



diempgroup

MEDIAKIT 2026



INFORMATION IS OUR BEST BET

business audiences

Commercial department:
ventas@soloazar.com
sales@soloazar.com
marketing@soloazar.com



SoloAzar is a digital media outlet specialized in the gaming industry across Latin America and beyond. With over **21 years of experience**, we are a **key B2B communication channel for companies, associations, and event organizers in the sector**. Our expertise in public relations and industry-specific coverage allows us to engage high-value audiences, enhance brand visibility, and strengthen our partners' positioning in the market.



Industry contacts

Editorial Coverage on *SoloAzar.com* SoloAzar bridges the key players in the gaming and gambling industry. Our editorial landscape reflects balanced and targeted visibility:

- **Suppliers (37.5%):** Technology and product innovators.
- **Operators (27.5%):** Market-leading platforms and brands.
- **Entrepreneurs (12%):** Strategic minds and industry voices.
- **Affiliates (7%):** Experts in digital traffic and monetization.
- **Regulators (8%):** Legal and compliance leaders.
- **Associations (8%):** Organizations driving collective growth.

This editorial mix ensures high-value exposure for every category. Your brand deserves to be part of it!

Our audience is strategically distributed, with a strong presence across the main hubs of the industry:

Americas – 38.0% – Primary market with strong traction in the United States, Argentina, and Brazil.

Europe – 32.0% – High relevance in key iGaming hubs and regulated markets.

Asia – 13.0% – Direct connection with technology hubs and leading Asian operators.

Africa – 7.0% – Reach within fast-growing emerging markets.

Middle East – 4.0% – Presence in strategic investment and business nodes.

Oceania – 3.0% – Coverage across mature markets in the region.



Regions

SoloAzar operates with **Amazon Web Services** technology



Newsletters That Truly Reach With an exceptional bounce rate of just **0.01%**, our newsletter delivery system—powered by dedicated **AWS servers**—ensures precise targeting and reliable distribution. Each campaign connects directly with key players in the gaming and betting industry, maximizing brand exposure and driving measurable results. With SoloAzar, your message doesn't just get sent—it gets seen.



"We connect every day with a key audience in the gaming sector, generating effective visibility and real results for brands."



24,1+
VIEWS PER DAY USERS



3 a 5 min
DAILY TIME ON SITE



20.000+
USER



72.000+
1 PAGE VIEW



30.000+
SESSIONS



18.000+
DATABASE: NEWSLETTER



7.447+
FOLLOWERS



3.000+
FOLLOWERS



1,1 MIL+
FOLLOWERS



2.522+
FOLLOWERS



118+
FOLLOWERS



BANNERS | PRICE

FULL PLAN
EN / ES / PT

ZONA 01
633 X 128 PX.

ZONA 02
270 X 140 PX.

ZONA 03
1260 X 50 PX.

ZONA 22
1260 X 50 PX.

ZONA 04
633 X 128 PX.

ZONA 05
160 X 300 PX.

ZONA 06
160 X 300 PX.

ZONA 07
160 X 160 PX.

ZONA 08
160 X 160 PX.

ZONA 09
160 X 160 PX.

ZONA 10
684 X 50 PX.

ZONA 11
684 X 50 PX.

ZONA 12
684 X 100 PX.

ZONA 13
684 X 100 PX.

ZONA 14
330 X 100 PX.

ZONA 15
330 X 100 PX.

ZONA 16
330 X 70 PX.

ZONA 17
170X 128 PX.

ZONA 18
170X 170 PX.

ZONA 19
330X 500 PX.

ZONA 20
684 X 100 PX.

FORMAT

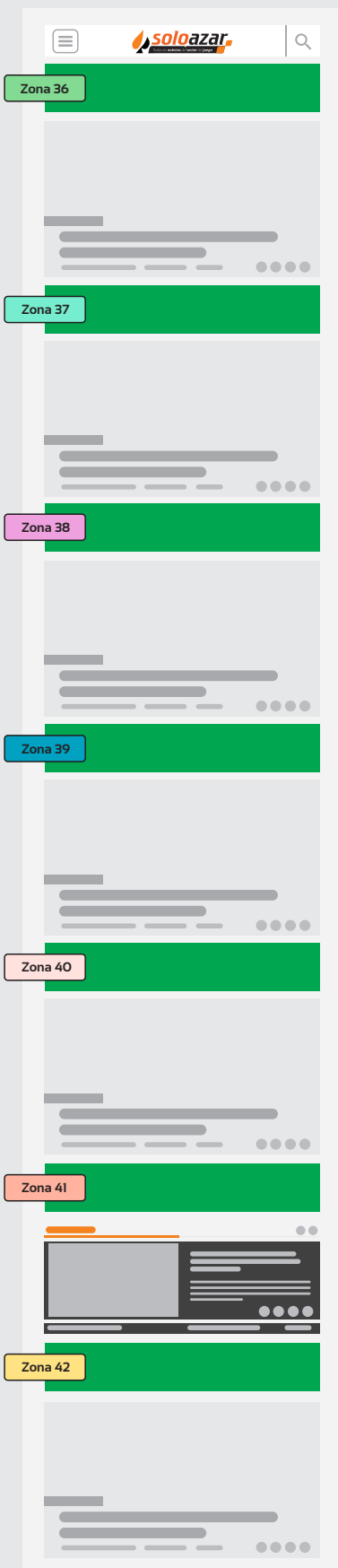
WEB FORMAT: JPG | GIF animated | PNG

NEWSLETTER FORMAT: JPG | GIF animated | PNG

WEIGHT: 250K max

IMPLEMENTATION TIME: The piece should be delivered 72Hs before the start of the campaign.

Video allowed: NO | **Audio allowed:** NO | **Expansion control / closing:** NO



BANNERS | PRICE

- ZONA 36**
400 X 100 PX.
- ZONA 37**
400 X 100 PX.
- ZONA 38**
400 X 100 PX.
- ZONA 39**
400 X 100 PX.
- ZONA 40**
400 X 100 PX.
- ZONA 41**
400 X 100 PX.
- ZONA 42**
400 X 100 PX..

FULL PLAN
EN / ES / PT

SECTIONS | FORMATS AND SPECIFICATIONS



BANNERS | PRICE

ZONA 23
330 X 500 PX.

FULL PLAN
EN / ES / PT

CONTENT | FORMATS AND SPECIFICATIONS



BANNERS | PRICE

ZONA 24
684 X 100 PX.

ZONA 25
160 X 300 PX.

ZONA 26
330 X 330 PX.

ZONA 27
170 X 170 PX.

FULL PLAN
EN / ES / PT

EVENTS SEC. | FORMATS AND SPECIFICATIONS



BANNERS | PRICE

ZONA 28
330 X 300 PX.

FULL PLAN
EN / ES / PT

EVENT | FORMATS AND SPECIFICATIONS



BANNERS | PRICE

ZONA 29
330 X 300 PX.

FULL PLAN
EN / ES / PT



BANNERS | PRICE

ZONE 30
330 X 300 PX.

FULL PLAN
EN / ES / PT



“SoloAzar, the meeting point for key players in the gaming industry”

