

VAYG.COM

Audience Demographics



35M+

Monthly Unique Visitors



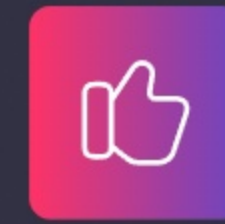
136.5M+

Monthly Page Views



86.5%

Average Viewability Rate



147M+

Monthly Impressions

Demographic Breakdown

Our audience spans various age groups, genders, and interests, predominantly comprising tech enthusiasts, sports fans, and lifestyle aficionados.

OUR PROPERTIES

AllBlueChecks



AllBlueChecks is an enterprise cyber defense suite protecting over 1,200 networks with real-time threat detection

Industry: **Technology**

Desktop: **65%**

Mobile: **35%**

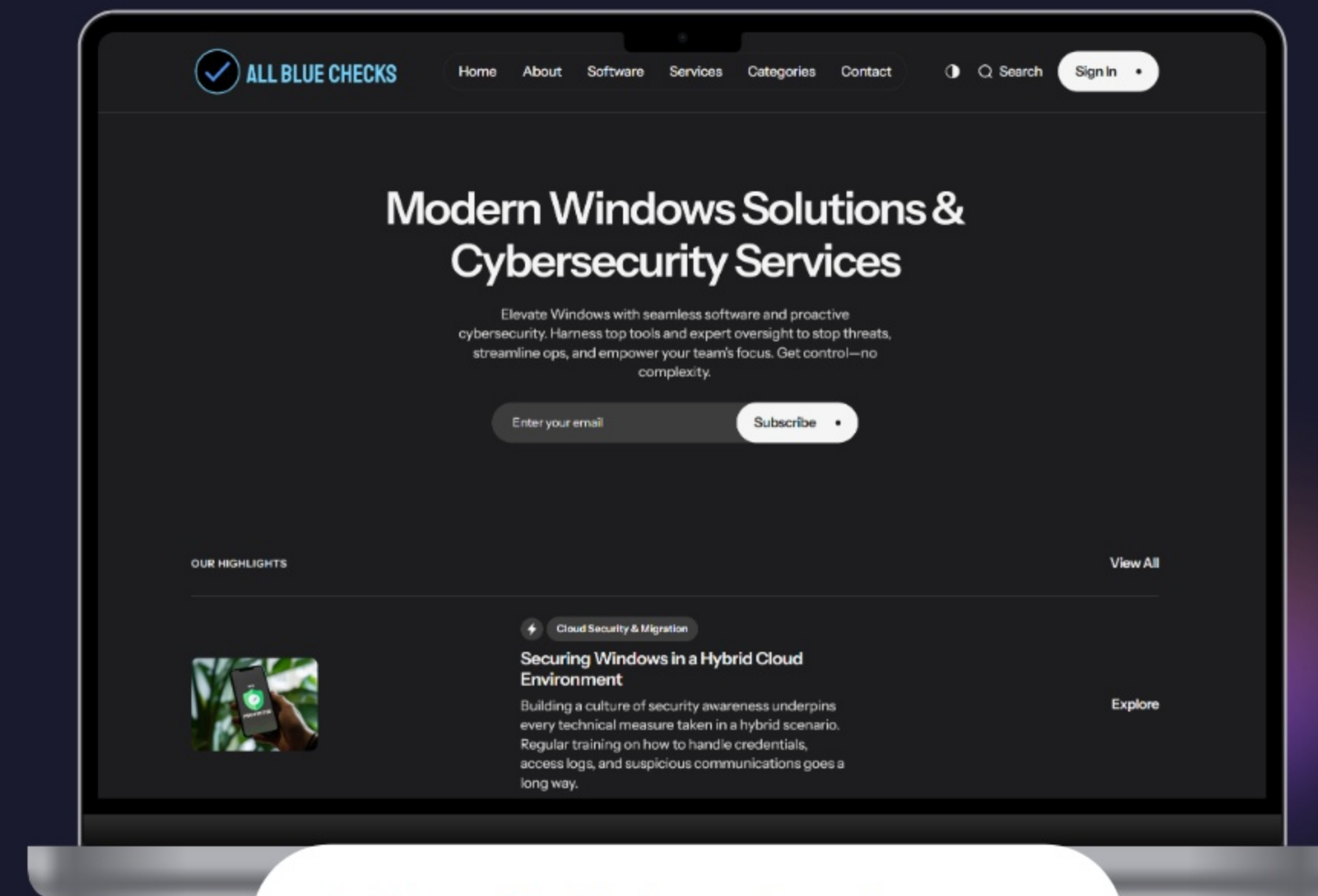
 **6.5M** Monthly Unique Visitors

 **20.7M** Monthly Page Views

 **87.3%** Viewability Rate

 **79.1M** Monthly Impressions

Top 3 GEOs:  **US: 75%**  **AU: 10%**  **UK: 8%**



<https://allbluechecks.com>

Audience Profile

- **Age:** 25-45
- **Gender:** 75% male, 25% female
- **Income Level:** Mid-to-high income (\$70K-\$150K+)
- **Occupation:** IT professionals, cybersecurity experts, software engineers, tech executives, and enterprise decision-makers
- **Interests:** Cybersecurity, enterprise software, tech gadgets, online privacy, ethical hacking, and corporate security solutions

OUR PROPERTIES

Deeptide



Deeptide offers in-depth analysis and insights into the latest trends in technology and innovation

Industry: **Technology**

Desktop: **50%**

Mobile: **50%**



8M Monthly Unique Visitors



25M Monthly Page Views

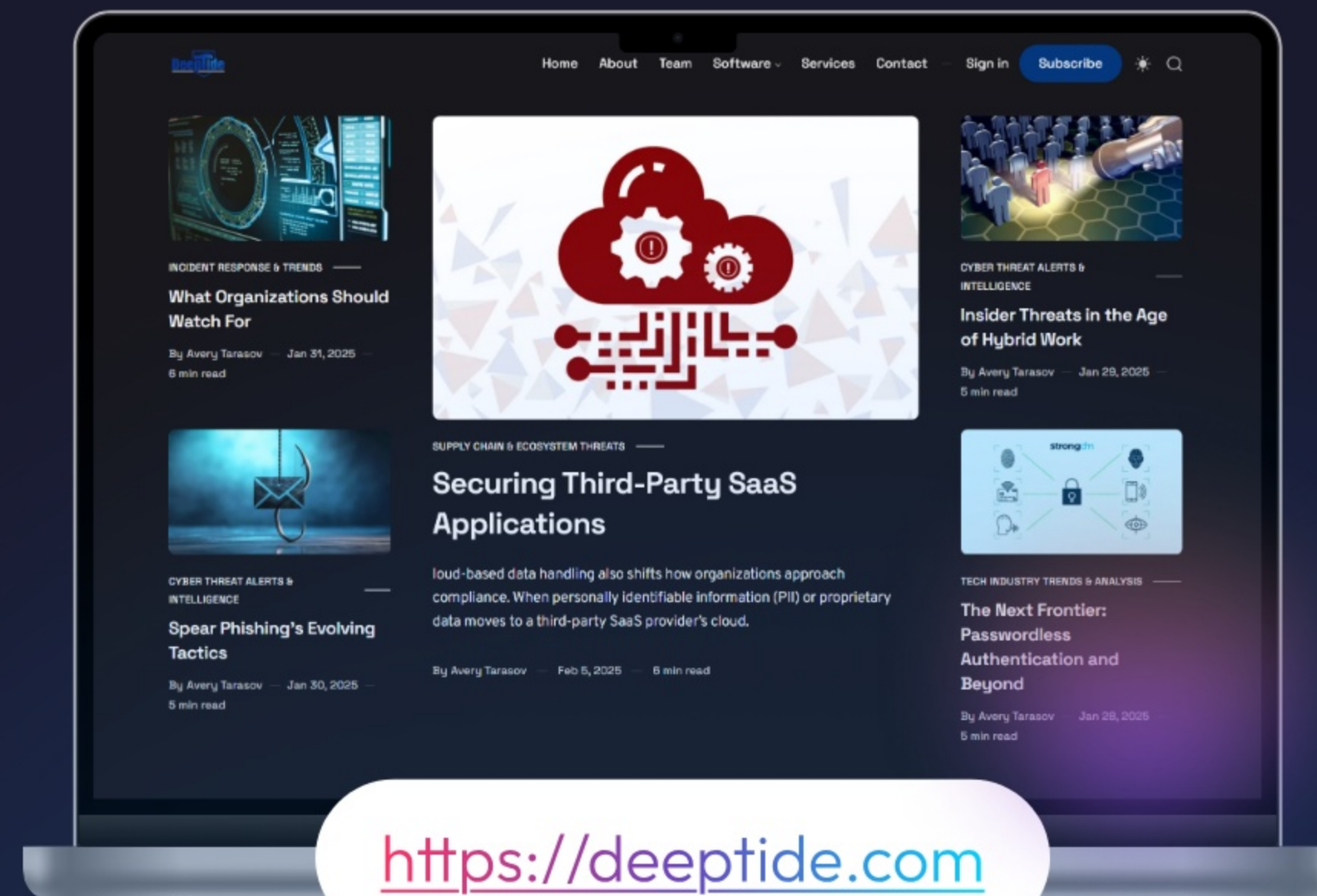


85% Viewability Rate



82M Monthly Impressions

Top 3 GEOs:  **US: 60%**  **CA: 20%**  **GE: 10%**



Audience Profile

- **Age:** 22-40
- **Gender:** 70% male, 30% female
- **Income Level:** Mid-to-high income (\$65K-\$120K)
- **Occupation:** Industry analysts, startup founders, investors, engineers, developers, and tech enthusiasts
- **Interests:** Emerging tech, AI, blockchain, fintech, venture capital, and disruptive innovation

OUR PROPERTIES

Laser Pointer Forums



A community-driven platform discussing laser pointers, their applications, and safety measures

Industry: **Niche Community**

Desktop: **60%**

Mobile: **40%**



5M Monthly Unique Visitors



15M Monthly Page Views

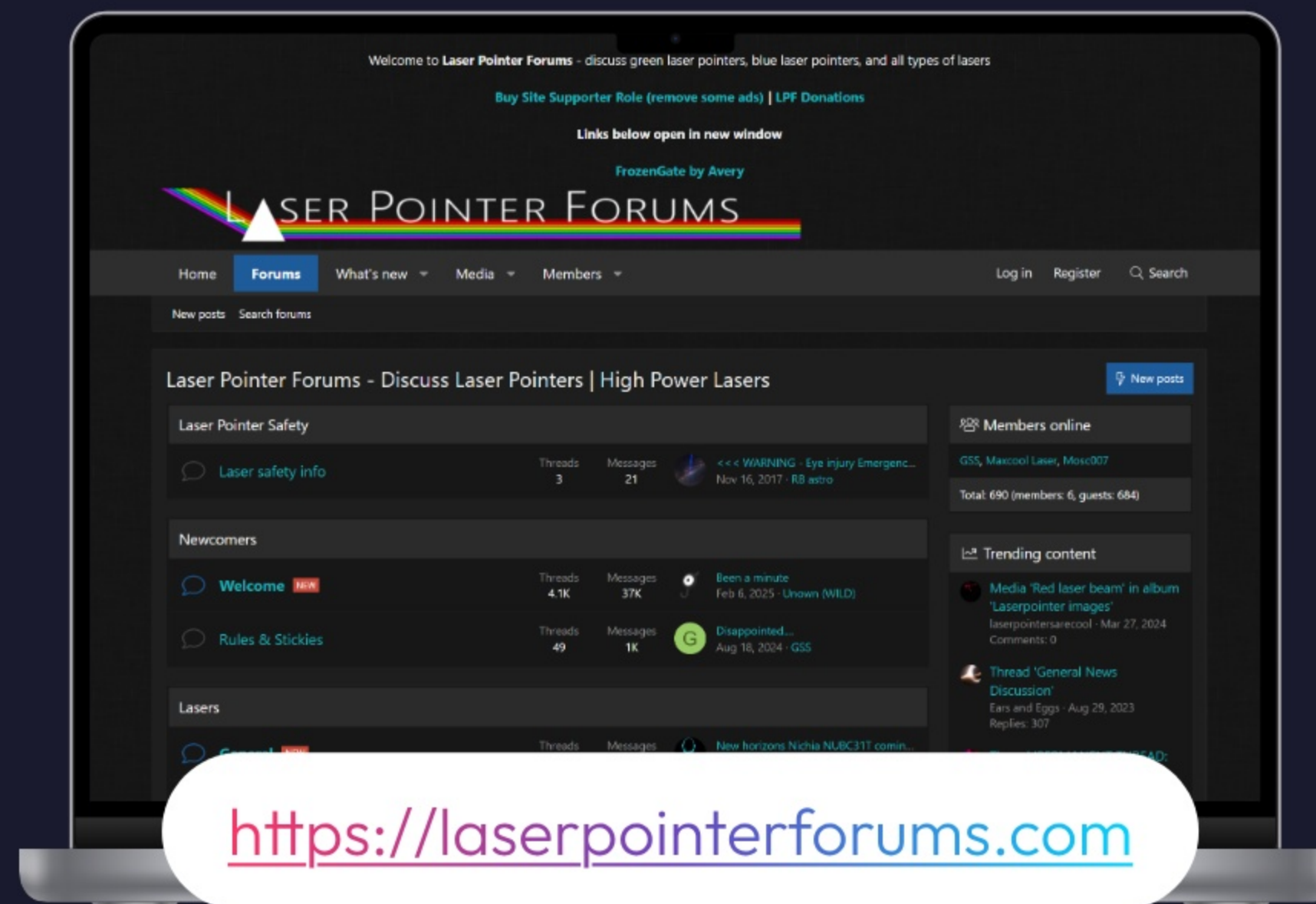


88% Viewability Rate



60M Monthly Impressions

Top 3 GEOs:  **US: 50%**  **GE: 25%**  **CA: 15%**



Audience Profile

- **Age:** 18-45
- **Gender:** 85% male, 15% female
- **Income Level:** Mid-income (\$50K-\$100K)
- **Occupation:** Hobbyists, educators, engineers, and science enthusiasts
- **Interests:** Laser technology, DIY electronics, physics, astronomy, and experimental optics

OUR PROPERTIES

91 Hockey



91 Hockey provides comprehensive coverage of hockey news, live scores, and in-depth analysis

Industry: **Sports**

Desktop: **40%**

Mobile: **60%**

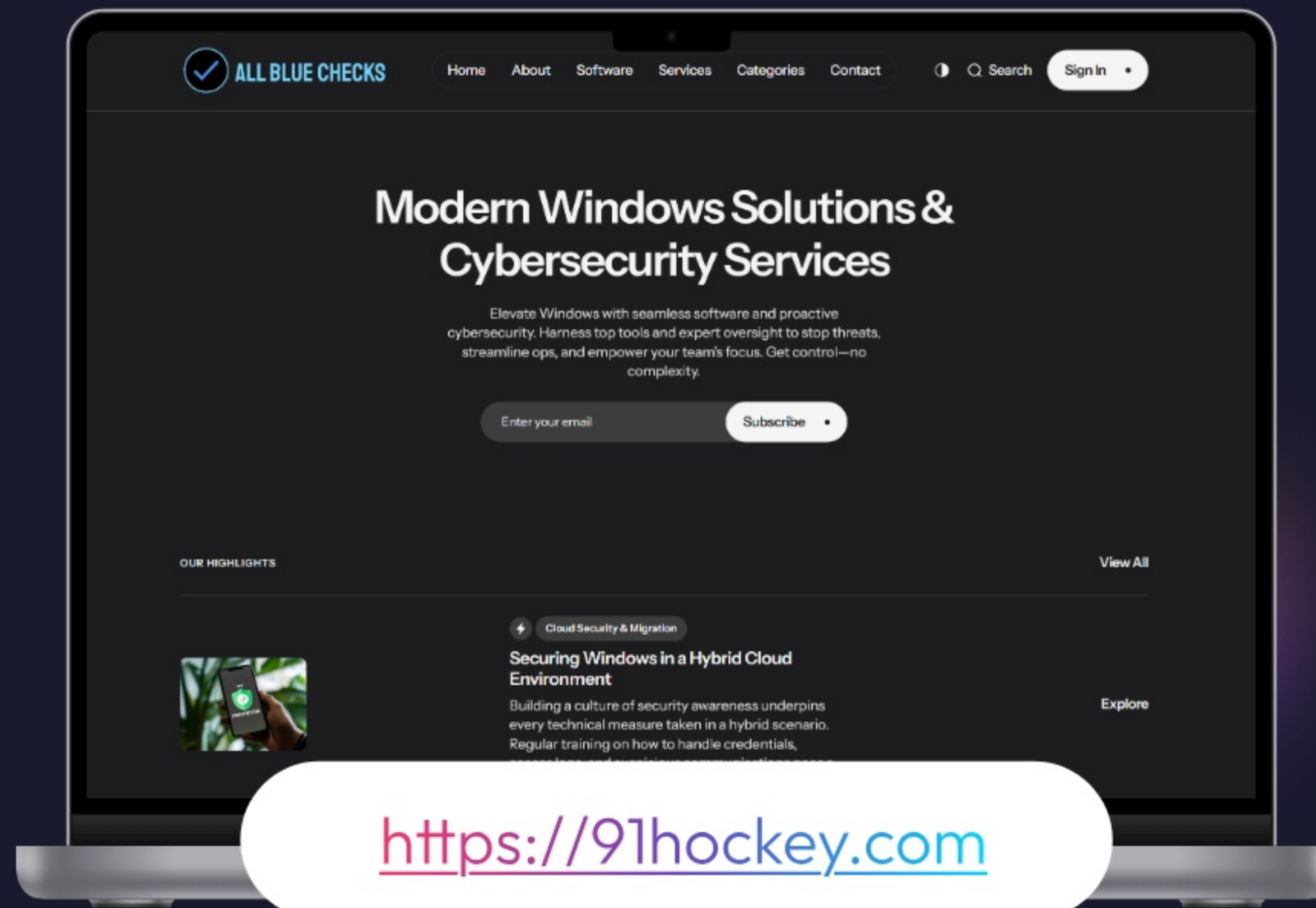
Top 3 GEOs: **US: 70%** **CA: 20%** **SW: 5%**

7.5M Monthly Unique Visitors

22M Monthly Page Views

84% Viewability Rate

77M Monthly Impressions



Audience Profile

- **Age:** 18-50
- **Gender:** 80% male, 20% female
- **Income Level:** Mid-income (\$50K-\$120K)
- **Occupation:** Athletes, sports analysts, coaches, and general sports fans
- **Interests:** Hockey news, live scores, fantasy sports, sports betting, and fitness

OUR PROPERTIES

6PackWolfPack



A lifestyle blog focusing on fitness, nutrition, and personal development

Industry: **Fitness**

Desktop: **30%**

Mobile: **70%**



8M Monthly Unique Visitors



23.8M Monthly Page Views

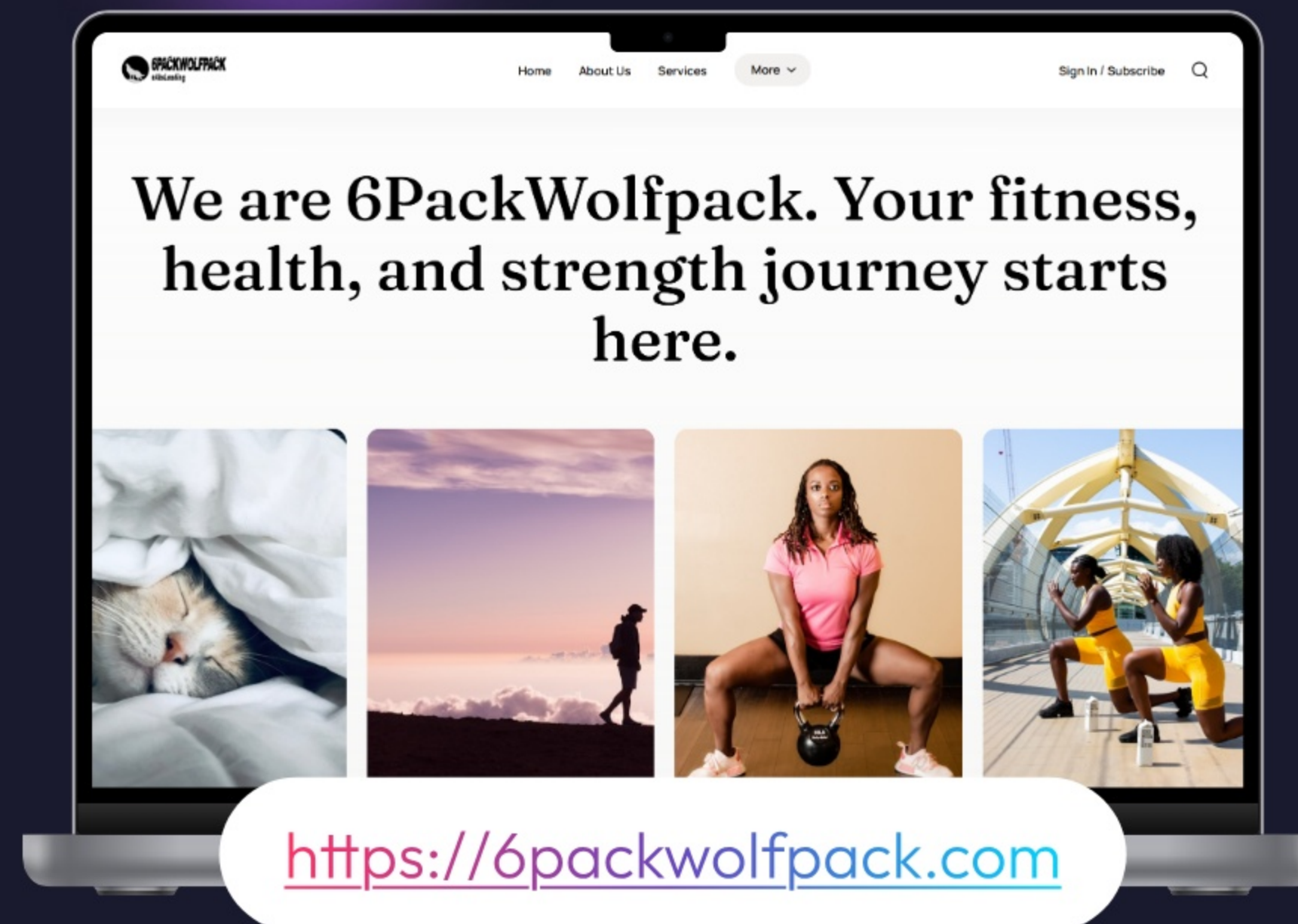


88.2% Viewability Rate



80M Monthly Impressions

Top 3 GEOs:  US: 70%  CA: 15%  UK: 10%



Audience Profile

- **Age:** 21-45
- **Gender:** 60% male, 40% female
- **Income Level:** Mid-to-high income (\$55K-\$125K)
- **Occupation:** Fitness enthusiasts, personal trainers, lifestyle influencers, and health-conscious consumers
- **Interests:** Strength training, nutrition, self-improvement, mindfulness, and personal development

Advertising Opportunities



Ad Formats

We offer a variety of advertising options, including display ads, video ads, sponsored content, and custom partnerships tailored to meet your brand's objectives.



Placement Options

Premium ad placements are available across our network, ensuring maximum visibility and engagement.



Ad Pricing & Custom Solutions

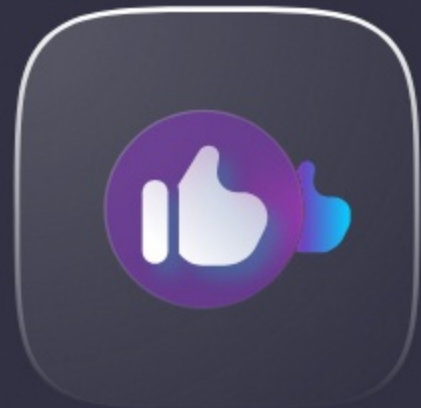
We offer flexible and scalable pricing models tailored to fit brands of all sizes. Our flat-rate CPM ensures transparent pricing with no hidden fees. Pricing starts at:

- Standard Display Ads – \$5 to \$15 CPM
- Native Sponsored Content – \$500 per placement
- Premium Video Ads – \$20 to \$40 CPM
- Newsletter Sponsorships – \$1,500 per issue

For enterprise campaigns, we offer bulk discounts, retargeting strategies, and custom placements.

Contact our team to design a media plan that aligns with your business objectives.

Success Stories



Tech Brand **Increased Conversions** by **47%** with VAYG

A leading cybersecurity software company partnered with VAYG to launch a targeted awareness campaign on our AllBlueChecks platform. Through premium ad placements and native content integration, they saw a **47% increase in conversions and a 35% boost** in brand recall within just **60 days**.



Sports Retailer **Achieved 3x ROAS** on **91 Hockey**

A top-tier sports apparel brand leveraged VAYG's high-impact ad placements on **91 Hockey** to promote their latest product line. The campaign resulted in a **300% return on ad spend (ROAS)**, demonstrating the power of aligning with highly engaged sports audiences.

Let's Work Together

Ready to elevate your brand with high-performance digital advertising?



Contact

eric@vayg.com



Schedule a Call

<https://calendly.com/vaygmedia>



Learn More

<https://vayg.com>

Let's create a campaign that delivers real results !