



Connecting advertisers to
gaming communities

We're Publisher Collective

Nice to meet you...

We're a global advertising platform with publisher values.

Helping games and entertainment communities grow by delivering monetization that works.

We represent an ever growing roster of over **200** games, entertainment and media platforms.

Reaching over **107** million gamers per month with contextual content.

Publishing is in our DNA, we care about the sustainability of our partners and as gamers ourselves, **UX and content is incredibly important to us.**



A bit of background



From the ground up

We've not always been the business we are today

We started our journey as a publisher ourselves!

Nearly 11 years ago our founders Tim Edwards and James Binns launched PCGamesN.

Since then, Network N Media has created and grown a substantial portfolio of games and entertainment sites.

With these brilliant platforms, we needed an agency that could support us in monetizing them, whilst reaching the right audience with relevant and contextual content.

And so, Publisher Collective was born.



Oh, hey! 🖐️

So, what are these publisher values?

The publisher first platform

We prioritise high value, fast loading advertising. Our technology is built to be considerate to a publisher's audience.

We help our partners grow

Our partners and commercial partners benefit from our publishing expertise across SEO, social, affiliate and technology. Measurable outcomes is always the goal.

Quality, reach & relevance

Combining deep domain targeting with curated and hand-picked partner platforms helps us to create the best environments. Trusted by leading brands and publishers to deliver advertising with contextual and data-led targeting and impactful formats and creatives.



Working with us

Connecting gamers to advertisers

Our mission is simple; we connect games, tech and entertainment platforms to brands and agencies that want to reach their audiences.

That's it!

We're gamers, and we've been publishers.

We understand what's important to both a publisher and an advertiser and we want to help.



Joining the Collective

A man in a blue polo shirt and a headset is looking towards the camera with a surprised expression. He is surrounded by other people in a call center environment, some of whom are also wearing headsets. The background is slightly blurred, showing a typical office setting with windows and desks. The overall lighting is warm and focused on the man in the foreground.

Looking to monetize your site?

We offer a fully managed service

Let's break it down into the key points

How does a partner make money?

We use a little bit of script that is placed on their platform. This allows us to place ads in certain areas of the platform. They make money when their audience and community see and interact with those ads.

Does this affect their platform?

Partners will see an obvious change if they've never had ads on their platform before. We work collaboratively with partners to showcase how these ads will look and make sure that they are fully in the know.

With our contextual targeting we guarantee that the content shown is relevant to the platform it's sitting on. We make sure your audience and their experience isn't disrupted by what they see.



Looking to reach gamers?

You're a brand or advertiser looking to target a gaming audience...

No drama, we have gamers galore!

We have gamers in our midst

With our extensive portfolio of 200+ games and media platforms, we reach communities from casual to professional, cross-media and in unique environments.

We can deliver audiences based on traits and characteristics via an industry leading, data-stack solution. This categorizes users and ensures our commercial partners have the toolset to maximize their media investment.



Who are our gamers?

We reach 107m engaged gamers per month, let's meet them

- 44% are under 18, falling into Generation Alpha
- 21% fall into Gen Z, aged between 18-24
- 61% are male
- 76% of our audience class themselves as 'gamers'
- With 40% being very willing to spend money on games and hardware.
- 41% prefer PC gaming, however 25% prefer console and 24% mobile
- 38% of Publisher Collective audience spend more than 10 hours online per day
- 39% of Publisher Collective audience use a streaming service every day

*Source QuantCast Data June 2023 // Zero-party data collected from our sites Jan-Jun 2023



From publisher to advertisers

We've got you covered



Your tech is best in the
business.

Ruttledge Daugette
CEO, TechRaptor



From advertiser to publishers

We've got you covered



The team were incredibly professional from start to finish, making it easy to deliver a targeted series of articles, over several weeks, ticking all the boxes required from our side. Absolutely delighted with the results and will definitely be using the team again for future activations.

Nick Haywood
RAZER



Thank you

