

AUSRETROGAMER

THE AUSTRALIAN RETRO GAMER E-ZINE

ADVERTISING INFORMATION

Welcome to our advertising information page. Follow our [ADVERTISE NOW](#) link to purchase your advertising slot or contact our advertising team at advertising@ausretrogamer.com for further information and to discuss your custom request.

About Australian Retro Gamer

Australian Retro Gamer (ausretrogamer) creates retro gaming content that celebrates the nostalgia of old school video games and systems. Updated daily to weekly, the website presents original articles and content to a highly active community of video gaming enthusiasts. ausretrogamer also has a rapidly-growing social media following (Twitter, Facebook, Google+, Instagram and Tumblr).

If you are looking to target our global audience of video gamers, austretorgamer offers a range of advertising options including banners, ad squares, and editorial promotions (via web site and social media channels).

Blog audience and traffic

Since January 2013, ausretrogamer has accumulated:

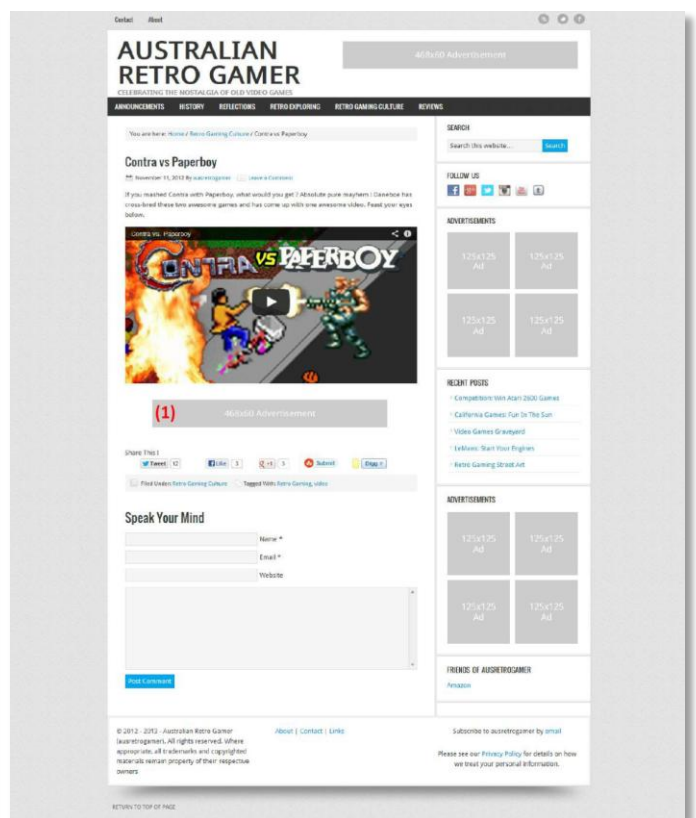
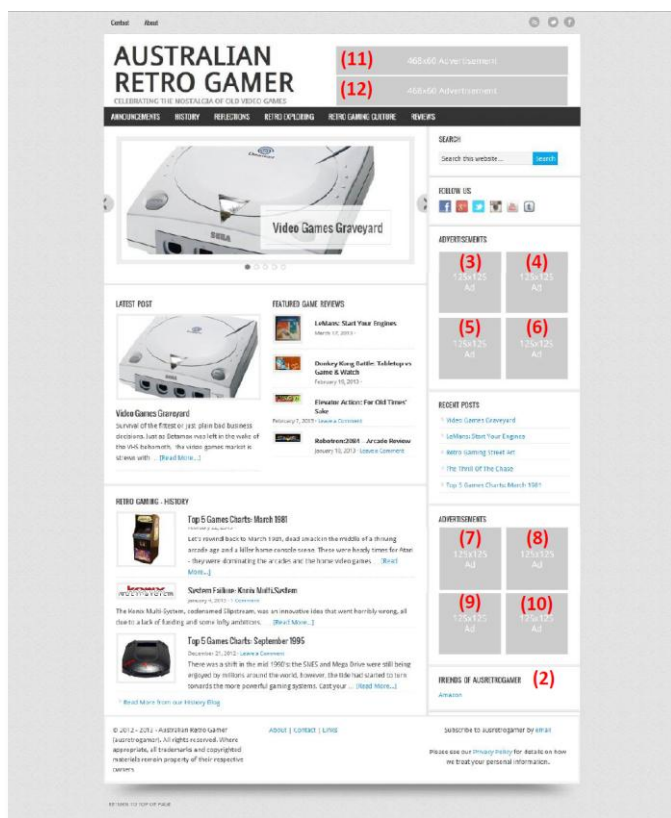
Metric	Stats
Twitter followers	4,000+
Monthly page views	13,500+
Unique visitors per month	1,800+
Bounce rate	4.1%
Peak Facebook reach	22,500
Facebook likes	390+
Instagram followers	820+
Visitors by region:	
• Australia & NZ	41%
• North America	30%
• UK	13%
• Western Europe	9%
• Other	7%
(Source: Google Analytics)	
About our readers:	
• Predominantly male.	
• Have an average age of 33 years.	
• Work as designers, bankers, IT professionals, marketing and business professionals, scientists and teachers.	
• Spend an average of 13 hours per week gaming.	
(Source: audience survey)	

Advertising opportunities, positions, and prices

(Subject to availability)

- [Editorial promotion or competition](#) \$AUD75.00 (excl. GST)
Runs as an editorial post on web site, promoted via social media channels including Twitter. May include image(s), text, and link. Post stays on site indefinitely.

- **In-post banner** \$AUD20.00 (excl. GST)
468 x 60 banner. Stays on site indefinitely. Just your advert featured at the bottom of a post (see position no. 1 below).
- **Text links** \$AUD5.00 per month per ad (excl. GST)
Add a text link to your site on ausretrogamer.com. Text links are located in the sidebar area under the heading 'Friends of Australian Retro Gamer'. 20 positions available (see position no. 2 below).
- **125 x 125 ad square (rotating ads)** \$AUD9.00 per month per ad (excl. GST)
The famous 125 x 125 ad square. Take one of our 4 ad squares situated in the right hand sidebar. Up to 4 advertisers per location in rotation. 16 ads available in 4 positions (see positions 7-10 below).
- **125 x 125 ad square (exclusive use)** \$AUD20.00 per month per ad (excl. GST)
The famous 125 x 125 ad square. Take one of our 4 ad squares situated in the right hand sidebar. Just your advert featured per location. 4 positions available (see positions 3-6 below).
- **468 x 60 standard banner (rotating ads)** \$AUD10.00 per month per ad (excl. GST)
Standard banner size ad. Up to 4 advertisers per location in rotation. 4 ads available in 1 position in the header (see position no. 11 below).
- **468 x 60 standard banner (exclusive use)** \$AUD25.00 per month per ad (excl. GST)
Standard banner size ad. Just your advert featured per location. 1 ad available in the header (see position no. 12 below).



Advertising powered by OIO Publisher

Our ad management software allows you to upload your own information and images as well as pay for your ad directly on our site using PayPal.

ADVERTISE NOW