



**iGAMING  
CAPITAL.MT**

# Media Kit

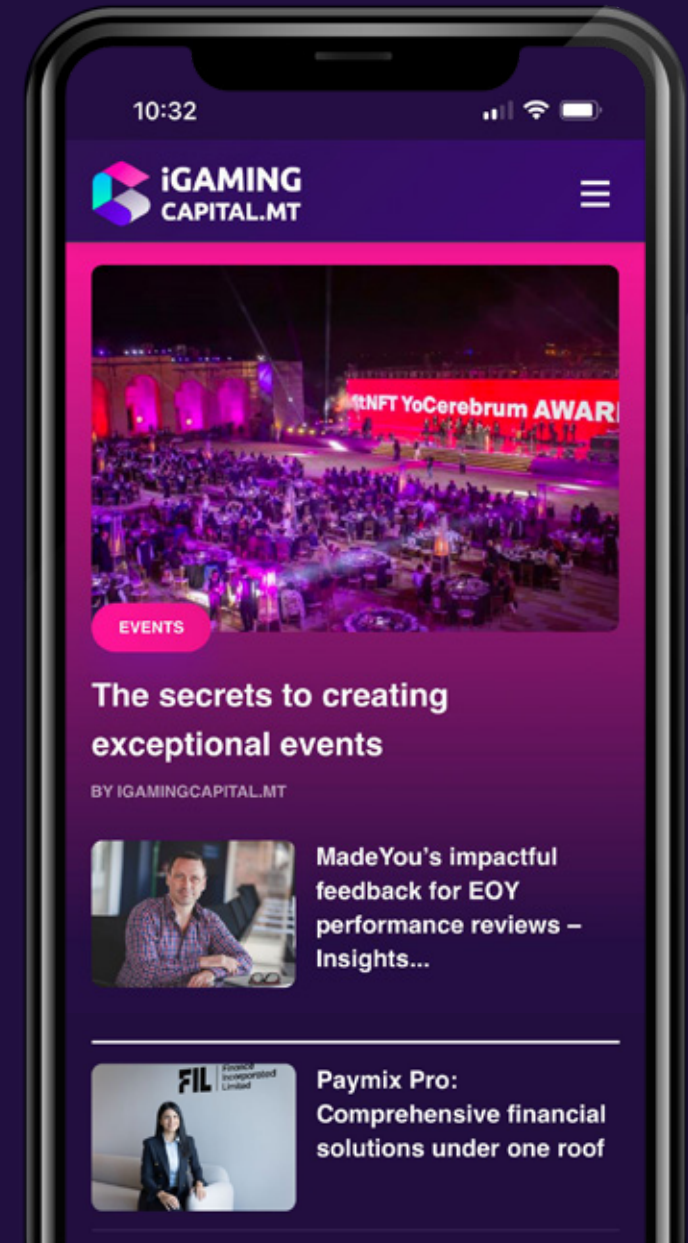
A MEDIA BRAND BY  
**Content House**

## Malta's Largest & Leading iGaming News Portal

Your Gateway to Local and  
Global iGaming Professionals

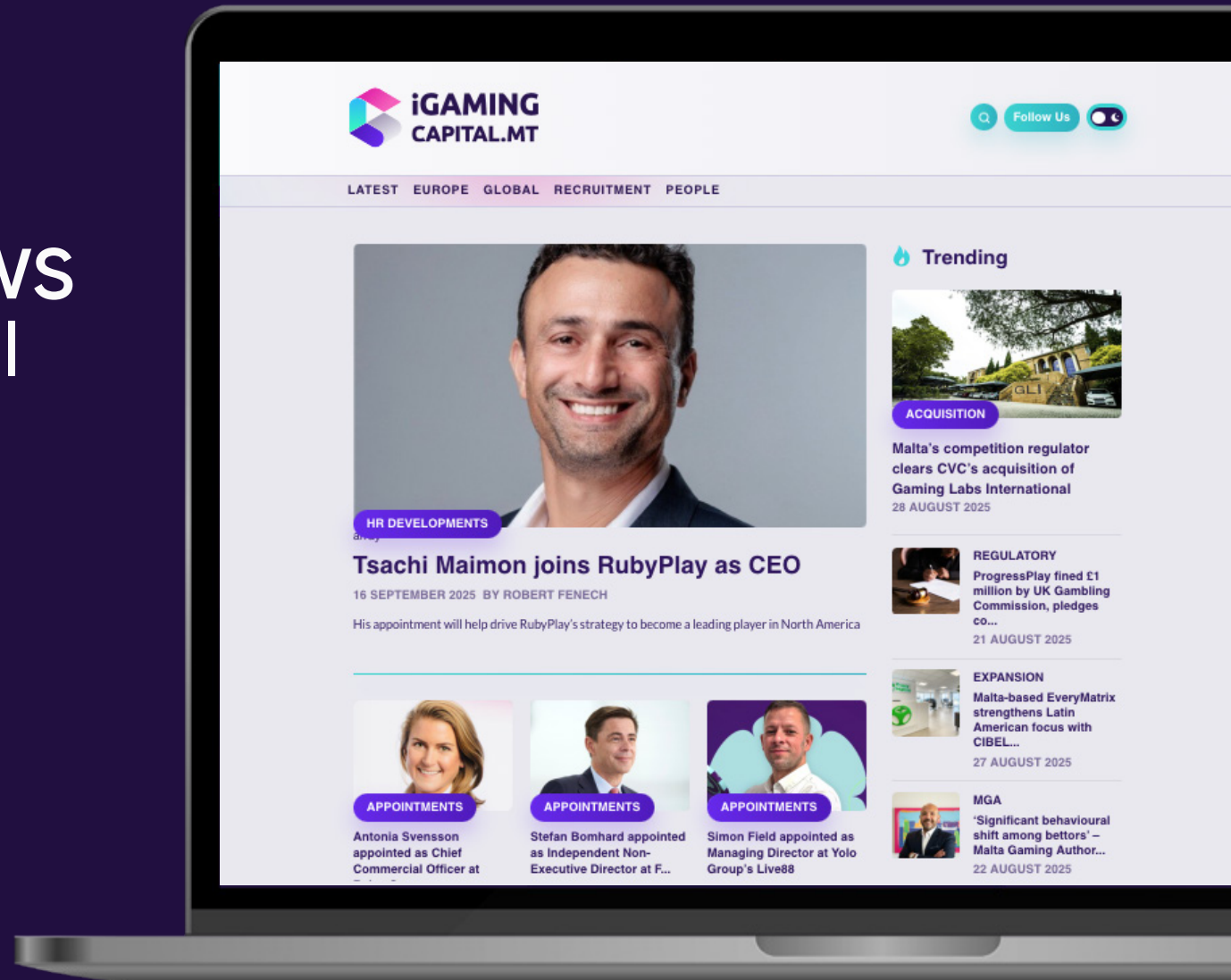
iGamingCapital.mt has cemented its position as Malta's largest and most influential iGaming news portal. With a loyal local and global audience, it has become the trusted source for the latest news, developments, trends, and insights in the booming iGaming industry.

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!



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.

**7.4%**

Paid Social

Targeted campaigns attract new readers.

**33.43%**

Organic Search

Our content is actively sought after by industry professionals.

**2.97%**

Referral

Industry recognition and authority.

**20.11%**

Organic Social

Community-driven engagement.



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



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 EDUARDO BONELLO

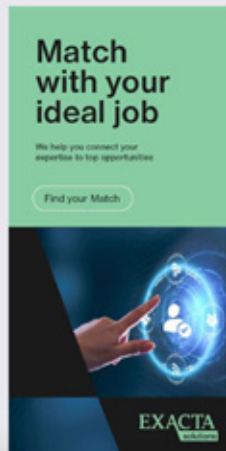
Blok Foods GM Josef Buttigieg explains how his passion for great food and excellent service lies at the heart of ...



ASIA

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

12 NOVEMBER 2024 BY iGAMINGCAPITAL.MT



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.



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## 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





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## Innovative Ad Formats

LATEST

### Interactive appoints Lukasz Zebrowski as head of compliance

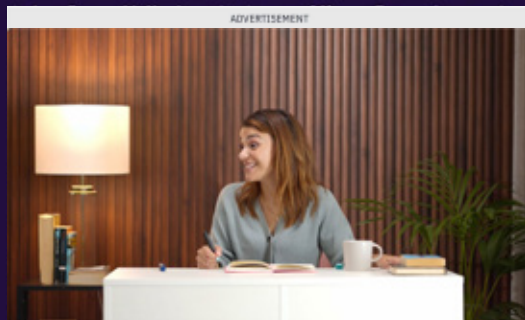
Lukasz brings vast experience in regulatory compliance



BY IGAMINGCAPITAL.MT  
11 NOVEMBER 2024



Interactive, 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 Interactive's services continue to offer excellence on every level when talking directly with the players.



### 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

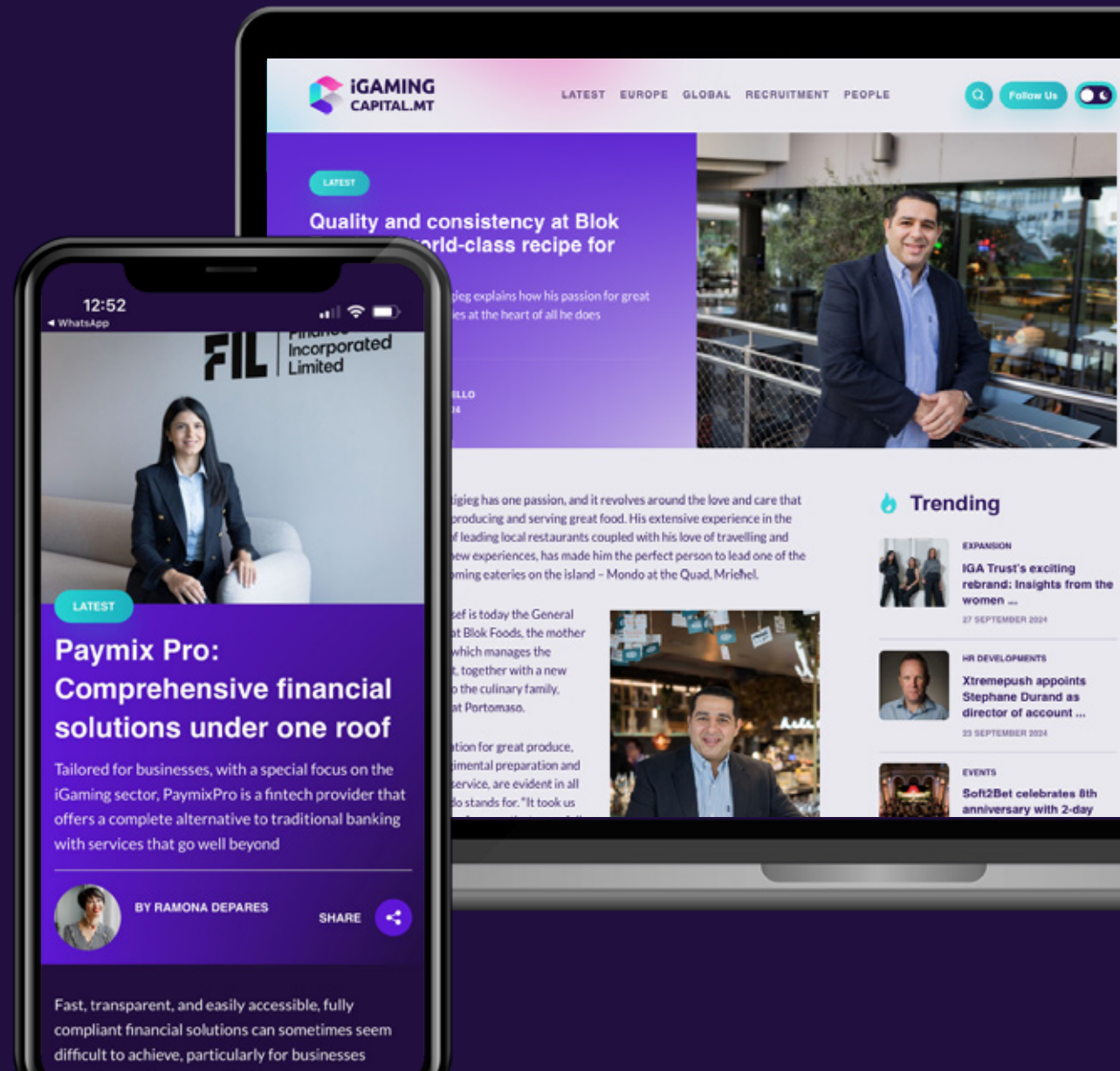
Position your brand as an industry thought leader with engaging editorial pieces.

### Standard Package

€1,500

(includes journalist & photographer fees)

Articles are boosted on LinkedIn and Facebook for maximum exposure.





# iGAMING CAPITAL.MT



LATEST EUROPE GLOBAL RECRUITMENT PEOPLE



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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

## Trending



EXPANSION  
IGA Trust's ex  
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women ...  
27 SEPTEMBER 2024



HR DEVELOPMENT  
Xtremepush a  
Stephane Dun  
director of ac  
23 SEPTEMBER 2024



EVENTS  
Soft12Bet cele  
anniversary v

13:16

WhatsApp



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

SHARE



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)

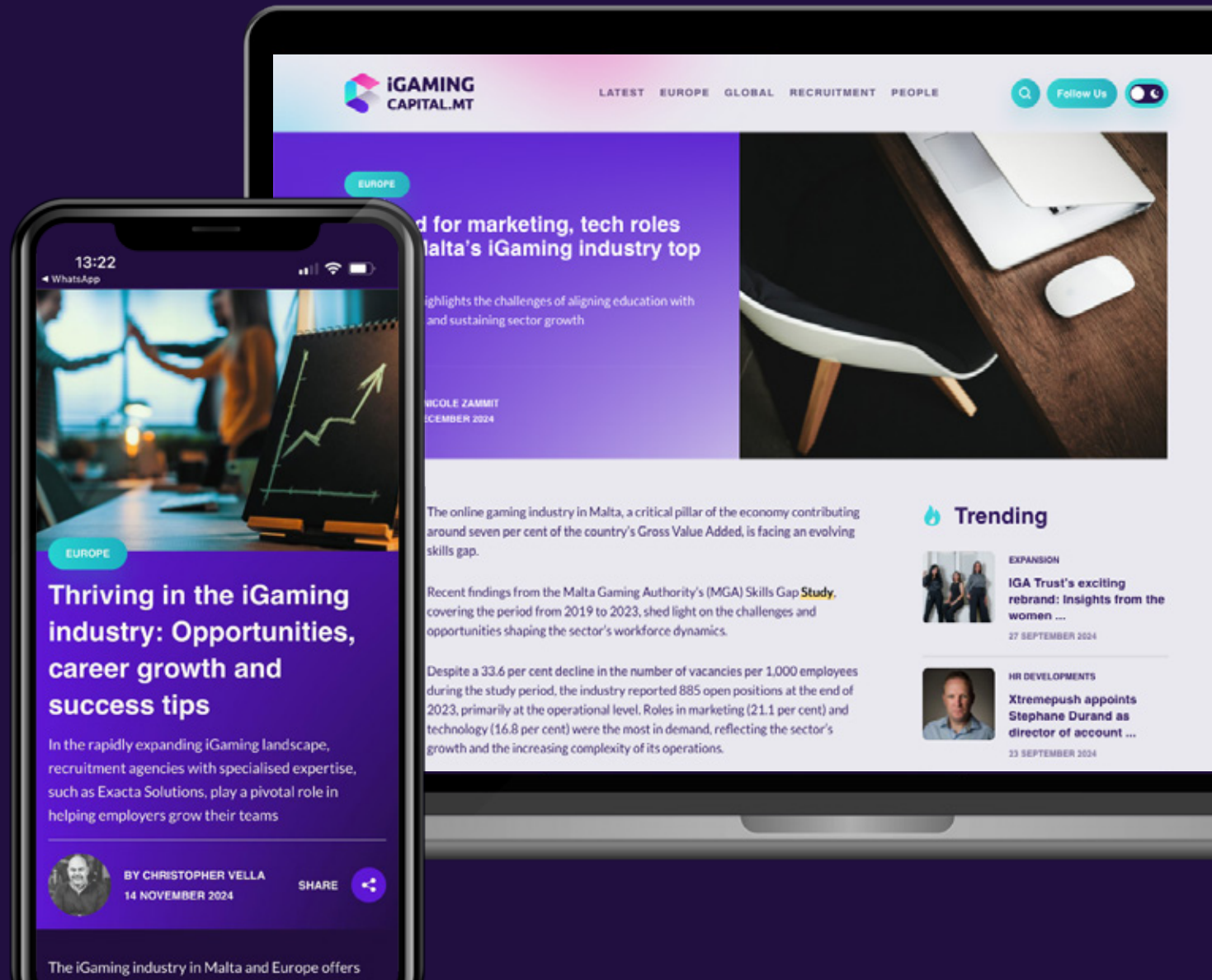


## Blogs

Share expert insights  
with our audience.

**€600 per post**  
(approx. 700 words)

Includes author photo and  
professional bio.



## 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:**

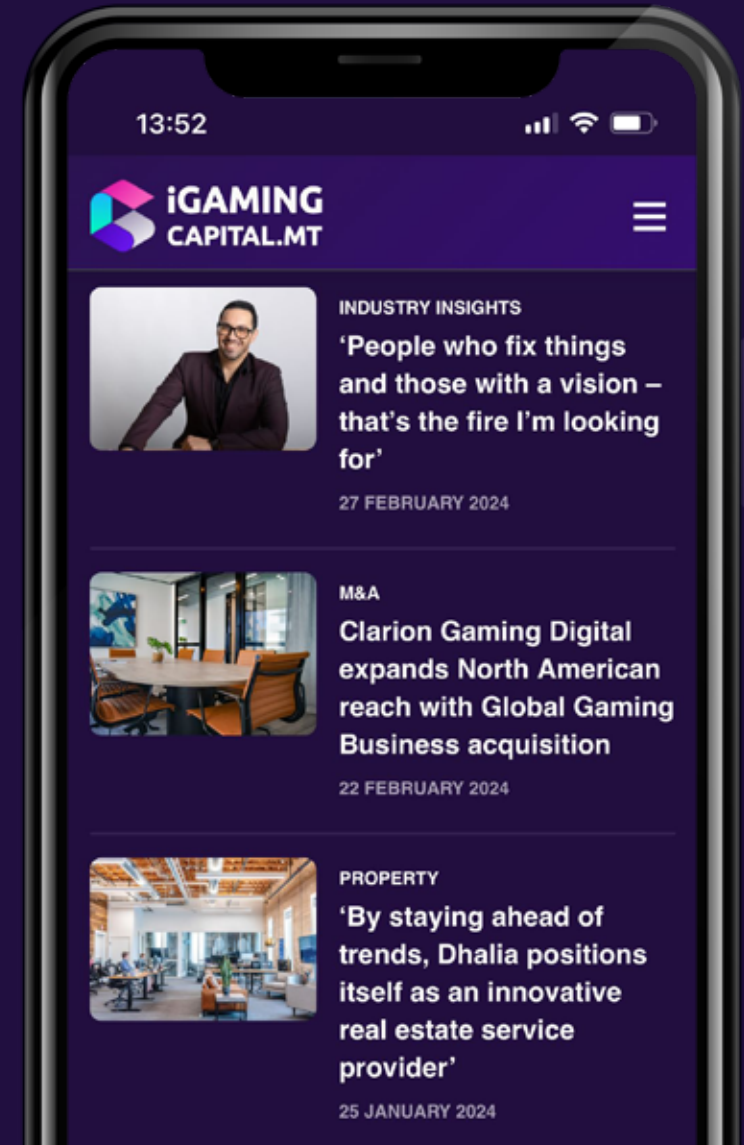
Increased visibility on Facebook and LinkedIn.

**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](mailto:info@igamingcapital.mt)**

**Content House**