

A close-up, low-angle shot of a translucent blue game controller with glowing blue light. The controller is positioned diagonally across the frame. Overlaid on the controller is the text "KEENGAMER MEDIA KIT" in a bold, red, sans-serif font. The background is dark, making the glowing controller and the red text stand out.

**KEENGAMER
MEDIA KIT**

INTRODUCTION

KeenGamer is an international gaming website with more than 40 writers on board. We like video games and write a lot about them. This includes reviews and previews on video games for all modern consoles, PC, and VR platforms. With our news and opinion pieces, we keep our readers in check with the latest events in the gaming world. Our interviews and reportages shed more light on developers and video game events of different scale. We help developers to boost their community, realize their marketing campaign, and get a better exposure by collaborating on various giveaways, and we help players by writing guides. We also support eSports organizations. In 2018, we partnered with a few of them. Since then, they have a blog on our website that highlights the most important events, be it an addition of a new player, participation in a tournament, recent victory, future plans, or a collaboration with a sponsor.

- Statistics

More than 13 000 Followers on Twitter, almost 3 000 Likes and Follows on Facebook, emailing list of around 19 000 people, 4000 visits each day, 150 000 unique visitors in March 2018.

- Promotion & Partnership

Banners, Sponsored Content, Emailing, Giveaways, Eshop, Dedicated Blogs

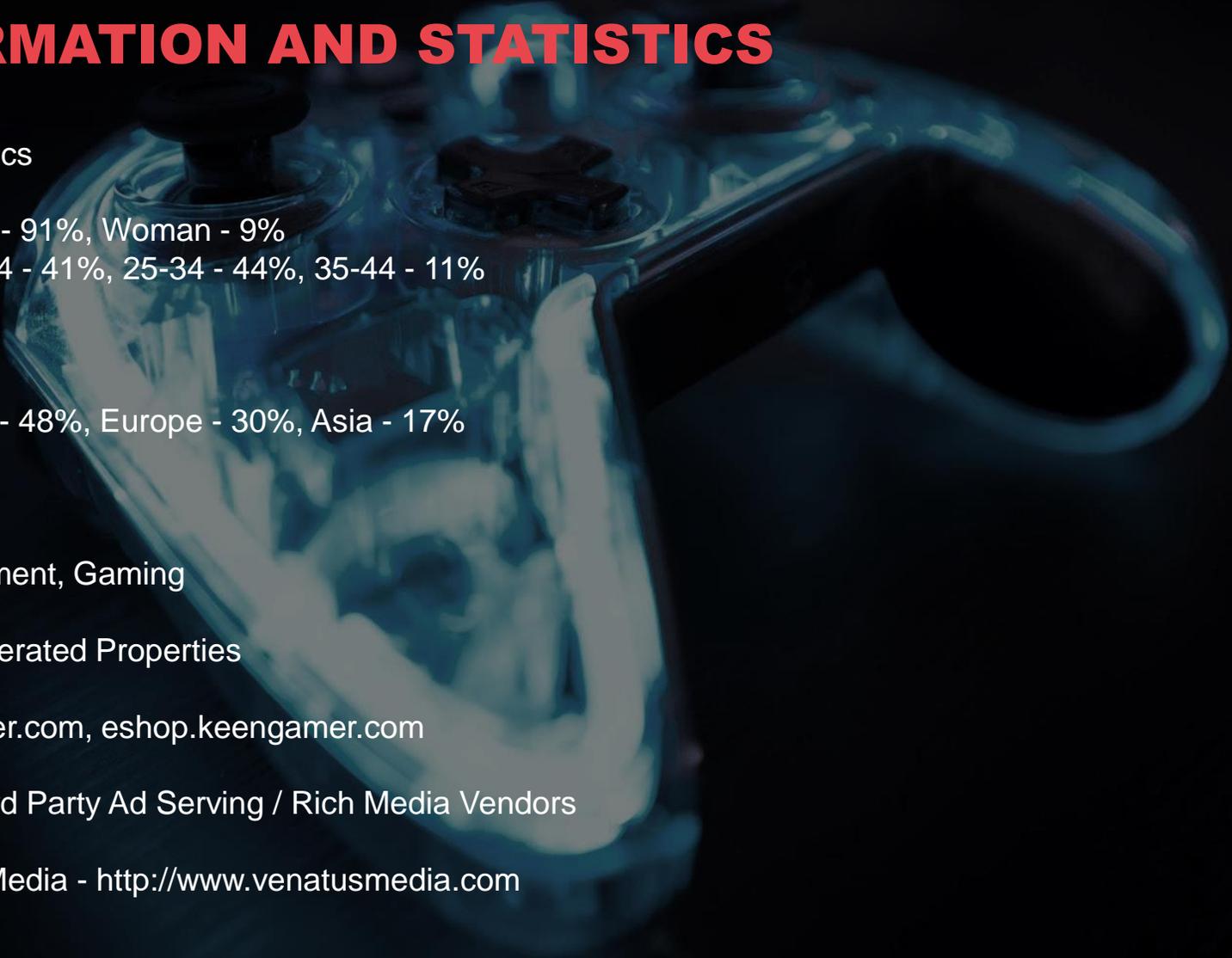
- Content

eBook, Reviews, Previews, Opinion Pieces, News Articles, Interviews, Reportages, Guides, Giveaways, Blogs

- Team

More than 40 writers from around the globe, mostly from the UK and US

GENERAL INFORMATION AND STATISTICS



- Demographics

Sex: Men - 91%, Woman - 9%

Age: 18-24 - 41%, 25-34 - 44%, 35-44 - 11%

- Geo

Americas - 48%, Europe - 30%, Asia - 17%

- Industries

Entertainment, Gaming

- Owned / Operated Properties

keengamer.com, eshop.keengamer.com

- Approved 3rd Party Ad Serving / Rich Media Vendors

Venatus Media - <http://www.venatusmedia.com>

PROMOTION & PARTNERSHIP



If you wish to cooperate with us, below you can find offers for our current and possible future partners. In order to negotiate all the necessary details and price, please contact us directly at info@keengamer.com.

- Banners & Ads

Place your banners, videos, links or other form of advertisement on our site to spread the word about your product or service.

- Sponsored Content

Having a broad audience, we support our partners with various articles about their products. These are varied and are done with an individual approach, making sure the promotion reaches its goals. It can be a game, website or even some great piece of a gaming hardware. It can be written by you or by our writers.

- Emailing

We can inform our readers about anything you want in our emailing campaigns.

- Giveaways

Are very effective when it comes to playtests, marketing, and community growth. We make sure the interested players distribute their energy among the right social and media channels of our partner. We've conducted more than 70 giveaways, with the number of products ranging from 10 to 5000 per giveaway.

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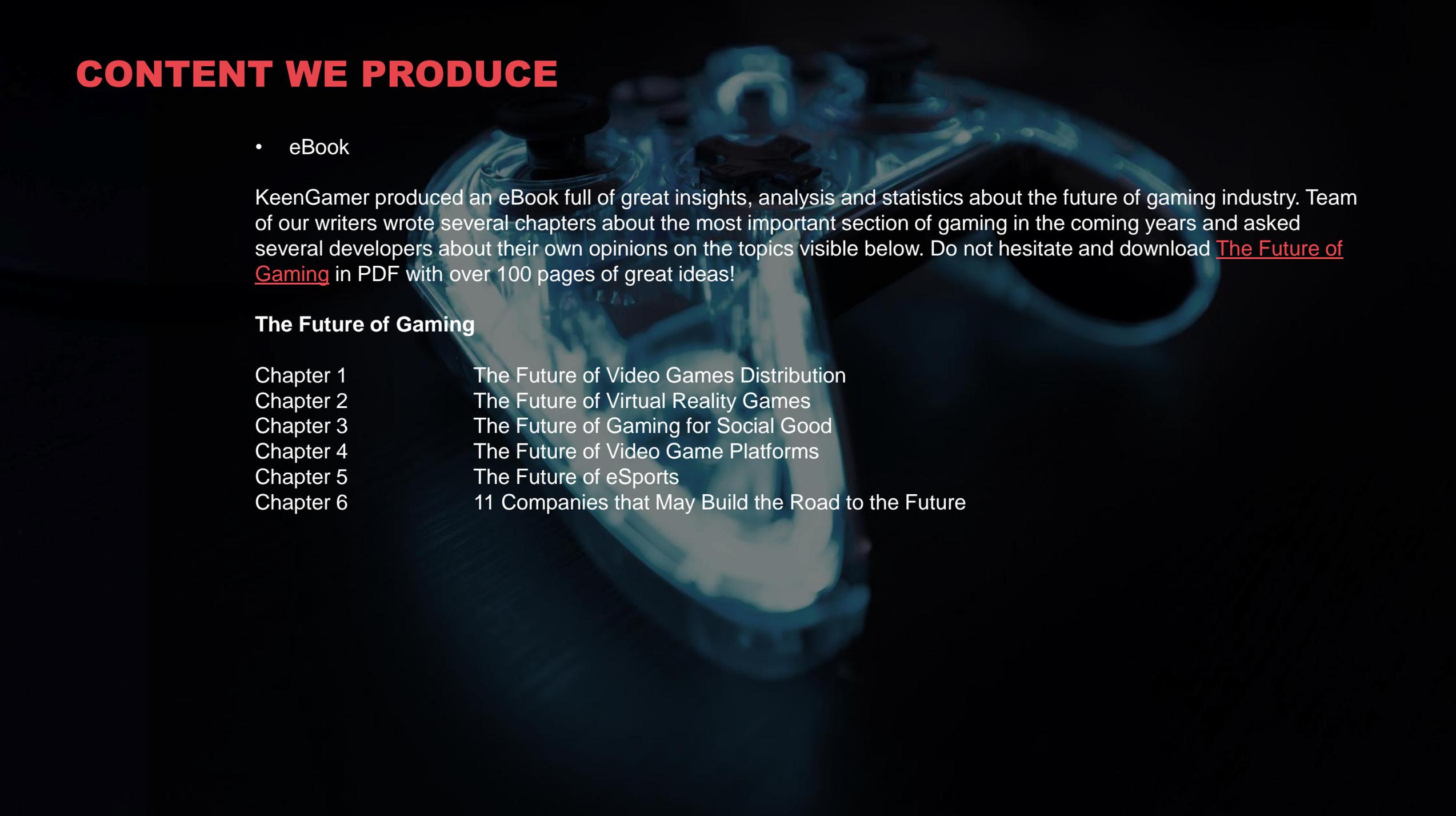
- KeenShop

Looking to expand to an additional market? We can help you with that. For more than a year now, we have been running an Eshop of our own! It features thousands of games, full customer support, and is convenient to use. We mostly sell PC games and looking to expand to consoles market.

- Blog support

You might not have enough resources to manage an additional blog. By why miss the large cluster of audience we offer? We can help with everything you need to manage a blog on our website.

CONTENT WE PRODUCE



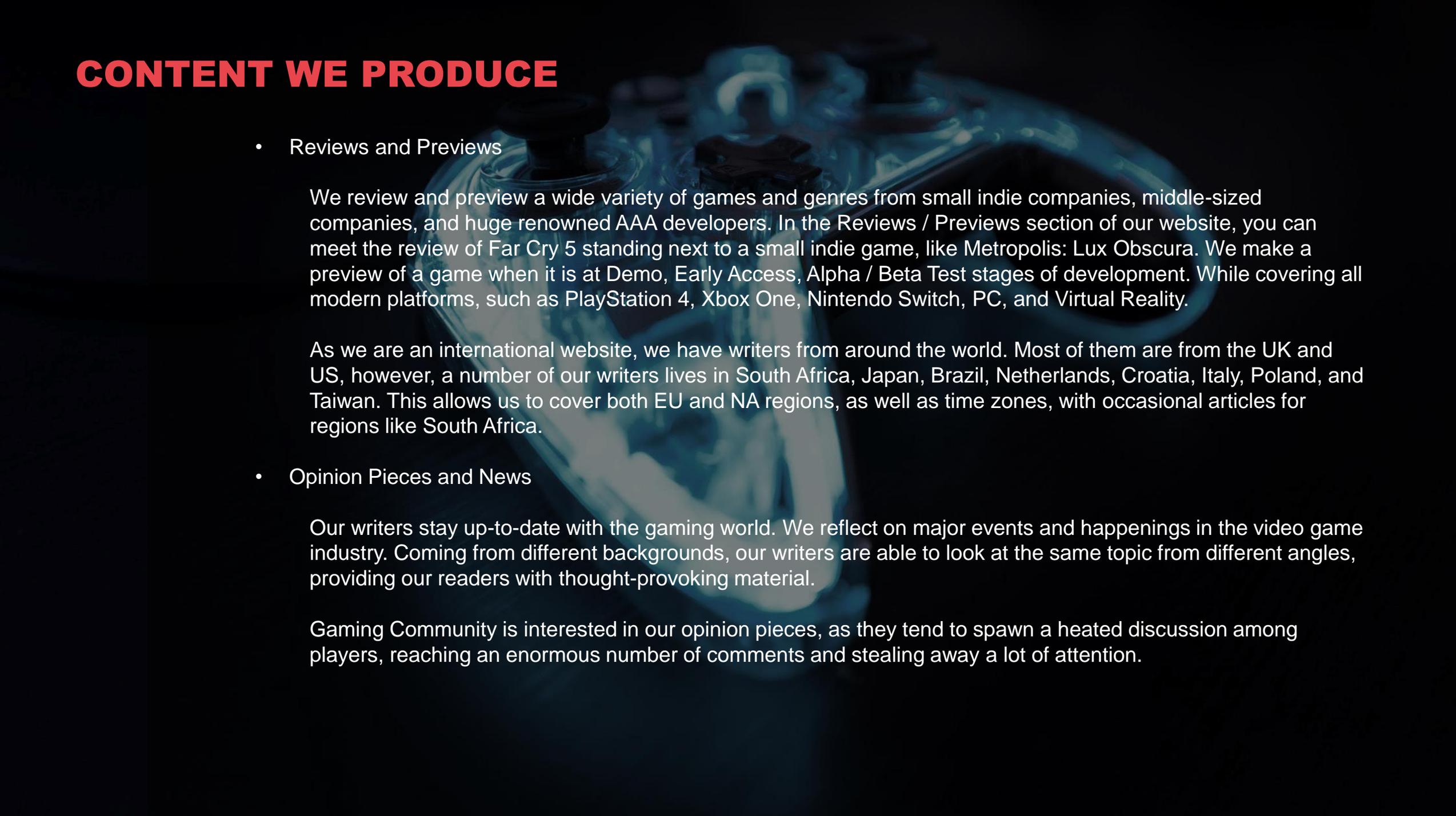
- eBook

KeenGamer produced an eBook full of great insights, analysis and statistics about the future of gaming industry. Team of our writers wrote several chapters about the most important section of gaming in the coming years and asked several developers about their own opinions on the topics visible below. Do not hesitate and download [The Future of Gaming](#) in PDF with over 100 pages of great ideas!

The Future of Gaming

Chapter 1	The Future of Video Games Distribution
Chapter 2	The Future of Virtual Reality Games
Chapter 3	The Future of Gaming for Social Good
Chapter 4	The Future of Video Game Platforms
Chapter 5	The Future of eSports
Chapter 6	11 Companies that May Build the Road to the Future

CONTENT WE PRODUCE



- Reviews and Previews

We review and preview a wide variety of games and genres from small indie companies, middle-sized companies, and huge renowned AAA developers. In the Reviews / Previews section of our website, you can meet the review of Far Cry 5 standing next to a small indie game, like Metropolis: Lux Obscura. We make a preview of a game when it is at Demo, Early Access, Alpha / Beta Test stages of development. While covering all modern platforms, such as PlayStation 4, Xbox One, Nintendo Switch, PC, and Virtual Reality.

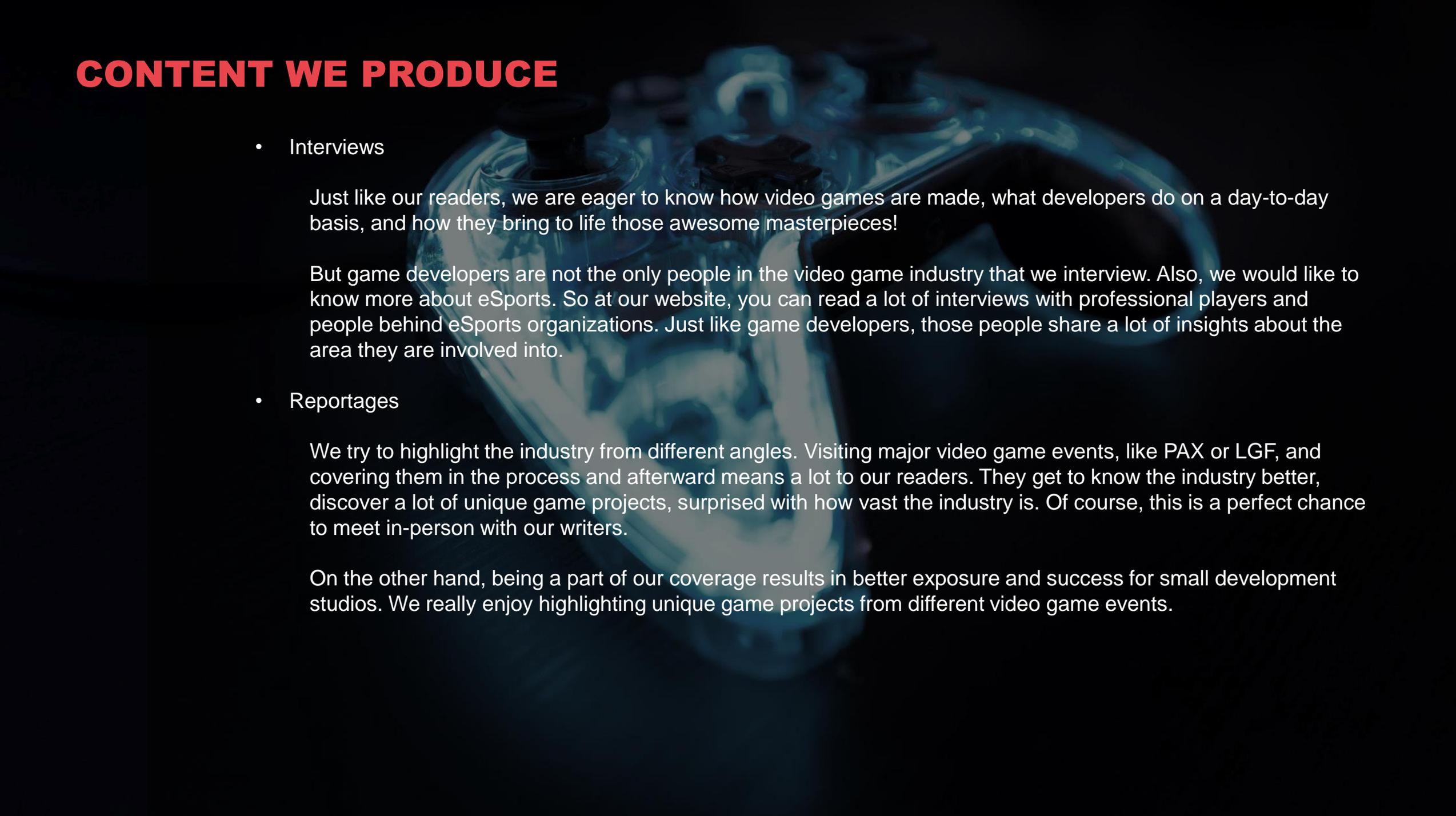
As we are an international website, we have writers from around the world. Most of them are from the UK and US, however, a number of our writers lives in South Africa, Japan, Brazil, Netherlands, Croatia, Italy, Poland, and Taiwan. This allows us to cover both EU and NA regions, as well as time zones, with occasional articles for regions like South Africa.

- Opinion Pieces and News

Our writers stay up-to-date with the gaming world. We reflect on major events and happenings in the video game industry. Coming from different backgrounds, our writers are able to look at the same topic from different angles, providing our readers with thought-provoking material.

Gaming Community is interested in our opinion pieces, as they tend to spawn a heated discussion among players, reaching an enormous number of comments and stealing away a lot of attention.

CONTENT WE PRODUCE



- Interviews

Just like our readers, we are eager to know how video games are made, what developers do on a day-to-day basis, and how they bring to life those awesome masterpieces!

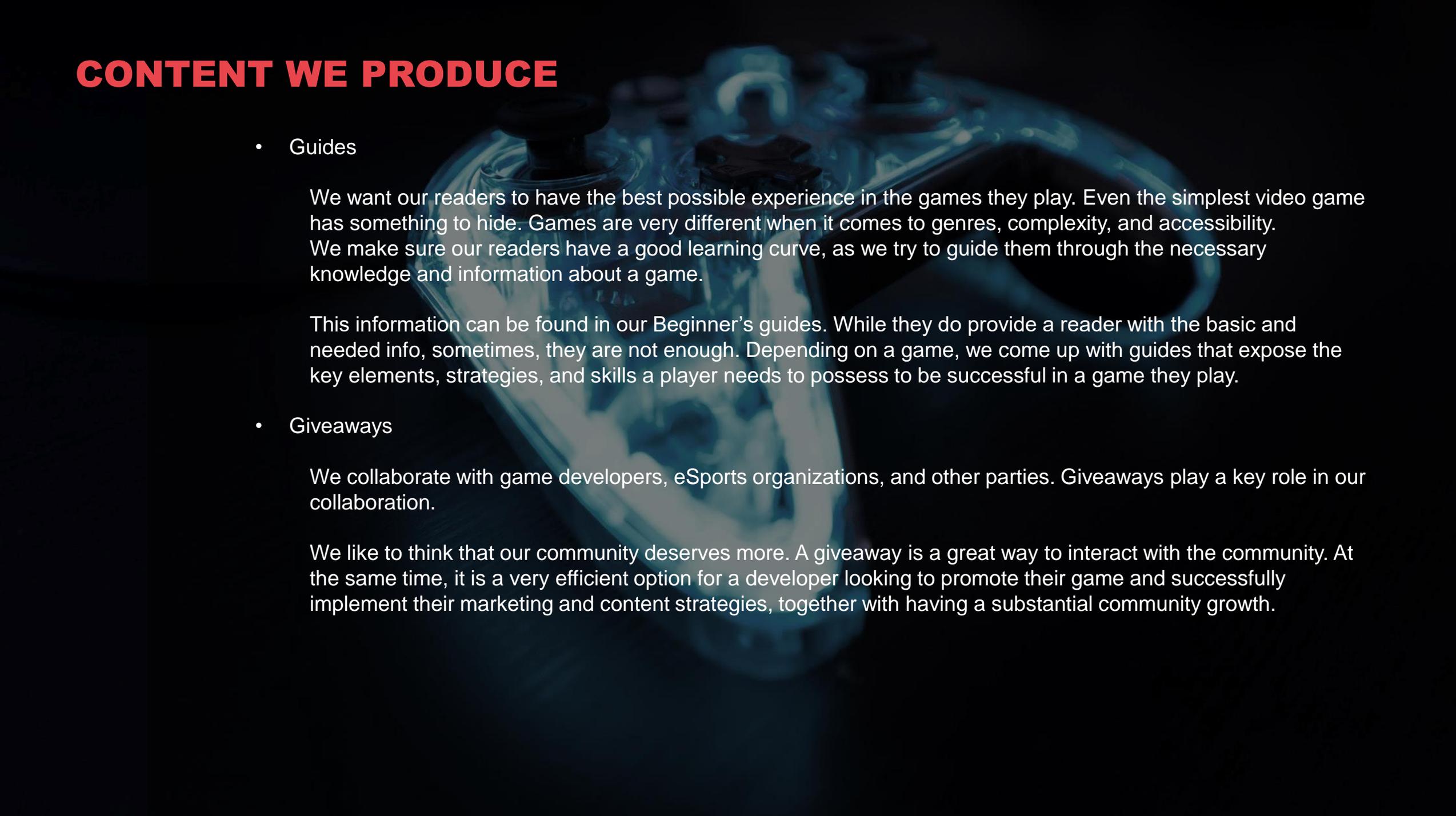
But game developers are not the only people in the video game industry that we interview. Also, we would like to know more about eSports. So at our website, you can read a lot of interviews with professional players and people behind eSports organizations. Just like game developers, those people share a lot of insights about the area they are involved into.

- Reportages

We try to highlight the industry from different angles. Visiting major video game events, like PAX or LGF, and covering them in the process and afterward means a lot to our readers. They get to know the industry better, discover a lot of unique game projects, surprised with how vast the industry is. Of course, this is a perfect chance to meet in-person with our writers.

On the other hand, being a part of our coverage results in better exposure and success for small development studios. We really enjoy highlighting unique game projects from different video game events.

CONTENT WE PRODUCE



- Guides

We want our readers to have the best possible experience in the games they play. Even the simplest video game has something to hide. Games are very different when it comes to genres, complexity, and accessibility. We make sure our readers have a good learning curve, as we try to guide them through the necessary knowledge and information about a game.

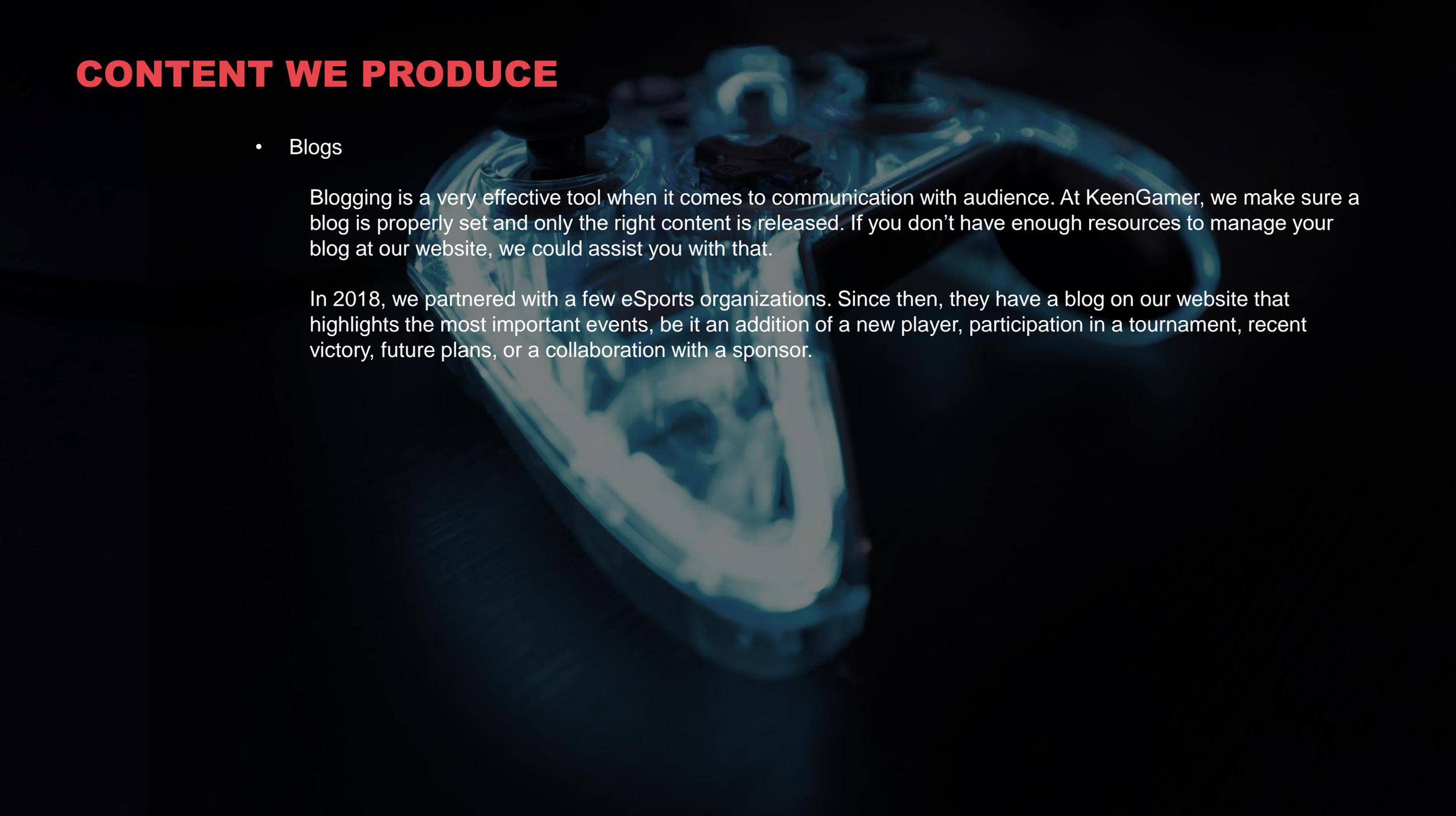
This information can be found in our Beginner's guides. While they do provide a reader with the basic and needed info, sometimes, they are not enough. Depending on a game, we come up with guides that expose the key elements, strategies, and skills a player needs to possess to be successful in a game they play.

- Giveaways

We collaborate with game developers, eSports organizations, and other parties. Giveaways play a key role in our collaboration.

We like to think that our community deserves more. A giveaway is a great way to interact with the community. At the same time, it is a very efficient option for a developer looking to promote their game and successfully implement their marketing and content strategies, together with having a substantial community growth.

CONTENT WE PRODUCE



- Blogs

Blogging is a very effective tool when it comes to communication with audience. At KeenGamer, we make sure a blog is properly set and only the right content is released. If you don't have enough resources to manage your blog at our website, we could assist you with that.

In 2018, we partnered with a few eSports organizations. Since then, they have a blog on our website that highlights the most important events, be it an addition of a new player, participation in a tournament, recent victory, future plans, or a collaboration with a sponsor.

OUR TEAM AND CONTACTS

KeenGamer is an international gaming website with more than 40 writers on board. That's quite a number, right? Meet the people that ensure everything is up to the schedule and done right:

- Management

Karel Vik – CEO

Roman Vik - Sales Director

Veronika Glovanová - Content Director

Juraj Paulík - Software Architect, Developer

Dmytro Voloshyn - Editor-in-chief, Content & Communication Manager

If you want to know more details about the content we produce, our offers, or other details, make sure to contact us using the emails listed below.

- Contacts

info@keengamer.com – for business requests, queries, and offers

press@keengamer.com – for PR agencies, publishers, and developers

jobs@keengamer.com – for job and internship requests



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