



SportBusiness

2020 ADVERTISING SOLUTIONS

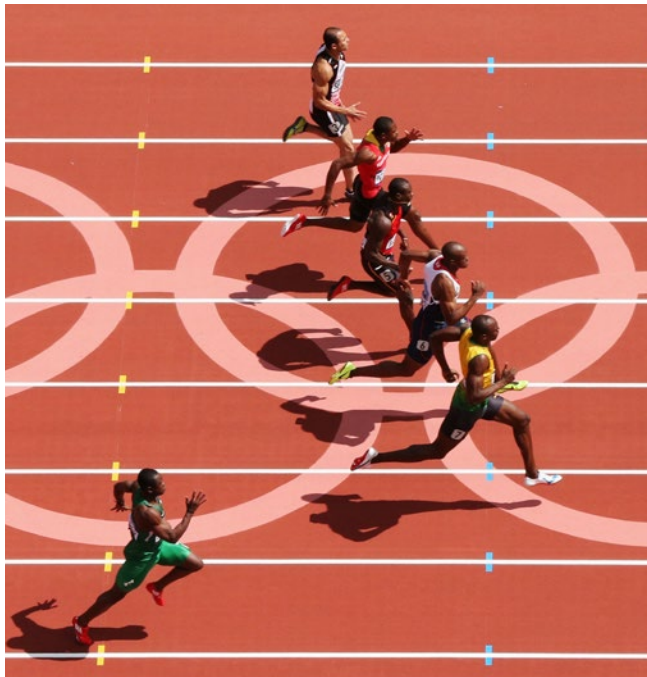
NUMBER 1 IN THE BUSINESS OF SPORT

Welcome to SportBusiness

SportBusiness has been the number one resource for sport business professionals for over 20 years, with a reputation for high quality, integrity and global insight. Our information services such as SportBusiness Media and SportBusiness Sponsorship are regularly relied upon by the leaders in the industry.

Our readers and users are amongst the most influential figures, including every IOC member, sporting federations, governing bodies, rights holders and events hosts. We also have successful solutions to reach leading sponsors, broadcasters and sport marketing agencies. Our advertising and commercial opportunities offer you unique access to the SportBusiness audience via digital and print solutions.

Our flagship title, *SportBusiness Magazine*, provides news, analysis and in-depth interviews with the people, sports, countries and events that matter right now in sport. We cover all the major bases of the sports industry: media, sponsorship, event hosting, stadia and facilities. You can be sure that our bespoke advertising solutions will put you directly in front of the exclusive decision-makers who are shaping and influencing the multi-billion dollar world of the business of sport.



8 reasons to advertise with SportBusiness

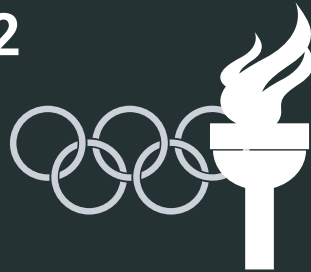
1



INTERNATIONAL REACH

Over 126,000 executives worldwide use SportBusiness content

2



IOC ACCESS

Delivered to all IOC members

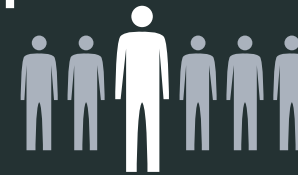
3



GET MORE ONLINE

Access the 63,000 users who visit Sportbusiness.com each month

4



ACCESS THE ELITE

Including heads of federations, governing bodies, host events, sponsors and much more

5



ACCESS KEY EVENTS

We partner with the key events in the industry, ensuring that you reach the biggest names in the business of sport

6



TRUSTED SOURCE

We are the most established and respected content provider in the sport industry

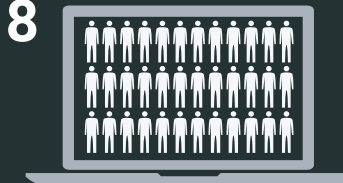
7



SOCIAL MEDIA NETWORK

Via twitter, Facebook and LinkedIn, SportBusiness reaches over 76,000 professionals per day

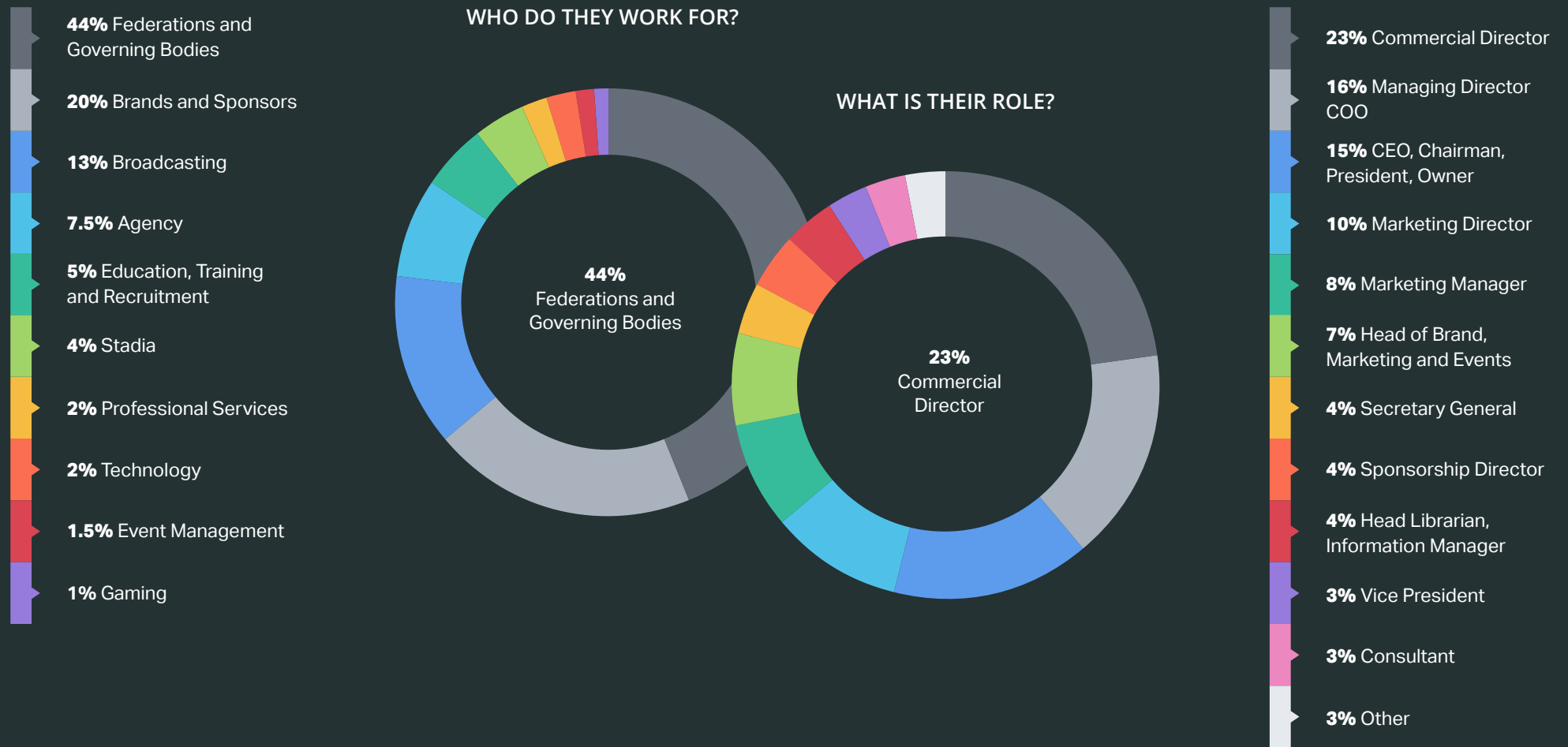
8



30K+ ENGAGED READERS DAILY

Access our twice daily newswire to the SportBusiness database

Readership profile

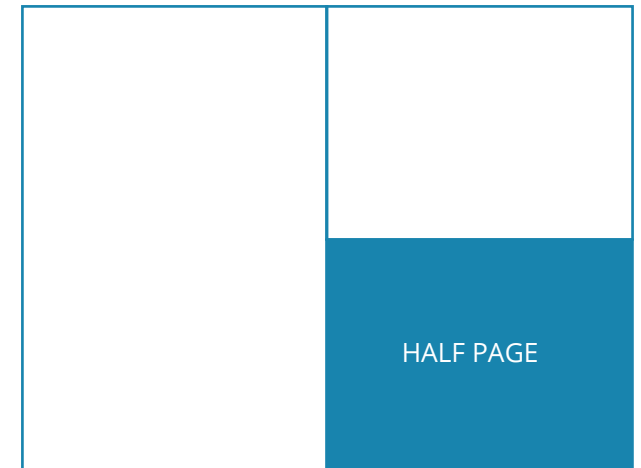
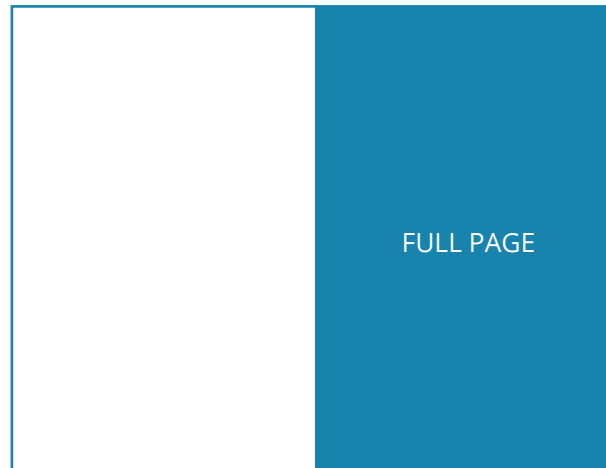
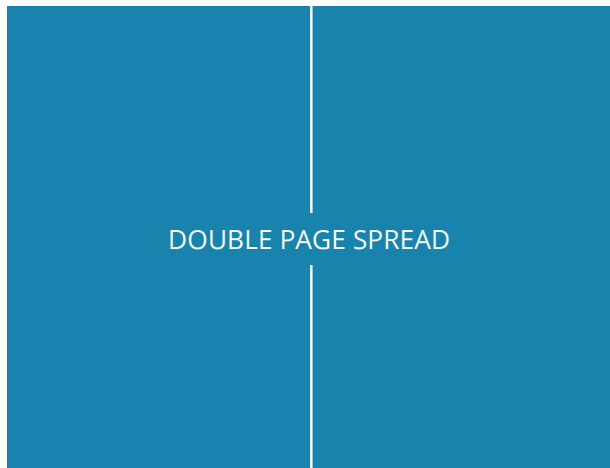


Print Advertising

PRINT ADVERTISING

Advert	1 Issue	3 Issues	6 Issues
Inside front cover	£5,950	£5,540	£5,250
Inside back cover	£5,950	£5,540	£5,250
Outside back cover	£5,950	£5,540	£5,250
Double page spread	£5,950	£5,540	£5,250
Full page	£3,950	£3,690	£3,490
Half page	£2,790	£2,590	£2,390

Top right shows advert on inside cover



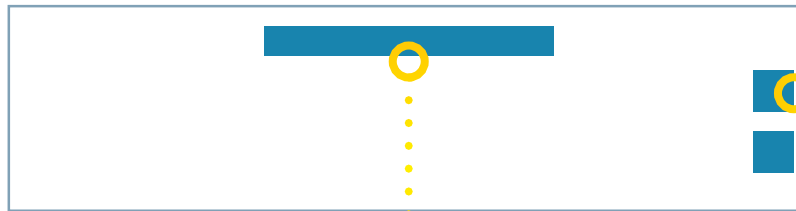
For contract publishing, brochures, sponsored content, micro-sites and other bespoke solutions please contact:
 Robin Hume on +44(0)20 7265 4182, or at robin.hume@SportBusiness.com

Digital Advertising

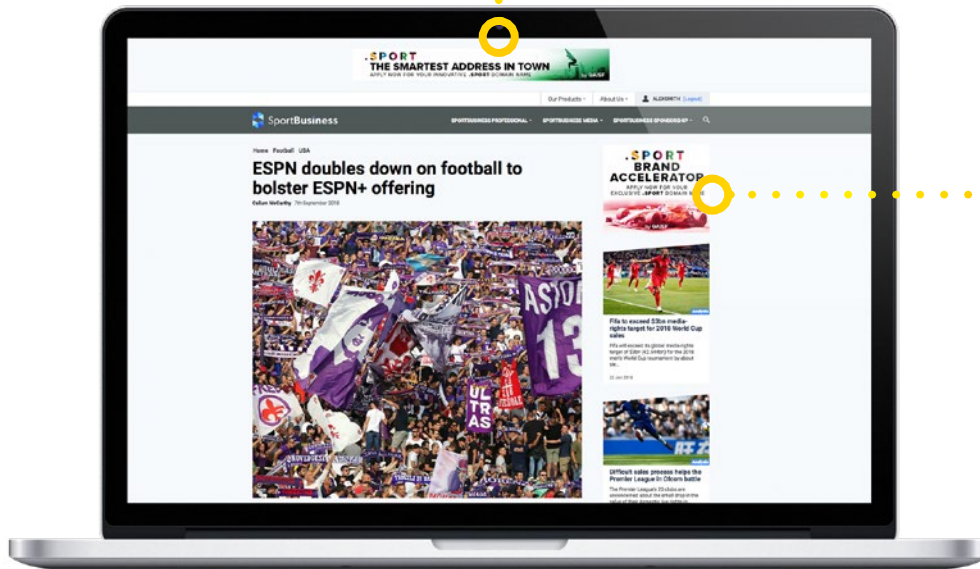
Online advertising

Advert	Size	Price
Leaderboard banner	728 x 90 px	£1,950 per month
MPU Box	300 x 250 px	£1,950 per month
Video	300 x 250 px	£1,950 per month

Leaderboard banner



MPU box

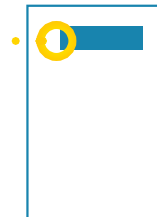
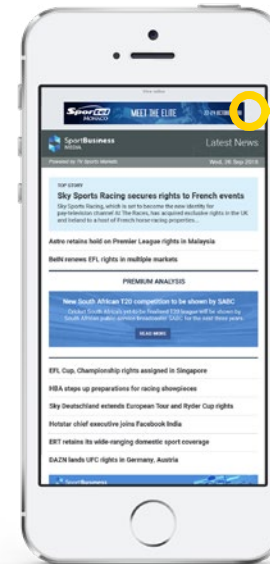


To discuss a takeover of the SportBusiness.com homepage, please contact: Robin Hume on +44(0)20 7265 4182, or at robin.hume@SportBusiness.com

Newsletter and Email advertising

Advert	Size	Price
Newsletter Headline banner	435 x 56 px	£1,950 per week
Solus 'Third-Party' email	-	£3,950 per email

News email Headline banner





Contact Us

To discuss advertising opportunities with SportBusiness Group contact Robin Hume



ROBIN HUME



+44 (0)20 7265 4182



robin.hume@Sportbusiness.com