

MEDIA KIT & FACTSHEET 2024



GPI THM

WHO ARE WE



GlobalPokerIndex.com
TheHendonMob.com



OUR PARTNERS



KEY ANNUAL STATS - 2023



Site Visits

5.8m



Average Time on Site

2m 26s



Page Views

41m



Mobile

75%



Desktop

23%



of Pages per Visit

7



GlobalPokerIndex.com
TheHendonMob.com



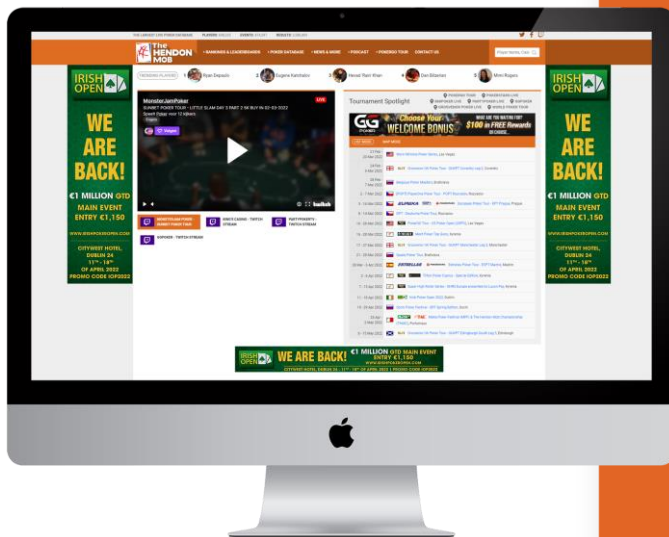
BANNERS

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 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:
2.95 million

TEAM GPITHM



Eric Danis
PRESIDENT GPITHM



Roland Boothby
HEAD OF PARTNERSHIPS



Hans Kleinsman
HEAD OF SOCIAL MEDIA



Wesley McKenzie
FOUNDING AND TOURS LIAISON



Anthony Charter
PR & COMMUNICATIONS MANAGER



Kevin Mathers
POKER INFORMATION MANAGER



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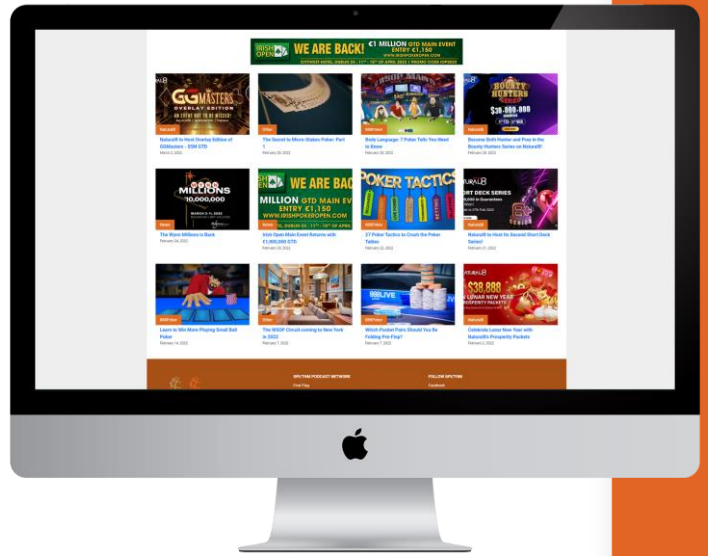
CONTENT & SOCIAL MEDIA

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 | 15k Followers |
| • Twitter: @GPI | 20k Followers |
| • Instagram: @GPITHM | 2k Followers |
| • Facebook: The Hendon Mob | 26k Followers |
| • Facebook: Global Poker Index | 95k Followers |



GlobalPokerIndex.com
TheHendonMob.com



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

Produced by 5-time Emmy Award winner Pat McMath

- Award Vlogs by YoH_ViraL (174k subs), Greg Goes All-in (129k subs) & Masato Yokosawa (877k subs)
- Over 1 Million Twitter Impressions



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