We aim to expand how people think about and appreciate games from all over the world.

GamesHub is a video game news, reviews, events and features site dedicated to creating approachable games coverage for everyone.

We have a focus on recognising games as creative works first and foremost, and a commitment to comprehensive coverage of the Australian industry.

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Edmond Tran
Managing Editor

Edmond is the managing editor of GamesHub. He was previously at GameSpot for 13 years, where he was the Australian Editor and an award-winning video producer.

Leah J. Williams
Content Lead

Leah is a gaming and entertainment journalist who's spent years writing about the games industry, her love for The Sims 2 on Nintendo DS and every piece of weird history she knows.

Emily Spindler
Staff Writer

Emily Spindler-Carruthers is a journalist interested in writing about diversity and accessibility in gaming, and the ways in which video games can impact communities.
Our Audience
Demographic Breakdown

**Female**
- 26.81%
- 18-24
- 41.85%
- 25-34
- 19.98%
- 35-44
- 11.36%
- 45+

**Male**
- 73.19%
- 18-24
- 58.15%
- 25-34
- 80.02%
- 35-44
- 88.64%
- 45+

Geographic Breakdown

- Rest of world 87%
- New Zealand ~1%
- South Asia 1%
- South East Asia 3%
- Australia 8%

Social Followers and Newsletter Subscribers

- 18k Facebook
- 2k Twitter
- 1.5k Newsletter

Site Traffic and Engagement

- 610k Monthly Pageviews
- 75% Organic
- 11% Direct
- 14% Social
- 505k Avg Monthly Users
- 00:30 Avg Time on Site

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*source: Google Analytics. Breakdowns given are a monthly average taken from a quarterly sample.

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Advertising Inventory - Banners

Banner Ad Inventory such as Run of Site, Newsletter banners or homepage takeover to promote sales of your next gaming, hardware release or event.

Banner Formats
- MREC (Medium Rectangle)
- Half-Page
- Billboard
- Wide Leader
- Skyscraper

Rate for 14 days: $1,000 +gst
Rate for 7 days: $500+gst
Advertising Inventory - Sponsored

Sponsored Articles written by our editorial team to cover in-depth your next event or product release.

Event promotion with a classified event listing and sponsored and boosted social to reach GamesHub’s highly engaged social audiences on Twitter, Facebook and Instagram.

Formats
> Sponsored Article
> Featured Event on GamesHub.com
> Boosted post or video on GamesHub’s socials

Rate from $2500+gst
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Perfect to promote Game Dev, animation and interactive technology courses. The edition includes:

- GamesHub will interview a representative of your choice and write a 500-word article about your course or institution
- Your article emailed to GamesHub’s 1k+ national newsletter subscribers
- Your article published on GamesHub’s Homepage
- Your article posted and boosted to our 16k social media network
- 30 days of your banner ads reaching 340k readers per month
- Featured Course published on site
- Featured Course appearing in the Showcase section of two of GamesHub’s weekly newsletters
- x3 eDM banner newsletter takeover

Publication dates for 2023: 9 Feb, 25 May, 13 July and 16 November

Rate: $2800+gst each (reduced rate for multiple bookings)
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