exclusive benefits:

1. Bespoke Banner Advertising:

10% occupancy for 12 months, with flexible scheduling.

2. Sponsored Content:

Publish articles or announcements as needed.

3. Logo Placement:

Feature on all pages with a clickable link to your preferred URL.

4. Social Media Amplification:

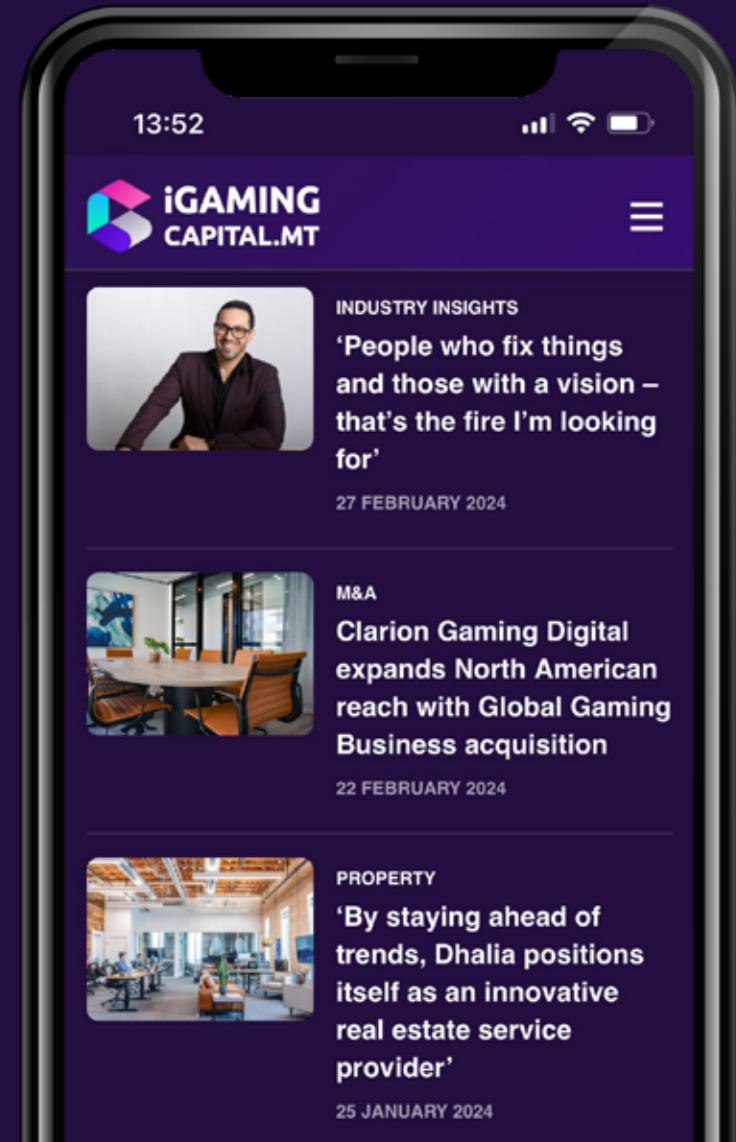
Increased visibility on Facebook and LinkedIn.

ADDITIONAL TERMS:

- Rates are exclusive of VAT.
- Artwork production: €150 | Resizing: €50.
- Cancellations: 40% fee applies, with a one-month notice.
- Artwork delivery: Five working days prior to campaign start.



Collaborate with iGamingCapital.mt to reach Malta's thriving iGaming sector and beyond. Let us tailor an advertising solution that aligns with your goals.



For more information contact the Advertising Sales Department of Content House on **2132 0713** or send an email to info@igamingcapital.mt

Content House