



MEDIA KIT

GENERATIONPLAY.COM.AU

WEBSITE



MONTHLY VISITORS
8,600+



UNIQUE VISITORS
4,000+



RETURN VISITORS
52%



VIEW DURATION
7:10



PAGES PER VISIT
3



LOCATION
**60%NA
40%AUS**



GENDER
**20%W
80%M**

SOCIAL



YOUTUBE
**2,200+
SUBS**



INSTAGRAM
300+



TWITTER
100+



FACEBOOK PAGE
350+



FACEBOOK GROUP
1000+



ABOUT GENPLAY

Gen Play is an online video game media outlet and community. With a casual approach that focuses on the community, GenPlay seeks to entertain and inform its community through relationships. Since its inception in 2016, GP has seen rapid and constant growth and now works closely with renown PR agencies and publishers around the globe, in the production of high quality digital promotional content.

CONNECT

Website
generationplay.com.au
General
info@generationplay.com.au
Press
press@generationplay.com.au
YouTube
generationplay.com.au/youtube
Facebook Community
facebook.com/groups/generationplay/
Facebook Page
facebook.com/generationplayco

TOP CONTENT

The Game Awards 2018
<https://youtu.be/IGFWf899NWk>
PlayStation State Of Play
<https://youtu.be/Md3EvMntiWE>
Romancing Saga
<https://youtu.be/rBTJXa28ZYg>
Razer Kraken Pro V2
<https://youtu.be/15jPIBYF9jY>
PlayStation VR 2
https://youtu.be/JC8LQz2_4FY
Razer Thresher 7.1
<https://youtu.be/iFag1XHScH0>

PARTNERS

FAVOURITE PR AGENCY RELATIONSHIPS



PUBLISHERS

FAVOURITE PUBLISHERS RELATIONSHIPS



Monthly website stats were calculated using a 6 month average from January 2016 to June 2017.