



WILDSTARGAMING

MEDIA KIT

2026

FOR DEVELOPERS, PUBLISHERS & PR TEAMS.

A concise introduction to who we are, who we reach, what we offer, and how to work with WildStarGaming.

WHAT THIS MEDIA KIT COVERS

WHO WE ARE

Our editorial identity, focus and approach.

OUR AUDIENCE

Current reach, platforms and community.

OUTREACH & VISION

How we want to build long-term relationships.

WHAT WE OFFER

Coverage, reviews, social, podcast and collaboration.

WHY WORK WITH US

The value we bring to developers and publishers.

REAL GAMES • REAL TECH • REAL REVIEWS

Independent coverage built for genuine developer, publisher and community relationships.



WildStarGaming is an independent gaming media brand focused on honest coverage of video games, gaming tech and reviews. We cover major releases, indie projects, hardware news and community conversation with a straightforward voice.

OUR EDITORIAL FOCUS



Games

Reviews, previews, news and features across the gaming landscape.



Technology

Gaming hardware, technology and the kit behind the games.



Reviews

Independent opinions designed to give audiences useful, honest insight.



Community

Social content, podcasting and community-driven discussion.

OUR APPROACH

- Straightforward editorial coverage rather than inflated claims.
- An interest in both major releases and lesser-known games.
- Content that can move naturally between editorial, social and community channels.
- Building relationships that can continue beyond a single review code.

OUR POSITION

Independent enough to be honest, professional enough to be useful to developers and publishers.

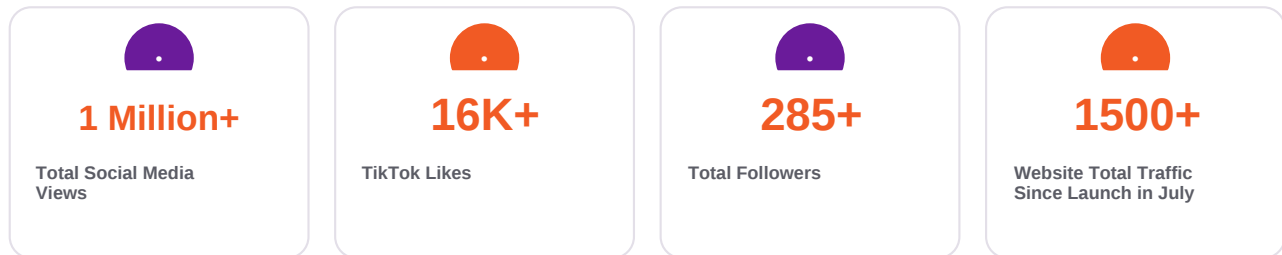


OUR AUDIENCE

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Our current figures provide a snapshot of WildStarGaming's growing cross-platform reach. These are the figures we use as a current reference point.

CURRENT REACH



WHERE THE COMMUNITY FINDS US

Website	www.wildstargaming.com
Threads	@WildStarGaming
TikTok	@WildStarUK
X	@WildStarUK
YouTube	@WildStarUK
Discord	discord.gg/wildstargaming

WHAT THIS MEANS FOR PARTNERS

Developers can reach WildStarGaming audiences through editorial coverage, social amplification, podcast discussion and direct community engagement.

WILDSTAR GAMING PODCAST

Available across all major podcast platforms

Gaming discussion, reviews, features and industry conversation. Spotify | Apple Podcasts | Amazon Music | other major platforms.



We want developer and publisher relationships to feel like partnerships rather than one-off transactions.

OUR OUTREACH

Review & Preview Relationships

Build reliable relationships with developers, publishers and PR teams for upcoming releases.

PR & Publisher Contact

Make WildStarGaming an easy, professional point of contact for relevant campaigns and opportunities.

Creator & Industry Collaboration

Open conversations around interviews, podcast appearances and collaborative content.

Community Connection

Help partners reach an engaged audience through social and Discord community activity.

OUR BRAND VISION

- Build WildStarGaming into a trusted independent gaming media brand.
- Grow a recognisable community around honest opinions and genuine enthusiasm for games.
- Develop long-term relationships with developers, publishers, PR teams and creators.
- Expand the conversation from reviews into features, interviews, podcasting and community-led content.

THE LONG-TERM GOAL

Be a trusted, approachable media partner that developers are happy to work with repeatedly.



WHAT WE OFFER

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We can tailor coverage to the needs of a release, campaign or partnership while keeping the editorial voice of WildStarGaming clear.

EDITORIAL & REVIEW

Review Codes & Early Access

Review opportunities and early access coverage where appropriate.

Game Reviews

Independent written or discussion-led review coverage.

Hands-on Previews

Early impressions and preview coverage.

News & Feature Coverage

Relevant stories, features and developer-focused content.

Hardware & Tech Coverage

Coverage of gaming hardware and technology.

Indie & Lesser-Known Games

Spotlights for games that deserve wider attention.

SOCIAL, PODCAST & COMMUNITY

Social Amplification

Short-form and platform-native promotion around relevant coverage.

WildStar Gaming Podcast

Long-form gaming discussion distributed across all major podcast platforms, covering games, industry news, reviews, features and technology.

Podcast Guests & Interviews

Opportunities for developers, publishers, creators and industry professionals to join interviews, features and discussions around upcoming releases and projects.

Community Engagement

Discord and social conversation around relevant games and campaigns.

Creator Collaborations

Collaborative content with creators where there is a good fit.

Honest Opinions

Independent coverage that audiences can trust.

CROSS-PLATFORM CAMPAIGN COVERAGE

A title or product can be supported through written editorial, social media, podcast discussion, livestream coverage and community engagement where appropriate.

DELIVERABLES CAN BE DISCUSSED AROUND THE CAMPAIGN

We are open to discussing the most useful format for a title, product or announcement rather than forcing every partnership into the same template.



WHY WORK WITH US

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For developers and publishers, the value is not simply a review. It is an independent voice, a growing audience and a route into ongoing community conversation.

WHY WILDSTARGAMING

Independent

We provide straightforward opinions rather than marketing copy.

Approachable

A direct route into the people producing the coverage.

Multi-platform

Editorial, social, podcast and community channels can work together.

Growing

We are actively building our audience and long-term industry relationships.

Flexible

We can discuss the most useful approach for a release or campaign.

Community-led

Coverage can continue into discussion rather than stopping at publication.

CONTACT & WORK WITH US

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LET'S TALK ABOUT YOUR NEXT RELEASE

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