

MEDIA KIT

INDIE-GAMES.EU

About the Brand

Indie-Games.eu was created on April 20, 2023 with a passion for **independent video games**. Our mission is simple – to provide a platform where many indie games, often **unfairly overlooked** in the **mainstream media**, will get a chance to shine and be introduced to gaming audiences around the world.

Audience Demographics

- **Age:** 18-50
 - **Gender:** 90% Male, 10% Female
 - **Location:** Primarily North America, China & Europe
 - **Interests:** Gaming (all genres), technology, industry news
- High-intent gamers. Niche-genre enthusiasts. Steam wishlist addicts. Our audience is made up of active players who are tired of the mainstream and hungry for what's next in the indie world. They come to us for discovery, and they stay for the recommendations.

Website Stats

Metric	Value
Monthly Page Views	20,000+
Unique Monthly Visitors	10,000+
Monthly Impressions	275,000+
Click-Through Rate	7.2%

Advertising Opportunities

- **Banner Ads:** Strategically placed banners for maximum visibility.
- **Sponsored Content:** Articles, reviews, and videos showcasing your brand.
- **Social Media Campaigns:** Targeted promotions across our social channels.
- **Integrated Call-to-Action (CTA) Partnerships:** High-conversion buttons and links placed within relevant high-traffic content to drive Steam wishlists and sales.

We offer a range of advertising solutions tailored to meet your specific needs and budget. Our team will work closely with you to develop a campaign that delivers results and drives brand awareness within the gaming community.

Past Collaborations

We've partnered with leading brands in the gaming industry, including:

- Serenity Forge
- Fellow Traveller
- The Croatian Audiovisual Centre

Contact Information

Ready to level up your brand? Contact us today!

- **Email:** info@indie-games.eu
- **Website:** www.indie-games.eu
- **Social Media:** [@IndieGames_eu](https://twitter.com/IndieGames_eu) / [@IndieGamesShowcase](https://twitter.com/IndieGamesShowcase)

Summary

This media kit provides a comprehensive overview of Indie-Games.eu, our audience, and the advertising opportunities available. We are confident that a partnership with us will help you reach your target demographic and achieve your marketing goals within the gaming industry. Contact us to discuss how we can work together!