

# MEDIA KIT & FACTSHEET 2023



# GPI THM

## WHO ARE WE



**GPI/THM**  
Podcast Network



**GPI Interview**  
by GlobalPokerIndex.com



**#HU4Rolls**  
with Roland Boothby



**THM FIRST FLAG**  
by TheHendonMob.com



[GlobalPokerIndex.com](http://GlobalPokerIndex.com)  
[TheHendonMob.com](http://TheHendonMob.com)



# OUR PARTNERS



## 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**



GlobalPokerIndex.com  
TheHendonMob.com



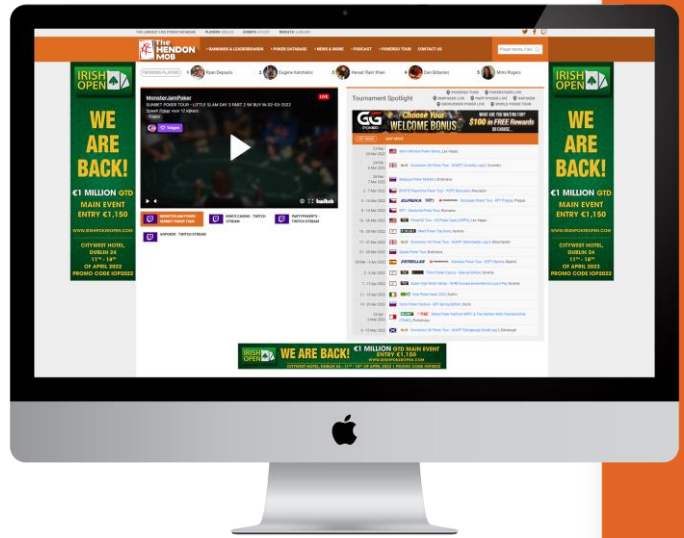
# BANNERS

## 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 Takeover 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:

2.1 Million

Average Banner Impressions per Page View: 6.6

# TEAM GPITHM



**Eric Danis**  
PRESIDENT GPI/THM



**Roland Boothby**  
HEAD OF POKERSTARS



**Hans Kleinsman**  
HEAD OF SOCIAL MEDIA



**Wesley McKenzie**  
FOUNDER AND TOUR LIAISON



**Anthony Charter**  
PR & COMMUNICATIONS MANAGER



**Kevin Mathers**  
POKER INFORMATION MANAGER



GlobalPokerIndex.com  
TheHendonMob.com



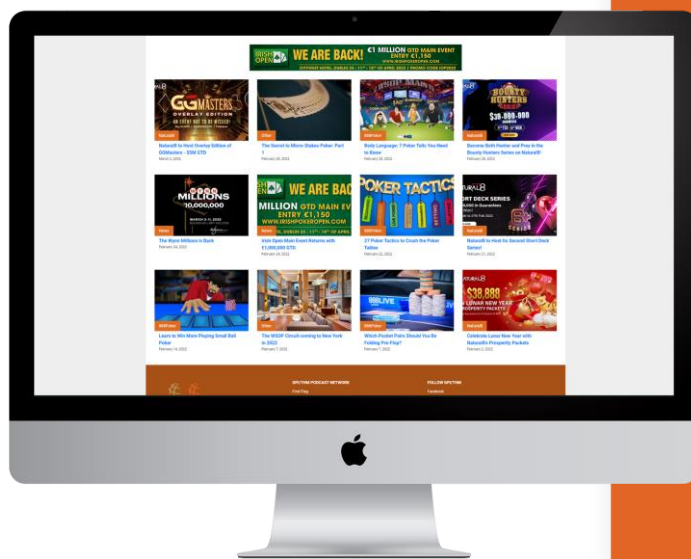
# CONTENT & SOCIAL MEDIA

## 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



*THM News section*

# SOCIAL MEDIA KEY STATS

- Twitter: @TheHendonMob **12,375** Followers
- Twitter: @GPI **18,944** Followers
- Instagram: @GPITHM **1,430** Followers
- Facebook: The Hendon Mob **25,347** Followers
- Facebook: Global Poker Index **95,967** Followers



GlobalPokerIndex.com  
TheHendonMob.com



# GPITHM PODCAST NETWORK



## Poker Podcast Titles

- First Flag
- GPInterview
- HU4Rolls
- The Poker Show

 > 22,500 Total Downloads

# 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



GlobalPokerIndex.com  
TheHendonMob.com

