



MEDIA KIT

2026

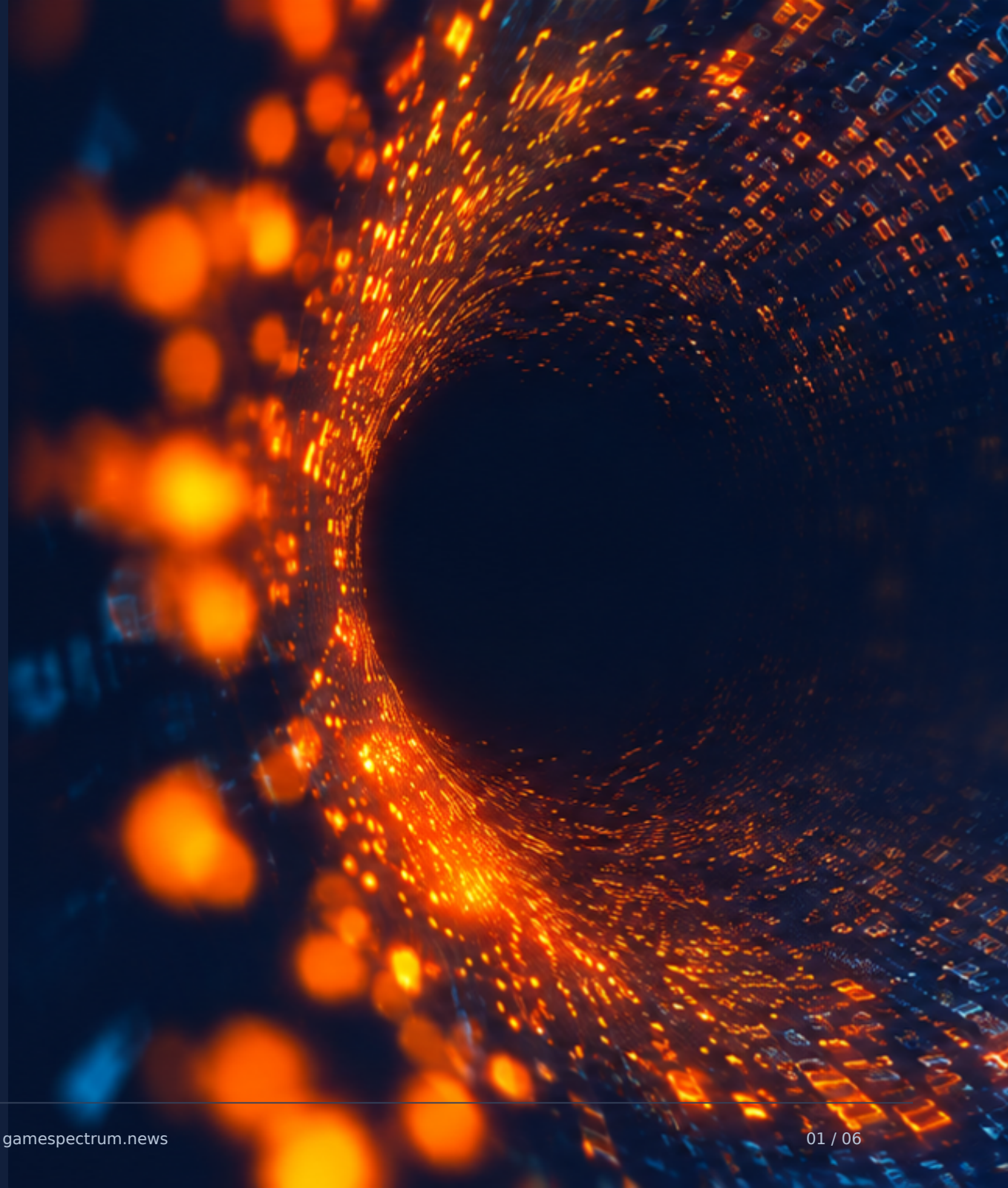
One brand. Two perspectives.

News, insights and analysis for the gaming industry.

Balkan focus. European & global perspective.

gamespectrum.bg

gamespectrum.news



Two editions. One editorial identity.

Game Spectrum brings its industry focus to two separate language editions.

01

gamespectrum.bg

A dedicated language edition with its own selection of stories, interviews and industry developments.

02

gamespectrum.news

A dedicated language edition with its own selection of stories, interviews and industry developments.

Shared brand. Edition-specific content.

The editions do not always publish the same material. Publication across both domains is agreed separately for each partnership.

Game Spectrum in numbers.

79,700+

Monthly users

515,490

Monthly page views

11,300+

Active newsletter subscribers

2.8%

Newsletter database growth in 2025

2008

Established

The stories behind the industry.

Reporting, analysis and perspectives on the developments shaping the market.

01

Industry news

Product releases, company updates and business developments.

02

Reports & analysis

Context, sector insights and analysis of market developments.

03

Interviews & opinion

Conversations with industry professionals and expert perspectives.

04

Trends & regulation

Industry innovation, emerging trends and regulatory developments.

Start with the right edition.

A clear brief helps shape a relevant advertising or media partnership proposal.

- 1 Choose your edition**
Tell us which language audience you want to address: gamespectrum.bg, gamespectrum.news, or both.
- 2 Share your objective**
Introduce your company, announcement, event or campaign, together with your preferred timing.
- 3 Agree the scope**
Request a tailored proposal covering the selected edition, available formats, deliverables and pricing.

Advertising and media partnership enquiries: marketing@gamespectrum.bg



LET'S TALK

Your next story. Our shared industry.

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