

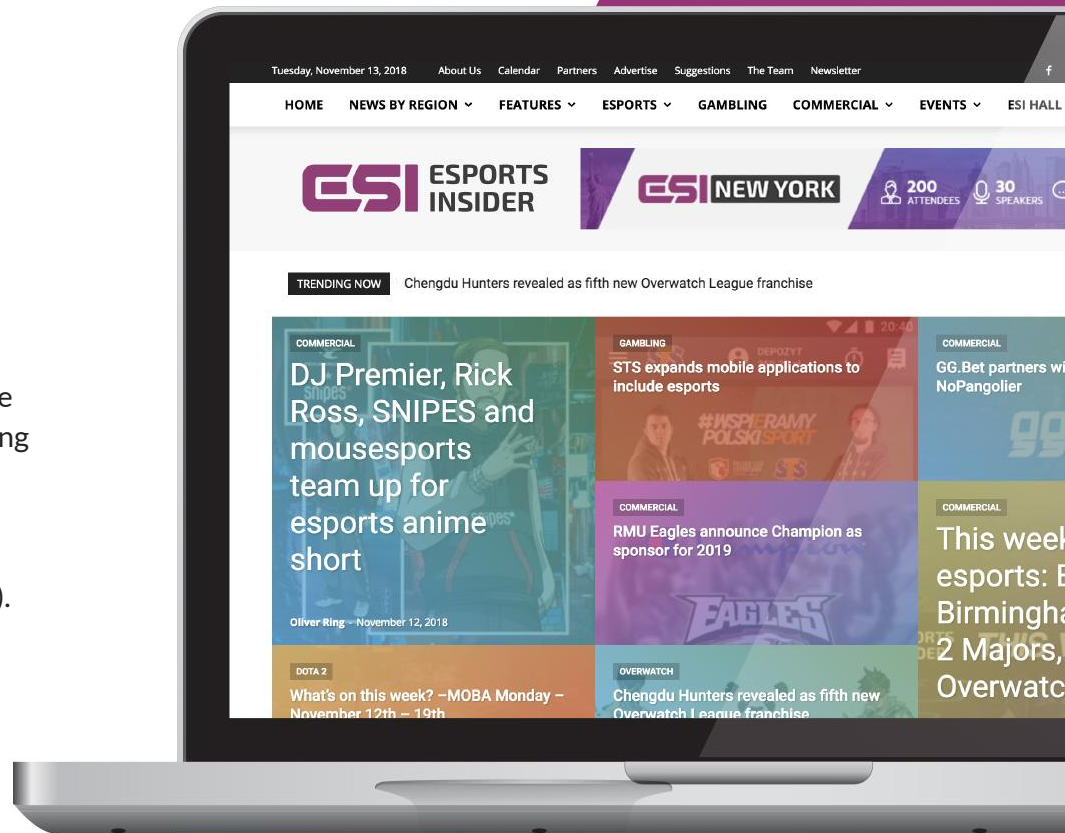


**MEDIA PRESENTATION 2019**

## ESPORTS INSIDER

### INDUSTRY COVERAGE

- An esports business industry news platform.
- 4-8 stories posted daily. Including news stories, unique opinionated content, weekly industry roundups, betting reports and interviews.
- 100,000+ Unique Viewers per month.
- Social media reach of 15,000+ and counting.
- Bi-weekly newsletter sent out to subscribers (1,700+).



## SOCIAL MEDIA STATISTICS



**2.1k+**

Likes



**9k+**

Followers



**5k+**

Followers

We are also an administrator on the **Esports Business Group** (7,000+ members).

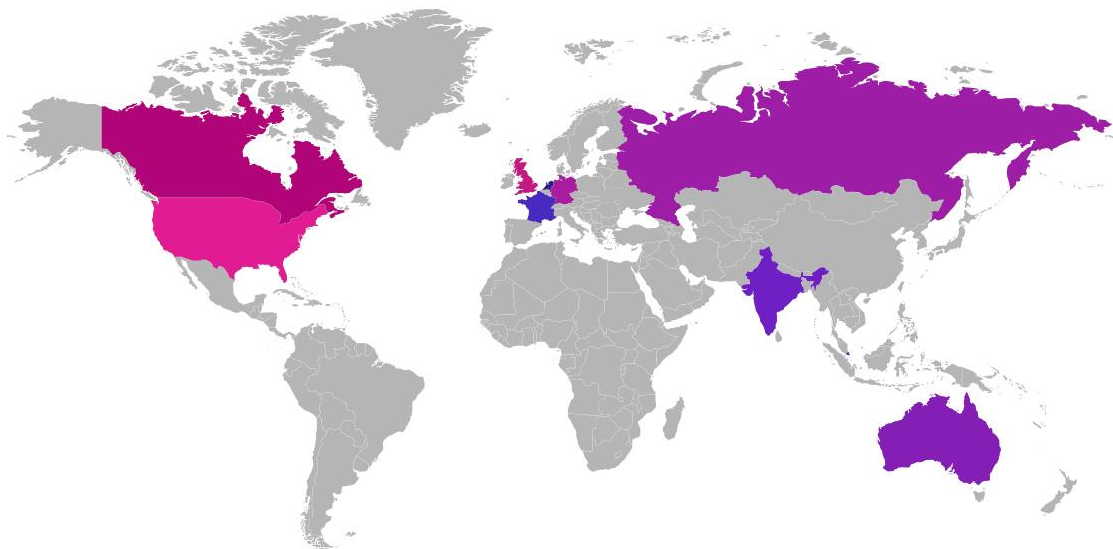
**NB:** All our traffic is generated through organic sources. We use our social media channels to push relevant and targeted content and messages to our member network.



# WEBSITE TRAFFIC

MONTHLY STATS | **APRIL 2019**

● United States	37.84%
● United Kingdom	10.27%
● Canada	4.85%
● Germany	3.38%
● Russia	3.21%
● Australia	2.81%
● India	2.77%
● Singapore	2.06%
● France	1.85%
● Netherlands	1.52%



**101,647**

Unique Users



**169,554**

Page Views



**2.36**

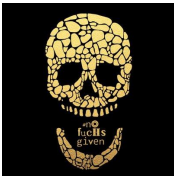
Avg Time On Site



**1.53**

Pages Per Session

# TESTIMONIALS



## CHRISTIAN FUCHS

*Founder of NoFuchsGiven and Pro Footballer*

**NoFuchsGiven and Leicester City FC**

“We are involved in the esports scene so attending and speaking at an event like ESI London makes perfect sense. It is a clued-in audience, familiar with the industry and the key trends emerging. The ESI London event itself is an exciting event with some excellent speakers.”

## JULIAN TAN

*Head of Digital Growth and F1 Esports*

**Formula 1**



“ESI London was a great opportunity to connect and knowledge share with members of the esports industry. It was great to discuss the challenges and opportunities facing esports as it continues to grow from strength to strength.

As more traditional brands attempt to enter this space and navigate through the complexities of the landscape, being able to discuss these important issues in an open forum is hugely valuable as everyone in this space continues to shape the future of esports.”

## JASON LAKE

**CEO**

**compLexity Gaming**



“I really enjoyed my time at ESI London. In addition to some informative expert panels, it was a great networking opportunity. I hope to return again next year!”

# TESTIMONIALS



## PWC

"Thank you to the ESI team for giving us the opportunity to speak at ESI Birmingham. It was a fantastic event providing an invaluable amount of insight on esports, which is testament to the strength of ESI's relationships within the esports industry. We are looking forward to the next event already!"



## LEAH SOMERS

*UK Marketing Manager*

**Cooler Master**

"I recently attended an ESI event in collaboration with ESL, and it was a truly great event. Not only for the wealth of knowledge from the speakers, but also the service while at the event, and the great networking opportunities.

It is great to be in a space with so many industry experts from so many different backgrounds, and viewpoints. There is something that everyone can take away from these events, regardless of experience – with contacts and insight that you may never normally gain."



## WOUTER SLEIJFFERS

*Former CEO*

**Fnatic**

"With ESI's thorough understanding of the industry, it has attracted high calibre panellists out of esports but also related industries, culminating into valuable and interesting insights on a variety of topics for everyone taking an interest into esports. We look forward to continue hosting the ESI Forum sessions into the next year."



# **ADVERTISING & EDITORIAL**

# ADVERTISING & EDITORIAL PRICES

## BANNER ADVERTISING

ESPORTS INSIDER.COM	
Product	Price
728x90 (Premium Leaderboard on rotation)	
728x90 (Leaderboard Bottom Page on rotation)	
300x250 (Top MPU on rotation)	Prices upon request
300x250 (Lower MPU on rotation)	
300x250 (Events MPU)	Between £250-600 per month
728x90 (Leaderboard in Events)	
728x90 (Leaderboard in Gambling)	
728x90 (Leaderboard in Features)	

ESI DISPATCH NEWSLETTER (goes out twice per week)	
Product	Price
180x150 (Button in ESI Dispatch newsletter)	Prices upon request
600x75 (Leaderboard in ESI Dispatch newsletter)	Between £250-400 per month
600x75 (Bottom banner in ESI Dispatch newsletter)	

## SPECIAL TARGETED ADVERTISING

Product	Price
Site Takeover	
Banner Peel	Prices upon request
AD Boxes	Between £400-500 for five day periods
Sticky Headers/Footers	
Lightbox Mid-page AD	
Video Sponsored Articles	

## EDITORIAL ADVERTISING

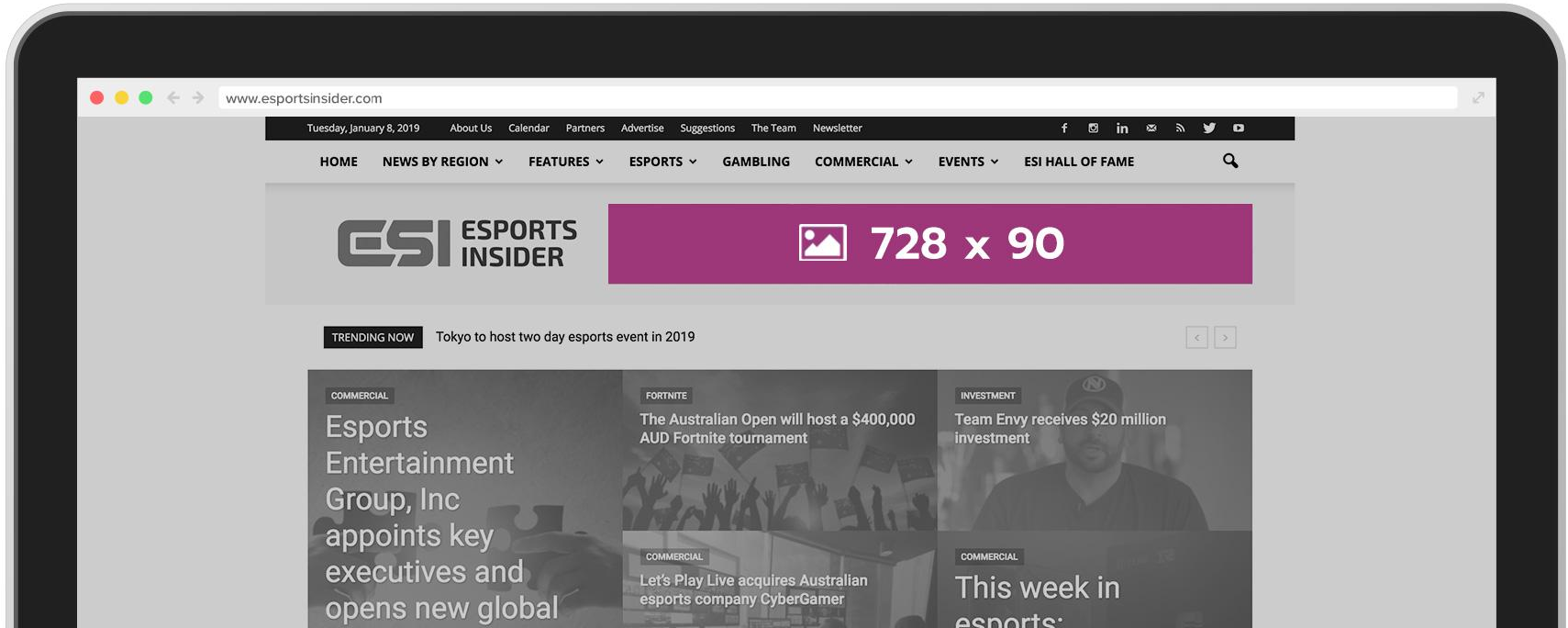
- Unique Editorial Content = £400-600 minimum per editorial piece (deals available for extended agreement)
- Each editorial to be scheduled between ESI editorial team and you. We can write most of the editorial based on a brief from you; however you can also submit the content to ESI for revision before publishing
- We have a team of industry writers including Ollie Ring (Editor and Head of ESI Media), Thomas Lace (Content Manager), David Hollingsworth (Senior Journalist), Adam Fitch (Journalist), Cody Luongo (Journalist), Joe Wong (Journalist), Chenglu Zhang (Journalist), Alisha Wicks (Journalist) and more. This ensures we have a comprehensive offering and expertise across titles, and industry focus.



# PREMIUM LEADERBOARD BANNER

PRICE ON REQUEST

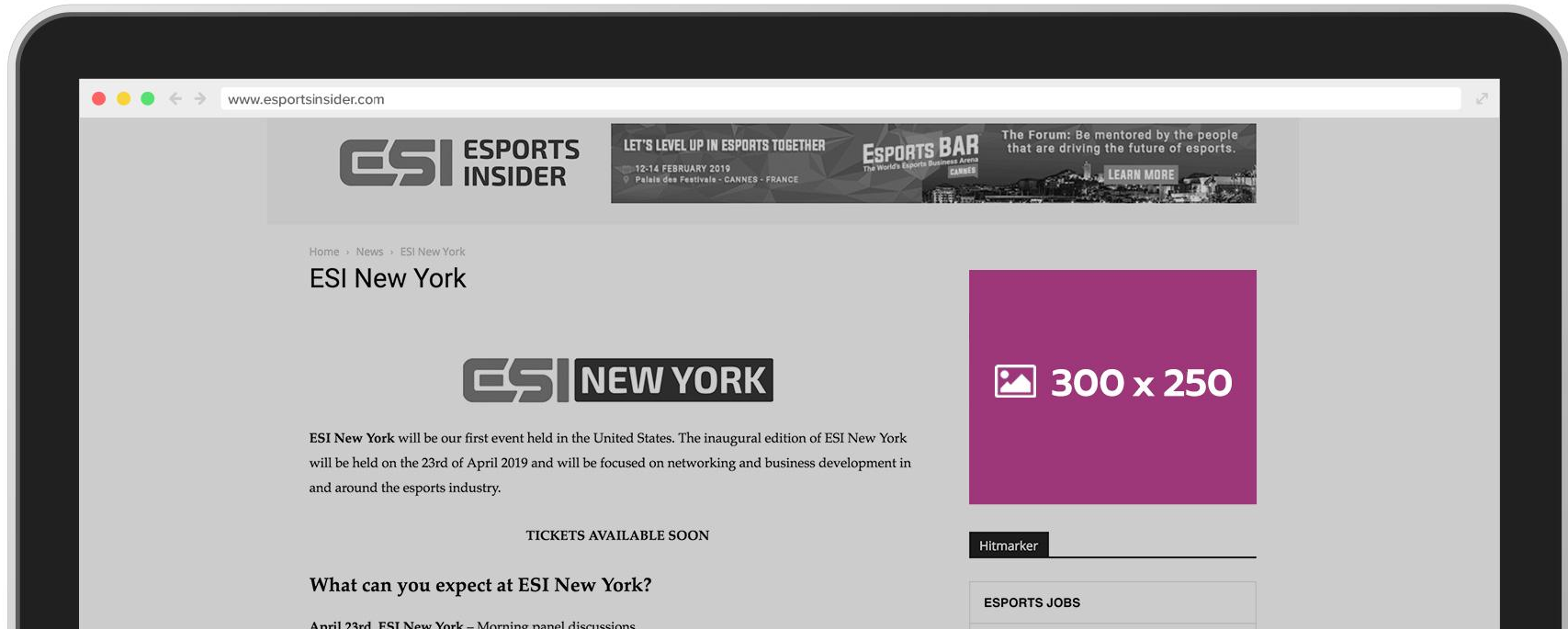
- Premium Leaderboard advert (728 x 90 pixels) at the top of all pages on rotation
- We will include your press releases on [www.esportsinsider.com](http://www.esportsinsider.com)



# MPU TOP, MIDDLE & BOTTOM

PRICE ON REQUEST

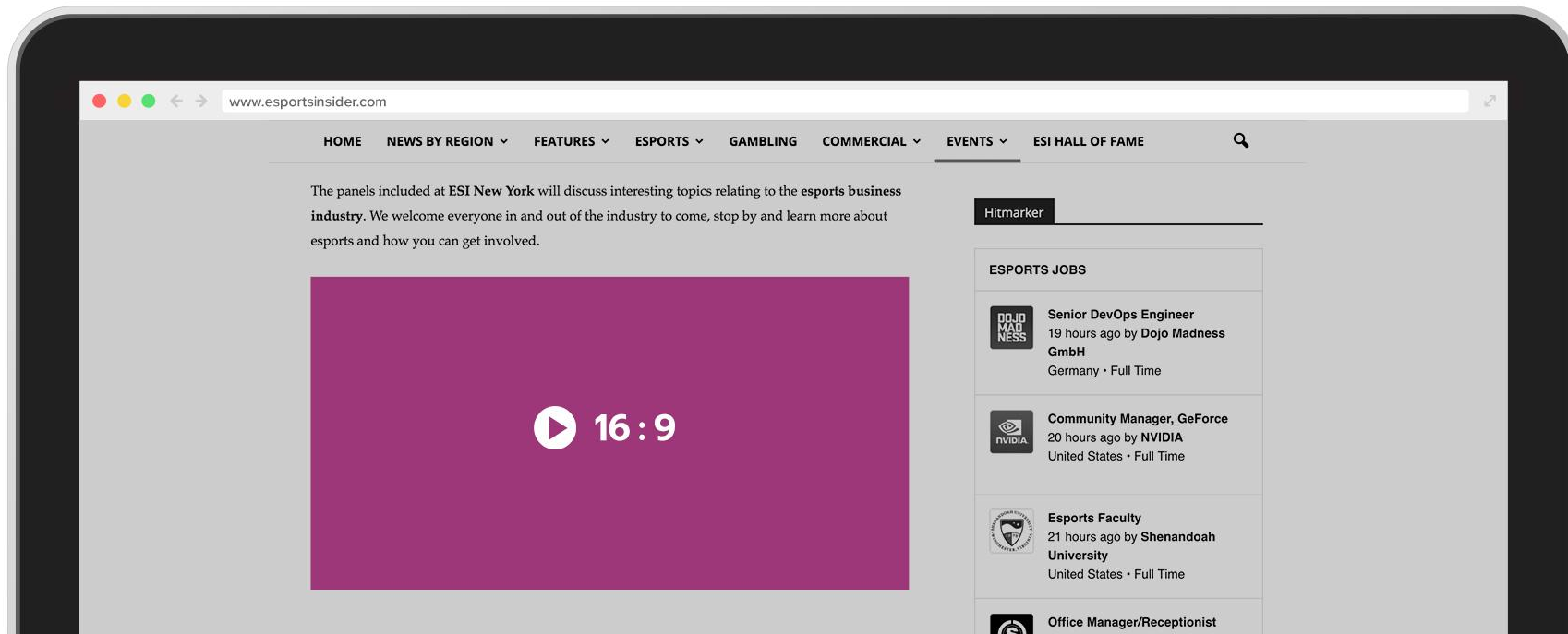
- MPU advert (300 x 250 pixels) on rotation
- We will include your press releases on [www.esportsinsider.com](http://www.esportsinsider.com)
- MPU can be located top, mid and bottom of all pages



# VIDEO SPONSORED ARTICLES

## ON REQUEST

- We can include sponsored videos on top of articles, or within specific articles.
- We will include your press releases on [www.esportsinsider.com](http://www.esportsinsider.com)
- Contact us for more information on this specific opportunity
- Price on request



# NEWSLETTER BANNERS

Our ESI Dispatch newsletter goes out twice per week to 1,100+ subscribers and counting.

600 x 75 Leaderboard banner on rotation

PRICE ON REQUEST

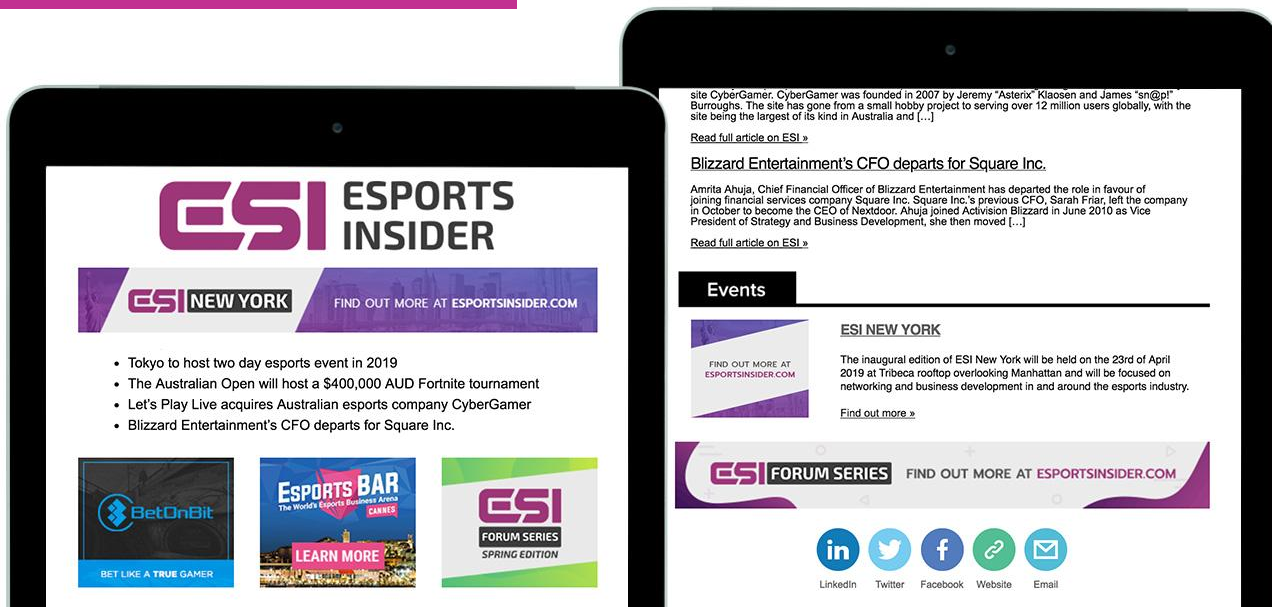
180 x 150 banner on rotation

PRICE ON REQUEST

Title sponsor mention + your company logo top of Newsletter

PRICE ON REQUEST

- We will include your press releases (final decision is with ESI Editors) on [www.esportsinsider.com](http://www.esportsinsider.com)



# SOCIAL MEDIA ADVERTISING

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/esportsinsider



@esportsinsider



/esportsinsider

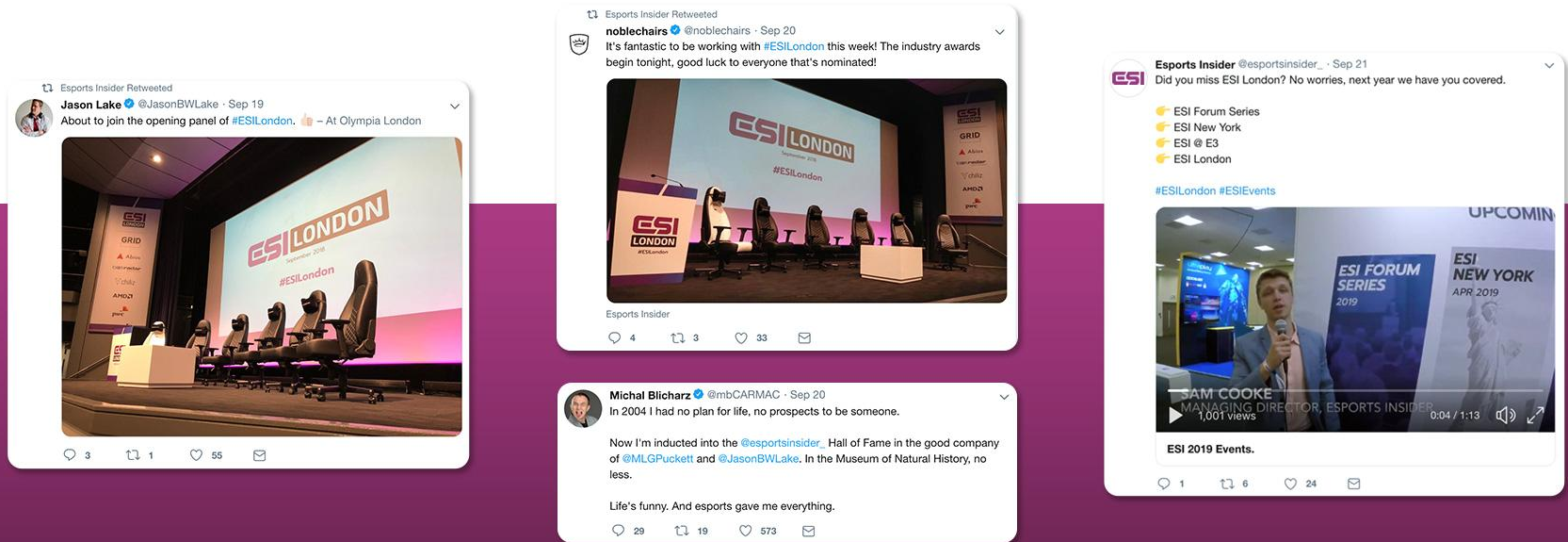


esportsinsider

# SOCIAL MEDIA CAMPAIGNS

We can run social media campaigns to promote your products or services. ESI are incredibly active across Twitter, Facebook, and LinkedIn, whilst also maintaining a presence and pushing content on both YouTube and Instagram.

Below are a selection of some notable #ESILondon tweets:-



With options for a combined social media strategy across platforms, and to also utilise editorial and video content too, there are extensive options to get your brand seen by the right people within, and around, the esports industry.

Prices vary depending on the package so get in touch via [info@esportsinsider.com](mailto:info@esportsinsider.com) and we can quote you for a bespoke campaign.

# SOCIAL MEDIA CAMPAIGNS - SOYLENT

We ran a brief campaign on behalf of Soylent for its UK launch, during the opening party of our ninth event; ESI London.

Below are a selection of some of the tweets posted:-



In addition to a giveaway to attendees, Soylent also featured in the official photos of the event, and in the opening party video ensuring the brand and product was viewed extensively. You can view the video below:-

[https://twitter.com/esportsinsider\\_/status/1042122336361533440](https://twitter.com/esportsinsider_/status/1042122336361533440)





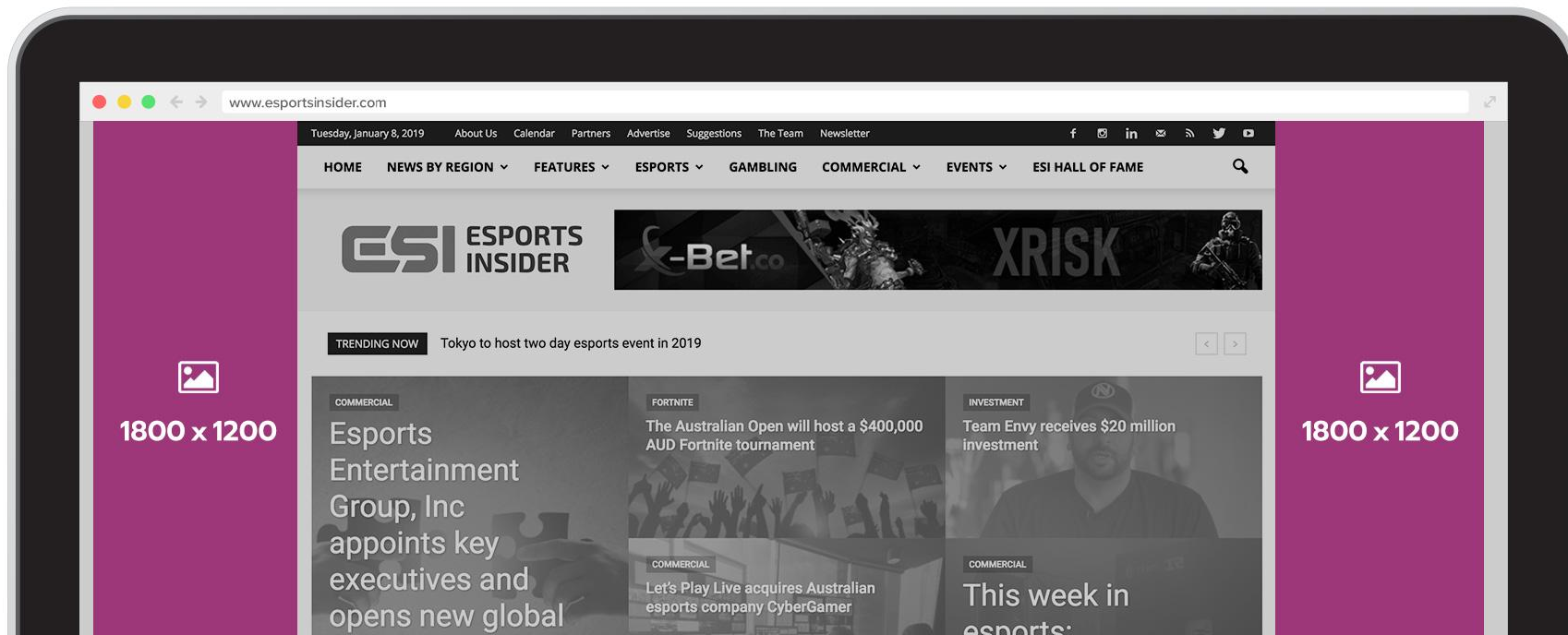
# **TARGETED ADVERTISING**



# SITE TAKEOVER

## PRICE ON REQUEST

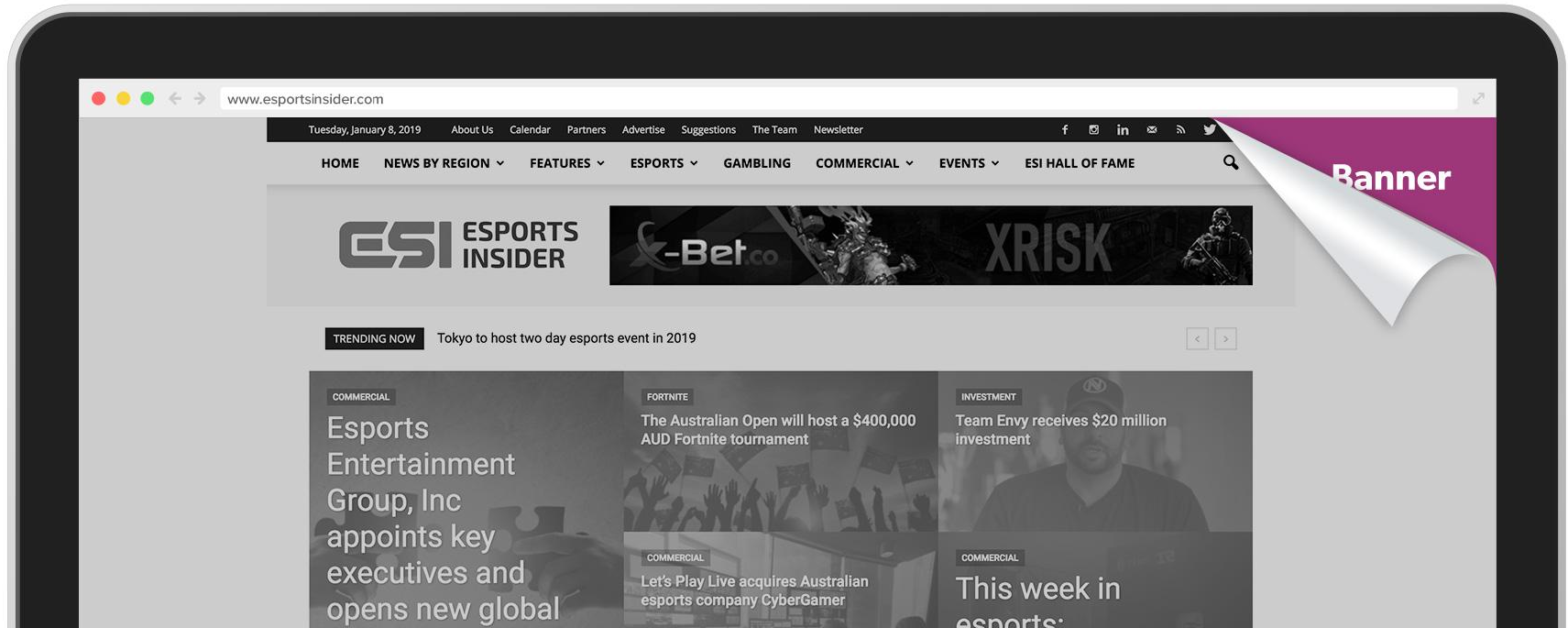
- A site takeover is ideal for creating maximum visibility and impact around conferences, product launches and press releases
- Takeover image type: JPEG/PNG (preferred) - Size: 1800 px W x 1200 px H
- The background image / creative needs to be stretched, with no blank holding spaces in the middle



# BANNER PEEL

PRICE ON REQUEST

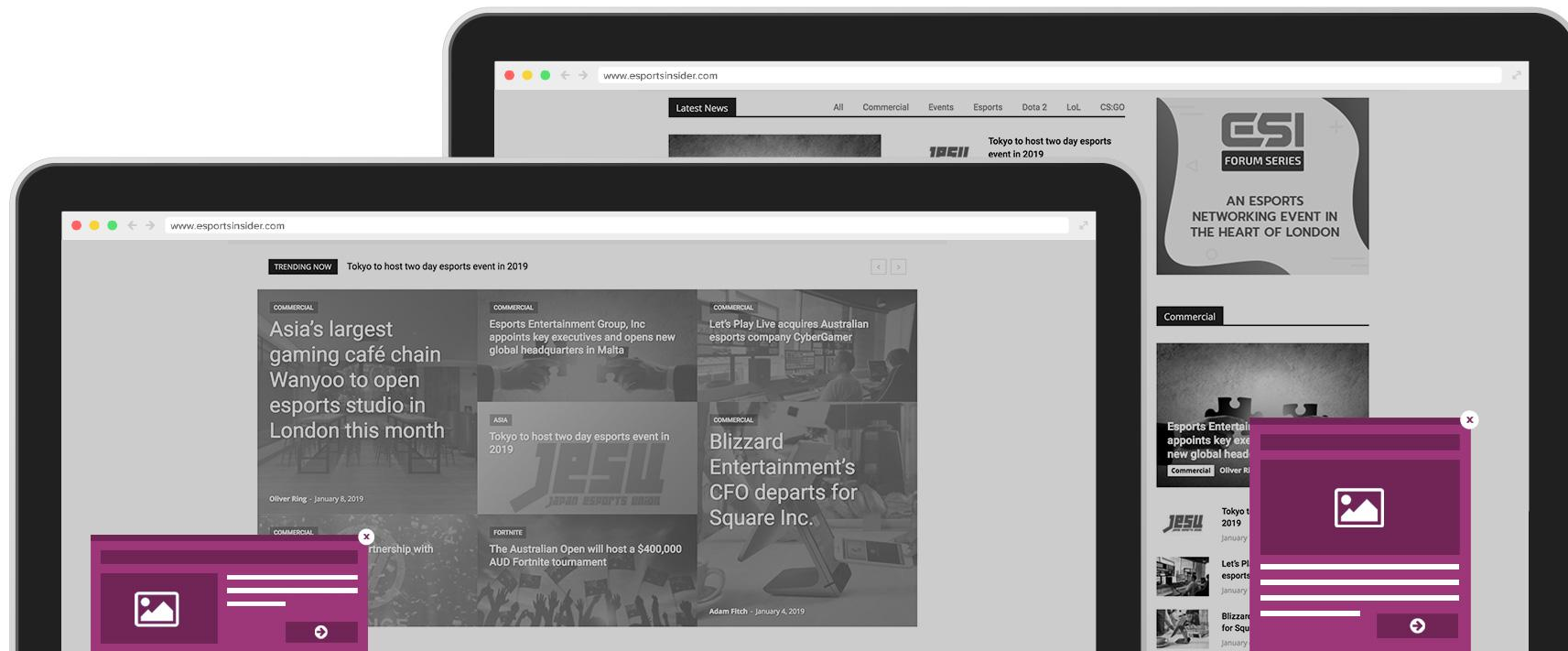
- Banner Peels are similar to site takeover, and they offer great visibility around your conferences, exhibitions, product launches, and press releases



# AD BOXES

## PRICE ON REQUEST

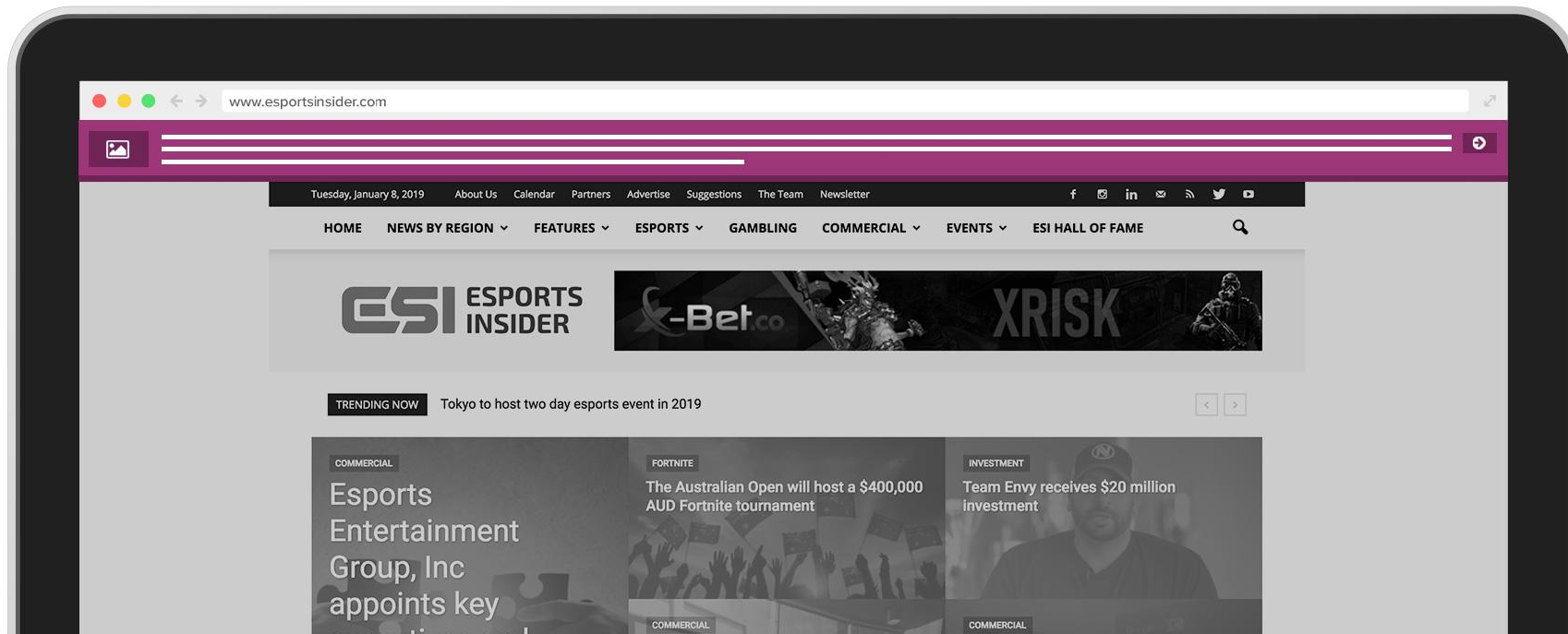
- We can embed text, images, hyperlinks, videos etc. into our special targeted AD Boxes for targeted promotions
- The AD Boxes can be aligned bottom centre, left or right
- The AD boxes are positioned on top of SBC News content, which means it will be seen by everyone, all the time and is 100% viewable!



# STICKY HEADER & FOOTER ADS

## PRICE ON REQUEST

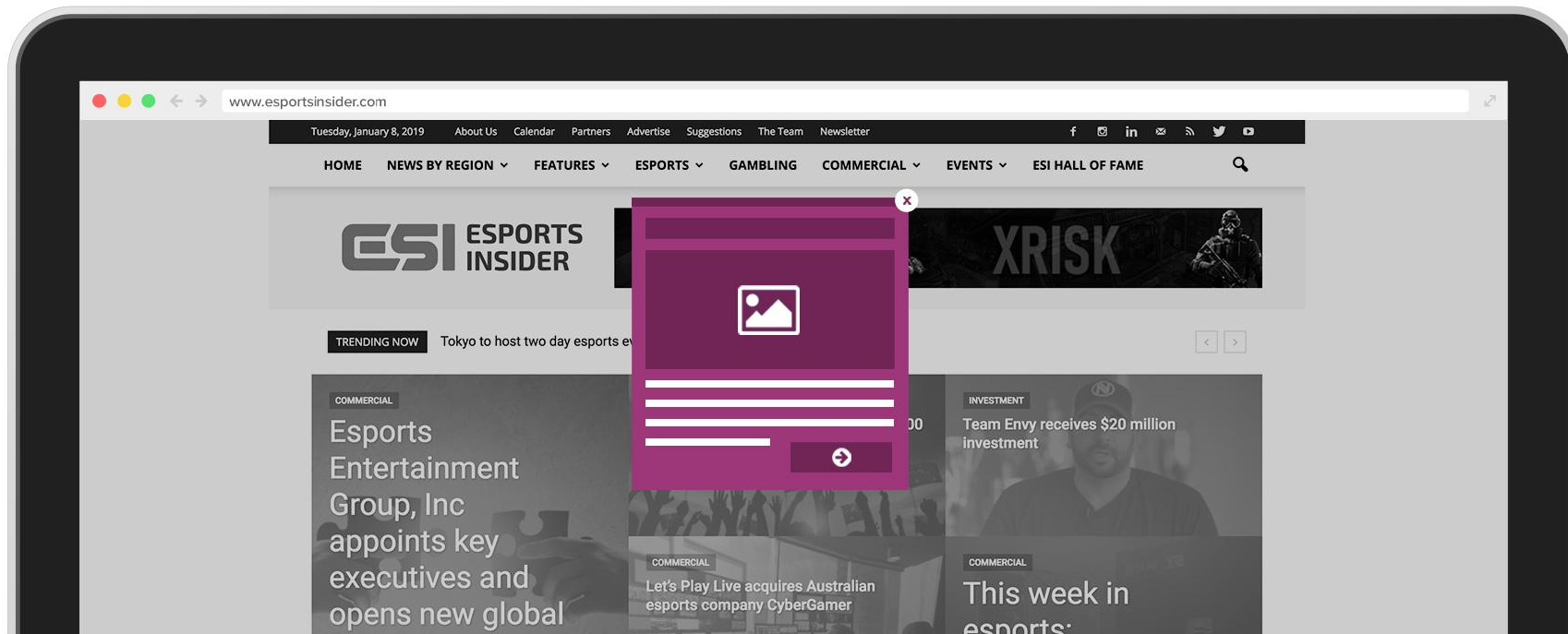
- Single line text messages with standard formatting, images and/or a call-to-action button. These ADs work exceptionally well for personalised and specific company offers, products and key announcements
- We are able to use a wide range of behaviours such as push down or fixed position, to increase the size of the promotional space, and we guarantee you that the ADs are 100% viewable by everyone



# LIGHTBOX ADVERT

## PRICE ON REQUEST

- All images formats are supported in the centered ad box. The difference from the other AD boxes is the lightbox format, which means users have to close down the box before they can continue using the SBC News website
- This option is ideal for creating display ads like rich promotions, showing messages where creative takes the precedence
- We can add rich HTML content, use overlay options (color, hide on click etc.) and apply theme to the content area



# CONTENT PACKAGES

PRICE: £600 PER INDIVIDUAL ARTICLE

- We can produce content for or about your platform/company targeted to the specific esports audience you're targeting. We have writers who are fans and players of all the major and secondary titles.
- We know the esports industry inside out, and are primarily focused on looking at esports through a business lens. But our writers are both fans and gamers too and so we're highly capable of producing accurate and insightful B2C content.
- We are also exceptionally well versed in betting and can produce tipster type columns, previews or market assessment of the odds. Some examples are [here](#).
- £600 per individual article posted on ESI as a sponsored post or on your own site with options for discounted longer term or bulk deals. E.g. 2x articles per month for 6 months (600 words each) for £5,000.



# PODCAST AND VIDEO

PRICE: VARIES

- We also offer extensive opportunities for brands and organisations to be involved in ESI produced podcast and video content.
- From 2019 we will be producing a number of short and focused podcast series which will include opportunities for your company/brand to be involved as a partner. These will be made available for download, and be hosted and pushed across our channels.
- In terms of video options we will be launching a regular short form content show focused on discussion of the esports industry in Q2 2019. There will be numerous options for your brand to be involved here too.
- We can also create bespoke podcast and video content for your channels to your demands and specifications.

If you're interested in finding out more reach out via

[info@esportsinsider.com](mailto:info@esportsinsider.com)





# ESI VIDEO ON DEMAND

## PRICE ON REQUEST

The ESI team travels a fair bit around the world be it for business conferences, esports events (grassroots all the way to tier one global competitions), press trips of all kinds, game releases, and even scouting.

While doing so we have, in many cases, privileged access and a keen eye for interesting areas of activity.

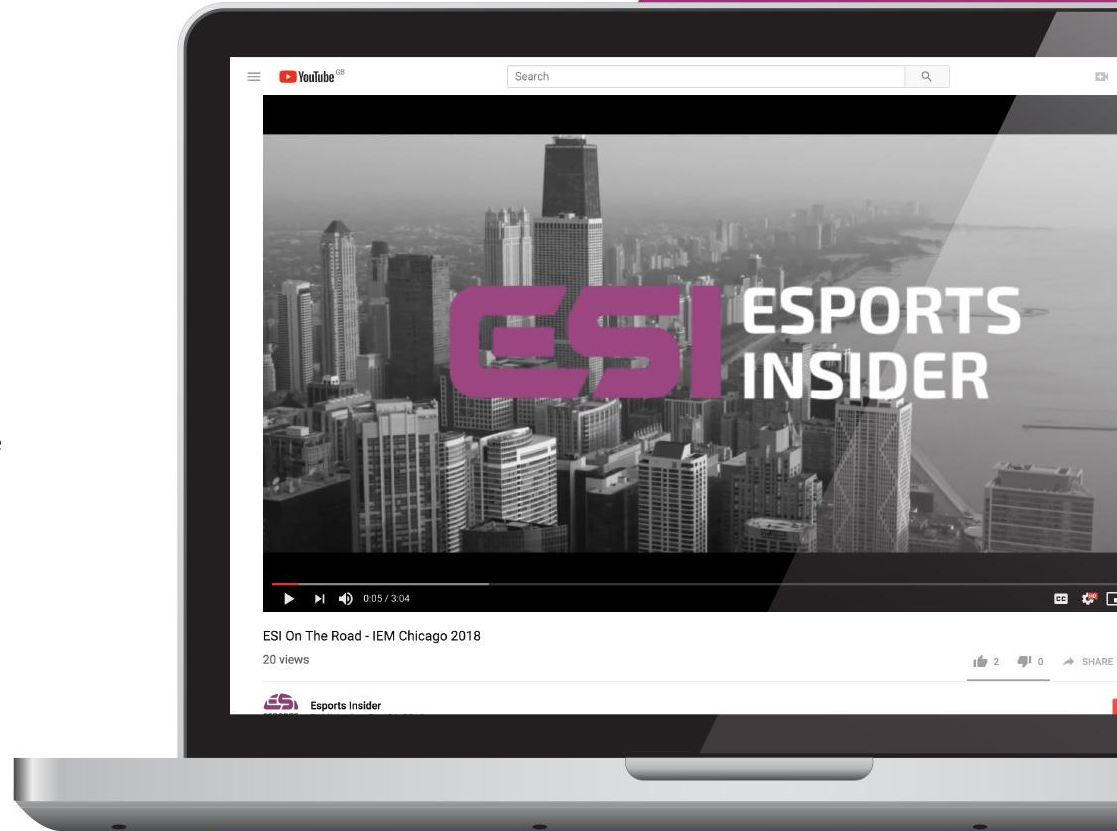
While running a recap of the show, the tournament or conference we can pad in some interviews and reviews, opinions about the overall experience, and maybe even talk about a specific product or service live.

For a day rate fee, not including travel and expenses, these videos could be yours.

Examples below:-

[ESI - On the Road - IEM Chicago](#)

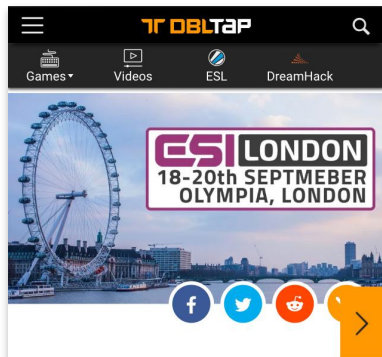
[ESI - On the Road - Esports Awards 2018](#)





# ESI MEDIA COVERAGE

We have been covered across a variety of media outlets including the Mail Online, ESPN and Sky Sports News...



## ESI London Event Taking Place Just Before FACEIT Major Finals

By Brendan Simone  
14 SEP 2018

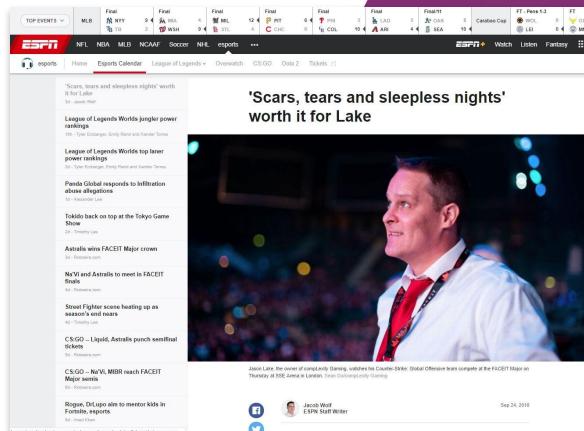
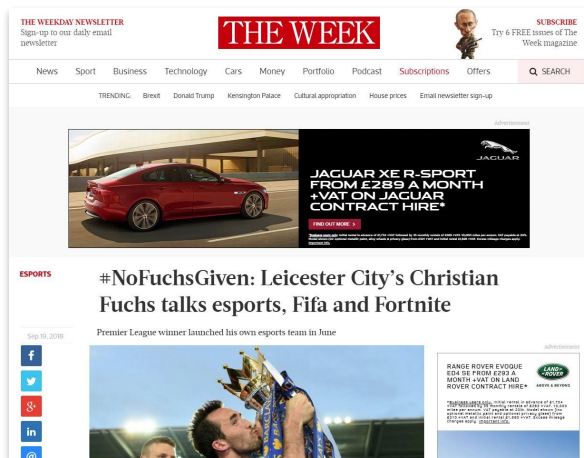
Esports Insider is set to host an event in London, England prior to the FACEIT Major Finals.

The event will be focused on conferences about the esports industry and the business behind it. The event will last three days long and will consist of many workshops and debates on the ever-growing industry.



## FNATIC: 'ESPORTS BRANDS WILL BECOME AS BIG AS FOOTBALL CLUBS, BUT WE HAVE TO BE CAREFUL NOT TO DILUTE THEM'

September 30th, 2017



## SportsPro






Sign up

### The ESI Super Forum: Where sports meets esports

How the Esports Insider Super Forum is opening discussions between the world of esports and its traditional counterpart.

Posted: February 8 2018

By: Guest Contributor





The past six months have seen an increasing convergence of the world of esports and 'traditional sports'. From investment by major sports leagues and personalities throughout the US, and now



# ESI CONSULTANCY

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# ESI CONSULTANCY

PRICE ON REQUEST

The ESI team boasts considerable esports industry experience, opinions and know-how across the space.

If you are a new brand or company looking to break into and enter the esports space, if you are aware of the potential but unsure how to go about it, then that's where we come in. We will put you on the right path, and explain esports from the inside out.

You can contact us at [info@esportsinsider.com](mailto:info@esportsinsider.com) to discuss this in more detail.



# GET IN TOUCH WITH TEAM ESPORTS INSIDER...



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CEO / Founder

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Skype: [rasmus.sojmark](https://www.skype.com/en/contacts/rasmus-sojmark)



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