KEY ANNUAL STATS - 2022

- Site Visits: 5.2 M
- Average Time on Site: 02:34
- Page Views: 33.2 M
- Mobile: 67%
- Desktop: 32%
- # of Pages per Visit: 3.72
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:
2.1 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 12,375 Followers
• Twitter: @GPI 18,944 Followers
• Instagram: @GPI THM 1,430 Followers
• Facebook: The Hendon Mob 25,347 Followers
• Facebook: Global Poker Index 95,967 Followers
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 (>25k views on YouTube in 2022)
- Produced by 5-time Emmy Award winner Pat McMath
- Award Vlogs by YoH_Viral (163k subs), Greg Goes All-in (48k subs) & Masato Yokosawa (734k subs)
- Over 1 Million Twitter Impressions

GPITHM PODCAST NETWORK

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

> 22,500 Total Downloads