



GAME GAVEL



2020 MEDIA KIT



GAME GAVEL



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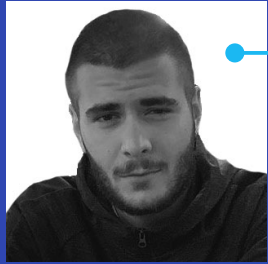
WHO ARE WE?

GAME GAVEL

GAME GAVEL



OUR TEAM



ALEX POPOVIC - Editor-in-Chief

Alex got his first PC when he was only 5 years old. After trying and miserably failing to play Morrowind for a couple of months, he finally got it right. That's the exact moment when his love for role-playing games, and epic fantasy in general, begun. Spending most of his gaming years playing World of Warcraft and single-player RPG titles, he eventually started writing about video games, which is now his full-time job. Alex's favorite video game of all time is The Witcher series, with Mass Effect Trilogy being a close second.



KHALED SHAALAN - Technical Director

Aside from #1 worldwide spot on the Chicken Invaders high score list back in 2003, Khaled is also proud of his many academic successes. With extensive tech knowledge and an analytical mind, many of his published papers and research contributions are held in high regard both here at Game Gavel and in various scientific circles. Currently, he spends most of his gaming hours enjoying card games like MTG, Hearthstone, and Gwent. However, Khaled's favorite game of all time is... You guessed it: chess. From time to time, he also likes indulging in turn-based RPGs and strategies. As one of the founders of Game Gavel, Khaled's contribution ranges from various technical articles to detailed analysis of the ever-changing gaming market.



TIM WHITE - Senior Writer

Tim is a freelance writer and assistant editor for The Objective Standard. He lives in Phoenix, AZ, which is a questionable decision in light of the fact that he's paler than an Irish ghost and thinks 75°F is too hot. He has logged 5,000+ hours in Skyrim. No, that's not a typo, and no, he's not embarrassed by that fact, even though he definitely should be. He still uses his PS1 and has something like a hundred board games (and one corgi). His favorite game of all time is Final Fantasy X because of its strong advocacy of individualism and free will, both of which are widely misunderstood and undervalued in today's culture.

Our Publication

Content: Gaming news, technology news and reviews of gaming peripherals and hardware

Year Established: Founded in 2008, Game Gavel has been delivering quality content and connecting gamers for 11 years

Readership: 25,000+ monthly users as of October, 2019.



Our Readers

Content: College Educated: 78%

Average Age: 26

Average Household Income: \$120,000



Press Contact

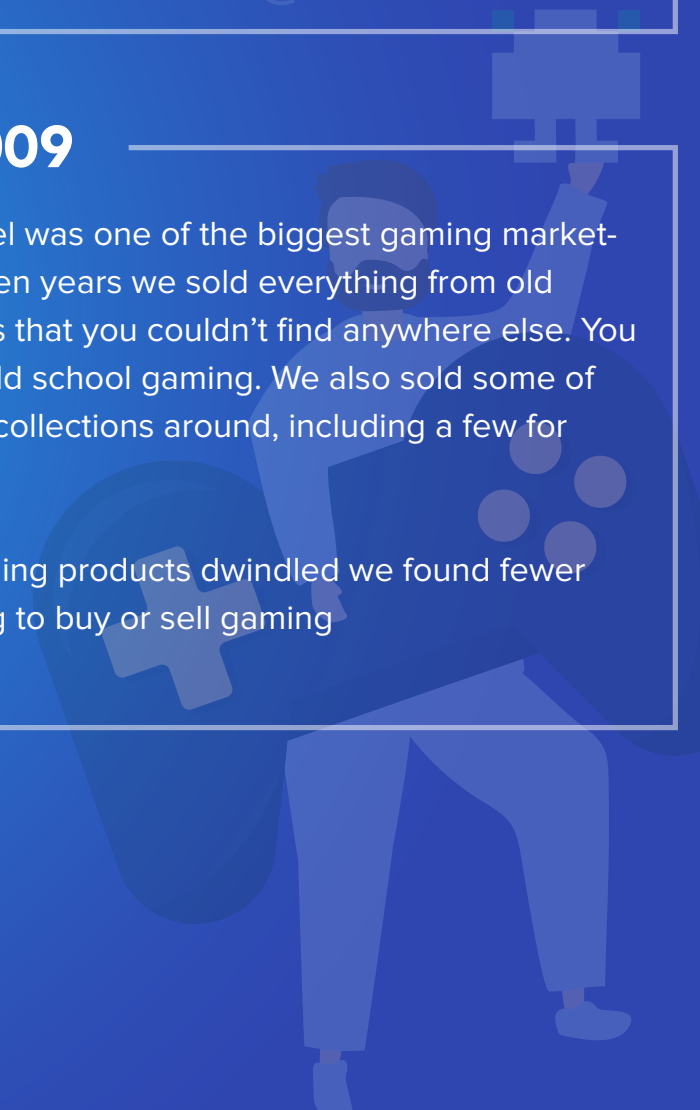
TEAM@GAMEGAVEL.COM



Starting Out in 2009

A few years ago, Game Gavel was one of the biggest gaming marketplaces on the net. For over ten years we sold everything from old console gaming gear to titles that you couldn't find anywhere else. You can think of us as eBay for old school gaming. We also sold some of the most significant gaming collections around, including a few for over a million dollars.

But as demand for retro gaming products dwindled we found fewer and fewer customers looking to buy or sell gaming products.



Where We Are Now

At the end of 2018, we decided it was time to make a change. With over two decades of experience in gaming, our team knew that we could never build our games, but we could help gamers all around the world.

And we decided that we could.

Years of playing video games at almost-professional levels, writing about games, and writing about various gaming products, got us thinking whether we should start reviewing current products and modern video games. This way, we could help hundreds of thousands of those who have less experience than us, make fewer mistakes when deciding to buy a gaming-related product.

So, we started from scratch intending to build a friendly home for all those who need help buying a video game or getting better at some of them. In our various product reviews and guides, you won't just learn what the most valuable piece of gear to purchase is, you will also find out how to maintain that gear and how to use its specifics to gain an advantage over your opponents.

The best part – all our reviews are written by writers who love gaming.

Our Future

When we decided to start from the beginning, we were completely aware that we would lose most of what we had built in the past. However, that didn't stop us from having faith in our mission. In the not-so-distant future, we aim to become the #1 place for gamers all over the world to get their info from.

Aside from the reviews on the particular gaming products and game-guides, you will also be able to find the latest and greatest gaming news.

In the future, look out for Game Gavel at all major gaming events and conferences.

We are always looking for new employees, and we are constantly growing bigger. So, if you think you have what it takes, don't hesitate to get in touch with us.



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ADVERTISING RATES

GAME GAVEL

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Site sponsorships provide branding and awareness to stay top of mind with channel partners.

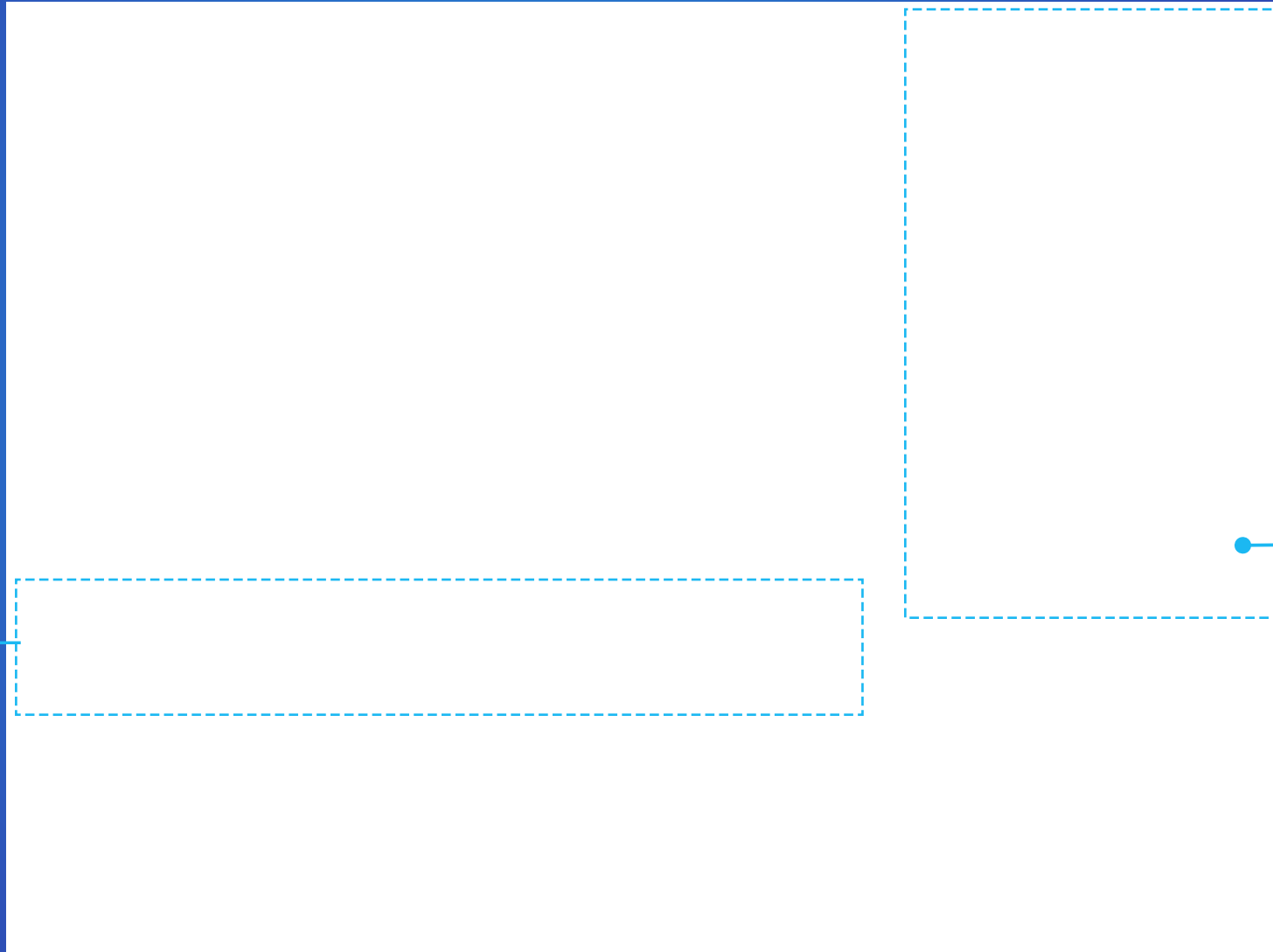
Sponsors are also invited to provide monthly blog posts, increasing engagement and understanding of your company's philosophy and services.

Reach your target customers on the website they trust. Keep your brand top of mind by expanding your reach with our high-impact ad units.

Leaderboard Size

728 X 90

Sample ad is displayed only on pages or posts; including top ranking pages.



Medium or Half-Page

**300 X 250 |
300 X 600**

Sample ad is displayed anywhere on the website and is always visible.

Sponsored posts are \$200-800, depending on the product and link you're promoting. We can do reviews, news, press releases, whatever.

Display ads

- ⦿ **\$100-300/mo** for in-content ads (ads that go on a specific page). Price contingent on the page.
- ⦿ **\$250/mo** for sitewide sidebar ads, non-home page
- ⦿ **\$500/mo** for home page sidebar ads
- ⦿ Home page banners are **\$750-1500/mo** depending on the product and ad





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WEBSITE ANALYTICS

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OUR SITE STATISTICS: SEP 2019

Mobile vs. Desktop

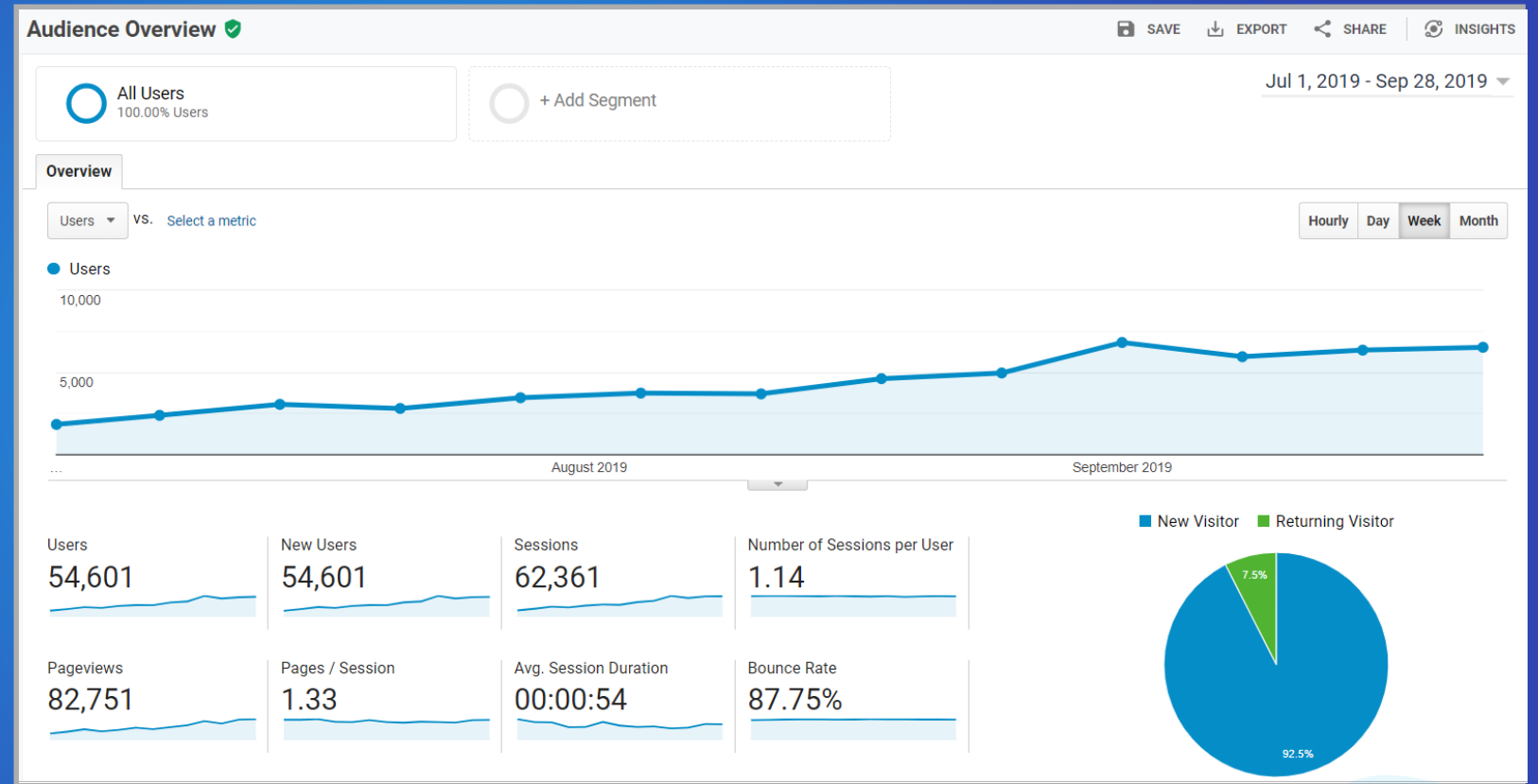
55.1% of site visitors are PC users
This percentage has been holding steady for the past year.

Geolocation

40.52% of site visitors are from the US
while **90%** of traffic is from English speaking countries.

Demographics

54.15% of GG site visitors are male
while **33.5%** are between the ages of **25** and **34**.



GET IN TOUCH

GAME GAVEL



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www.gamegavel.com

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Speak softly and carry a big stick; you will go far. - Theodore Roosevelt