

MEDIA KIT & FACTSHEET 2022



GPI THM

WHO ARE WE



GlobalPokerIndex.com
TheHendonMob.com



OUR PARTNERS



KEY ANNUAL STATS



Site Visits
4.1 M+



Average Time on Site
2:47 Min



Page Views
35 M+



Mobile
61%



Desktop
35%



of Pages per Visit
4.08

Regular pre-pandemic stats



GlobalPokerIndex.com
TheHendonMob.com



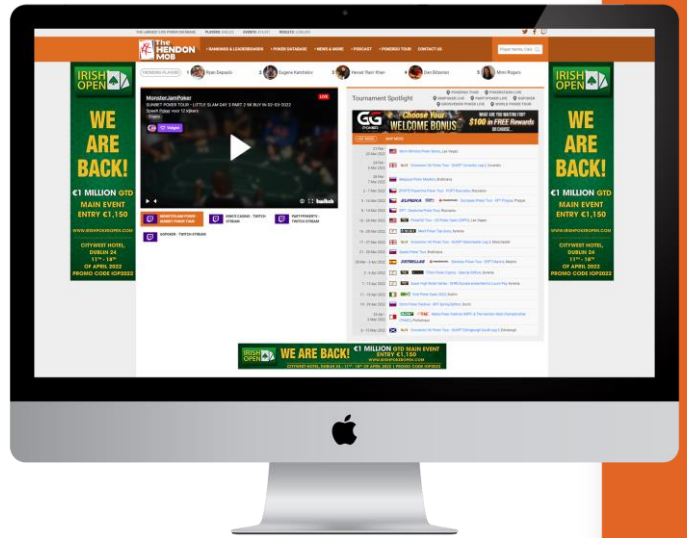
BANNERS

Banners TheHendonMob.com

- 250 x 120 pixels - Desktop Only
- 728 x 90 pixels - Desktop Only
- 360 x 90 pixels - Mobile Only
- 228 x 765 pixels - Desktop Side Takeover Banners

Banners GlobalPokerIndex.com

- 250 x 120 pixels - Desktop Only
- 360 x 90 pixels - Mobile & Desktop



THM Desktop Side Takeover banner

Average Monthly Impressions Worldwide Campaign:

2.4 Million

Average Banner Impressions per Page View: 6.6

TEAM GPITHM



Eric Danis
PRESIDENT GPI/THM



Roland Boothby
HEAD OF POKERSTOPS



Hans Kleinsman
HEAD OF SOCIAL MEDIA



Wesley McKenzie
RELATIONS AND TOURS LIAISON



Anthony Charter
PR & COMMUNICATIONS MANAGER



Kevin Mathers
POKER INFORMATION MANAGER



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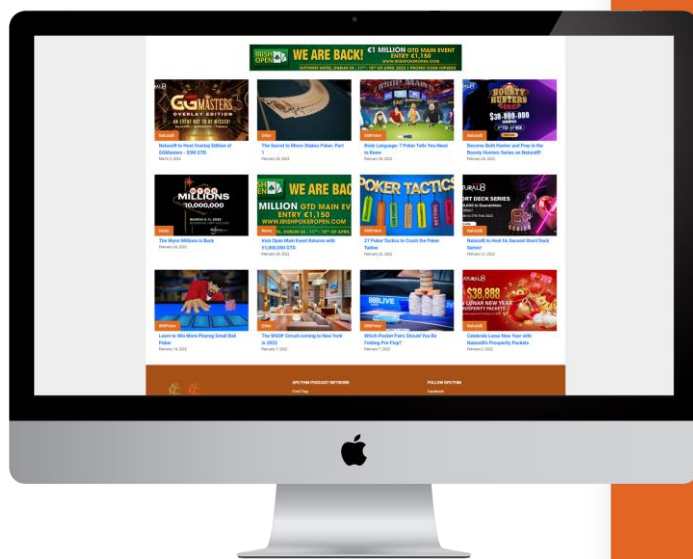
CONTENT & SOCIAL MEDIA

Branded Content

- Promo articles
- Keyword Backlink Articles
- Online Tournament Schedules
- Live Stream Video Player on THM Homepage

Social Media Content

- Promo articles
- Upcoming Tournament Series (Live & Online)
- Ambassador in the Spotlight
Posts-Incl Stats Graphics



THM News section

SOCIAL MEDIA KEY STATS

- Twitter: @TheHendonMob **10,920** Followers
- Twitter: @GPI **18,300** Followers
- Instagram: @GPITHM **1,251** Followers
- Facebook: The Hendon Mob **24,920** Followers
- Facebook: Global Poker Index **97,207** Followers



GlobalPokerIndex.com
TheHendonMob.com



GPITHM PODCAST NETWORK



Poker Podcast Titles

- First Flag
- GPInterview
- HU4Rolls
- The Poker Show

 > 15,000 Total Downloads

GLOBAL POKER AWARDS

- Biggest Industry Night of the Year
- Over 25 Awards each Year
- Over 50,000 Unique Fan Votes
- Live on PokerGO.com & YouTube (>20k views on YouTube in 2022)
- Produced by 5-time Emmy Award winner Pat McMath
- Award Vlogs by YoH_Viral (154k subs), Greg Goes All-in (37k subs) & Masato Yokosawa (675k subs)
- Over 1 Million Twitter Impressions



GlobalPokerIndex.com
TheHendonMob.com

