



Media Kit

Updated July 2024

Image: Hades, Supergiant Games



Award Winning Gaming Coverage

GamesHub is an **award-winning authority on global gaming** (2022, 2023 Samsung Australian IT Journalism Awards).

Covering the **latest gaming news, releases and reviews**. As well as providing **interviews, tips and guides** that attract both **hardcore and enthusiast gamers**.

With comprehensive coverage across **PC, console** (PlayStation, Xbox, Nintendo) and **mobile** gaming as well as **tabletop games**.

GamesHub is the ideal advertising platform for game developers, gaming accessory/tech brands, telecommunications, technology and lifestyle retail brands.



Our publications, network and reach

GamesHub is part of the **Creative Hubs Group**, a network of award-winning media destinations spanning art and culture, film, television and gaming entertainment.

The Creative Hubs Group (CHG) offers a rich content and viewing experience for audiences including industry news, tips, guides and reviews. ArtsHub, CHG's most established brand, also includes job classifieds.



560k
Network Users p/m

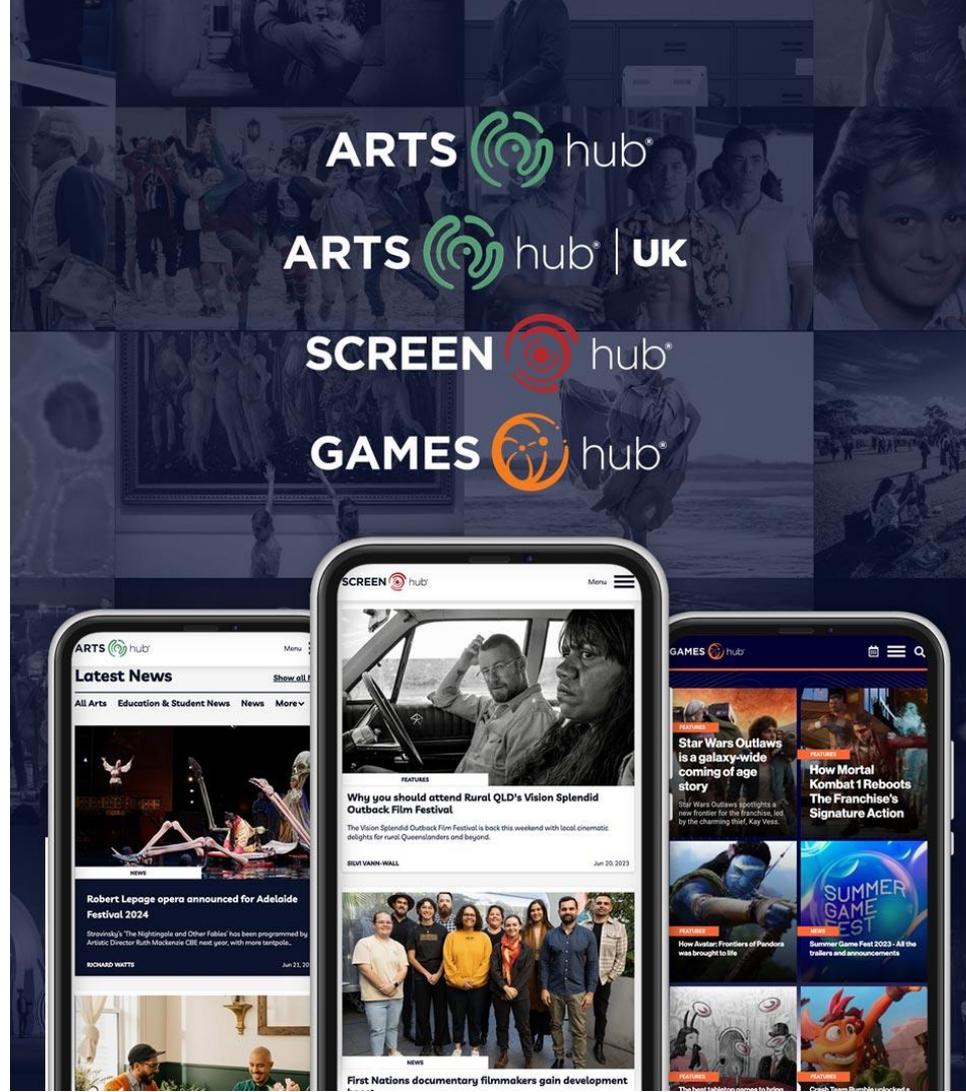


1mil
Network Views p/m



292k
Social Followers

CREATIVE  **hubs***



Audience Stats

Reach a highly engaged audience interested in and passionate about **video games, tabletop games, gaming hardware and accessories**. The GamesHub audience come to be informed about **new game launches** and **game reviews, read tips and guides** as well as to discover and purchase **gaming tech**.

Demographics

Gen Z (18-24)

41%

Early Millennials (25-34)

31%

Late Millennials (35-44)

17%

Over 45+ (45+)

12%

Website & Social Stats



255k

Views per month

66%

Average Site Engagement



179k

Users per month

75%

Mobile Traffic



51k

Social Followers



3k

Newsletter Subscribers

3-6%

Average Engagement

Audience Profile



Media & Entertainment Interests

Male

24 y/o

Reg. Plays Video Games

Passionate Gamers

Gen Z

Lifestyle Interests

76.5%

Male



23.5%

Female

Geographic breakdown





Advertising Offerings



Image: Hollow Knight, Team Cherry

Sponsored Editorial

Embed sponsored native content across GamesHub's web, social and eDM channels, written by GamesHub's award-winning editorial team.

Ad Formats:

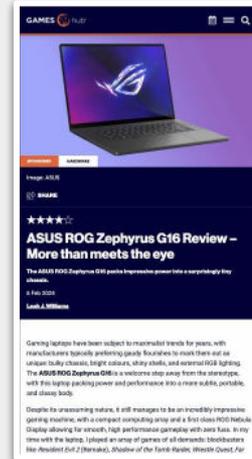
- **Sponsored Article** – Written by GamesHub's editorial team (500 words)
- **Spotlight** – Solus Newsletter with a Sponsored Article sent to subscribers

Enhanced with:

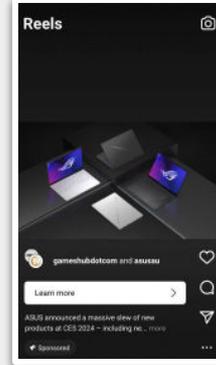
- **Social Ad** – Sponsored Ad boosted to our social audience
- **Roadblock Display banners** – Only your banners surround your Sponsored Article



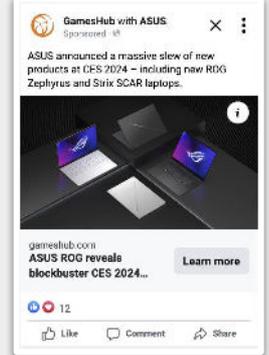
Website (Mobile)



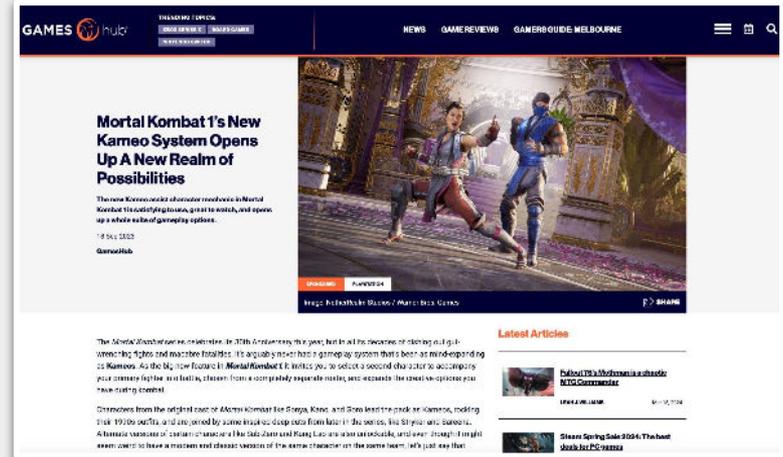
Instagram Reel



Facebook Post



Sponsored Article (Desktop)



Newsletters

GamesHub's eDM is a powerful marketing channel reaching 3,500 subscribers. Sent bi-weekly topics include news, game tips, guides and hardware and game reviews.

Ad Formats:

- **Sponsored Article** – Written by GamesHub's editorial team (500-1k words)
- **Spotlight** – Solo advertiser newsletter with a Sponsored Article and banners
- **e-DM Banners** – multiple positions in a newsletter (600x120px)



Spotlight (Sponsored Article + Banners)



9 February 2024

[View in browser](#)

GAMES hub



e-DM Banners



27 February 2024

[View in browser](#)

GAMES hub



Poker roguelike Balatro is taking Steam by storm

NEWS



Stardew Valley: Update 1.6 gets March 2024 release date

NEWS



Nintendo allegedly targeting March 2025 for next-gen console

NEWS



Games Connect Asia Pacific (GCAP) returns in October 2024

NEWS



Display

Reach GamesHub's audience with prominent mobile and desktop display banners across our website and eDMs, embedding your brand within our gaming news, reviews and newsletters.

Ad Formats:

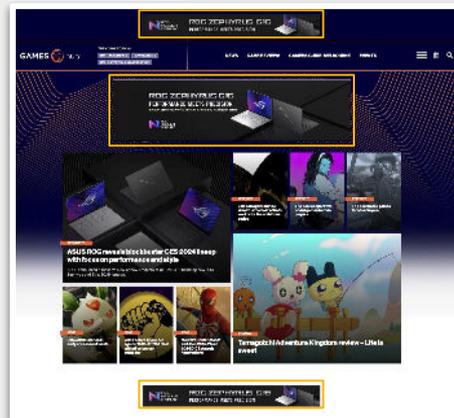
- **Static, HTML5, Rich Media** – Boost engagement with rich-media banners.
- ***NEW* High Impact** - Custom banners that support video, animation, or interactive features. Get in touch to have custom High Impact banners created for your brand.

Targeting Options:

- **Run of Site (ROS)** – Banners appearing across gameshub.com
- **Run of Network (RON)** – Banners appearing across the CreativeHubz Network of: artshub.com.au, screenhub.com.au and gameshub.com
- **Takeovers** – Only your banners appear on specific pages of gameshub.com
- **e-DM Banners** – Banners included in multiple positions in our newsletters



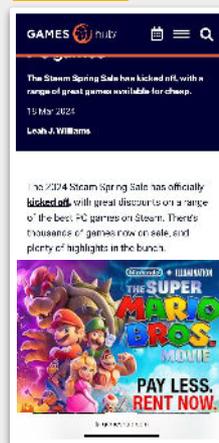
Homepage Takeover (Desktop)



e-DM Banners (desktop)



Run of Site (Mobile)



Run of Network (Screenhub.com.au)



© 2022 GAMES HUBZ

© 2022 GAMES HUBZ

Social Media

Reach GamesHub's audience of over 50k followers across Facebook, Instagram, YouTube, TikTok and X. GamesHub's social channels achieve 4-6x the average engagement rate, providing a powerful way to reach and influence gaming enthusiasts.

Ad Formats:

- **Sponsored Article** – Written by GamesHub's editorial team (500-1k words)
- **Social Partnership Ad** – Boosted to our audience across social media.

Facebook Partner Ad

GamesHub with Melbourne Documentary Film Festival. Sponsored · 

Retro Gamers is a documentary film exploring all things games, computers and technology, screening on Sunday the 23rd of ...see more



cinemanova.com.au
Retro Gamers | Film screening in Melbourne [Book now](#)

 25 [1 comment](#) [4 shares](#)

Facebook Partner Ad

GamesHub with Synced the Game. Sponsored · 

Now that its foundations are set, the free-to-play third-person shooter Synced has big plans ahead for its mysterious and ...see more



gameshub.com
Synced is forging a new path in the free-to-play... [Learn more](#)

  10 [18 comments](#) [1 share](#)

 Like  Comment  Share

Facebook Partner Ad

GamesHub with ASUS. Sponsored · 

ASUS announced a massive slew of new products at CES 2024 – including new ROG Zephyrus and Strix SCAR laptops.



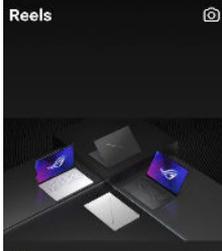
gameshub.com
ASUS ROG reveals blockbuster CES 2024... [Learn more](#)

  12

 Like  Comment  Share

Instagram Reels

Reels



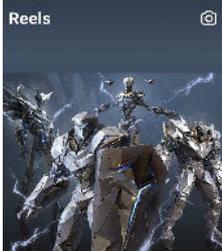
gameshubdotcom and asusau [Learn more](#)

ASUS announced a massive slew of new products at CES 2024 – including new ROG Zephyrus and Strix SCAR laptops.

 Sponsored

Instagram Reels

Reels



gameshubdotcom and syncedthegame [Learn more](#)

Now that its foundations are set, the free-to-play third-person shooter Synced has big plans ahead for its mysterious and ...see more

 Sponsored

Inventory Quick Guide

Package	Inclusions	Price
Social media	Posted and boosted to Instagram, boosted to Facebook and posted to LinkedIn	\$150 - \$1,500
Run of Site Banners (ROS)	MREC, Billboard, Large Leaderboard, Half Page appearing sitewide	\$700 per week
eDM Banner	Exclusive eDM banner in newsletter (3 slots)	\$500 per eDM
Homepage Banner takeover	Billboard, Large Leaderboard, MREC and Skyscrapers stuck to homepage exclusively	\$3,000 per week
Sponsored Article	700 word article on site and in newsletter, social media, Run on site banners	\$2,500
Spotlight (Solus)	1000 word article on site and in exclusive newsletter, run on site banners, eDM banners and social media	\$3,000

Get in touch!

Discuss with us how GamesHub can support your next campaign.

Email: advertise@gameshub.com

