
NowGet

IGAMING BUSINESS INTELLIGENCE FOR OPERATORS & BUILDERS

Media Kit 2026

Advertising & Partnership Opportunities

114,000+

MONTHLY IMPRESSIONS

40+

COUNTRIES REACHED

8,700

MONTHLY ACTIVE USERS

B2B

OPERATOR AUDIENCE

WHO READS NOWG

- Online casino operators
- iGaming software developers
- Affiliate program managers
- Platform technology teams
- Entrepreneurs launching new ventures
- B2B iGaming vendors

EDITORIAL FOCUS

- Casino Platform Technology
- Affiliate Software & Infrastructure
- Operator Strategy & Revenue
- iGaming Marketing & Compliance

114,000+

Monthly Search Impressions

Verified via Google Search Console

40+

Countries in Audience

South Korea, Japan, Italy, Turkey, CZ, Israel

8,700

Monthly Active Users

Google Analytics Q1–Q2 2026

26,000+

Users in Past 3 Months

March–June 2026

67

Lead Generation Events

Commercial intent actions tracked

TOP MARKETS

#1

South Korea

Top 3

Japan

Top 3

Italy

Top 5

Turkey

Top 5

Israel

Top 5

Czech Republic

MOST POPULAR

Sponsored Article

€500

- Long-form branded content (1,000–2,000 words)
- Published under "Sponsored" label
- Written by your team or co-created with NowG editors
- Permanent placement — no takedown after 12 months
- Up to 3 outbound links (rel="sponsored")
- Social share to NowG LinkedIn & Facebook on publish

leadership targeting operators.

Ideal for product launches, brand awareness, and thought

HIGH TRUST

Product or Tool Review

€650

- Independent editorial review of your software or platform
- Written from operator perspective by NowG team
- Access required: demo account or detailed documentation
- Published permanently with "Paid Review" disclosure
- Up to 2 outbound links (rel="sponsored")
- Honest assessment — we do not guarantee positive coverage

reviews — this format converts.

Builds long-term credibility. Readers trust independent

QUICK PLACEMENT

Sponsored Link Placement

€350

- Contextual link in existing high-traffic content
- Disclosed as sponsored, tagged rel="sponsored"
- Relevant content match required
- Permanent placement
- Available in posts with 500+ monthly impressions

indexed iGaming content.

Best for brands seeking topical relevance within established,

ONGOING VISIBILITY

Banner Advertising

€200 / mo

- Fixed placement: sidebar (300×250) or footer (728×90)
- Seen across all site pages for campaign duration
- Direct placement — no programmatic
- Your creative, your destination URL
- Monthly billing, cancel anytime after first month

periods.

Suitable for brand awareness campaigns or event/product launch

WHAT WE ACCEPT

- B2B iGaming software and platform providers
- Affiliate management and tracking tools
- Payment solutions for operators
- Compliance and legal services for iGaming
- Analytics and BI tools for casino operators
- Recruitment and staffing for iGaming companies
- Events, conferences, and industry media

WHAT WE DO NOT ACCEPT

- Player-facing casino or bonus promotions
- Undisclosed links presented as organic editorial
- Misleading product claims or fake reviews
- Guaranteed SEO outcome promises

HOW IT WORKS

- 01 Contact us**
Email with your product description and goal
- 02 We confirm fit**
We check content relevance and availability
- 03 Invoice & brief**
50% upfront, brief confirmed in writing
- 04 Content live**
Published within 10 business days
- 05 Final payment**
Remaining 50% due within 7 days of publish

Get in Touch

To discuss availability and book a placement:

editorial@nowg.net

caesar@nowg.net

We respond within 2 business days.

Please include: your product name, target audience, and preferred format.

nowg.net/advertise