WHO ARE WE
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
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

Average Monthly Impressions Worldwide Campaign:
2.4 Million
Average Banner Impressions per Page View: 6.6

TEAM GPITHM

GlobalPokerIndex.com
TheHendonMob.com
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

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
Poker Podcast Titles
- First Flag
- GPlInterview
- HU4Rolls
- The Poker Show

GPITHM PODCAST NETWORK

- 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