

SportBusiness Partnerships



About us

SportBusiness is the global leader in providing information and data to the sports industry and has been for 25 years. Through innovation and continuous improvements, we have built up an unparalleled network and audience of the people and organisations who control the \$500 billion dollar sports industry. Our commercial partnerships enable you to connect your offering directly to our network to give you targeted reach to the very people you want to do business with.

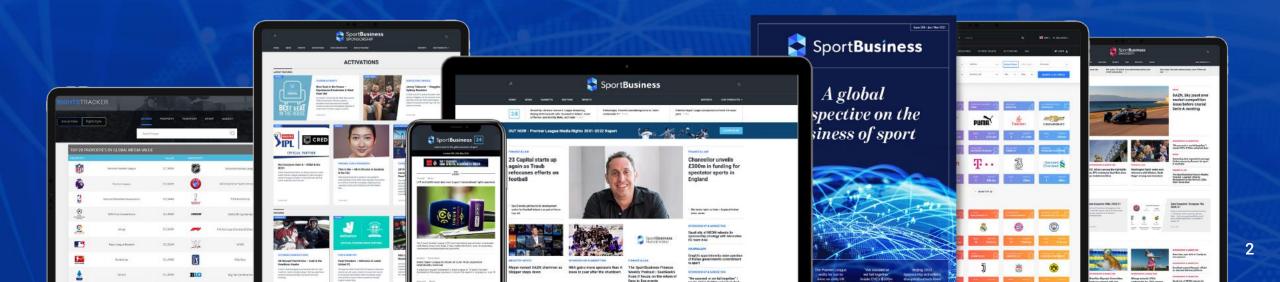
What makes us unique?

Our audience is the decision makers in the global business of sport.

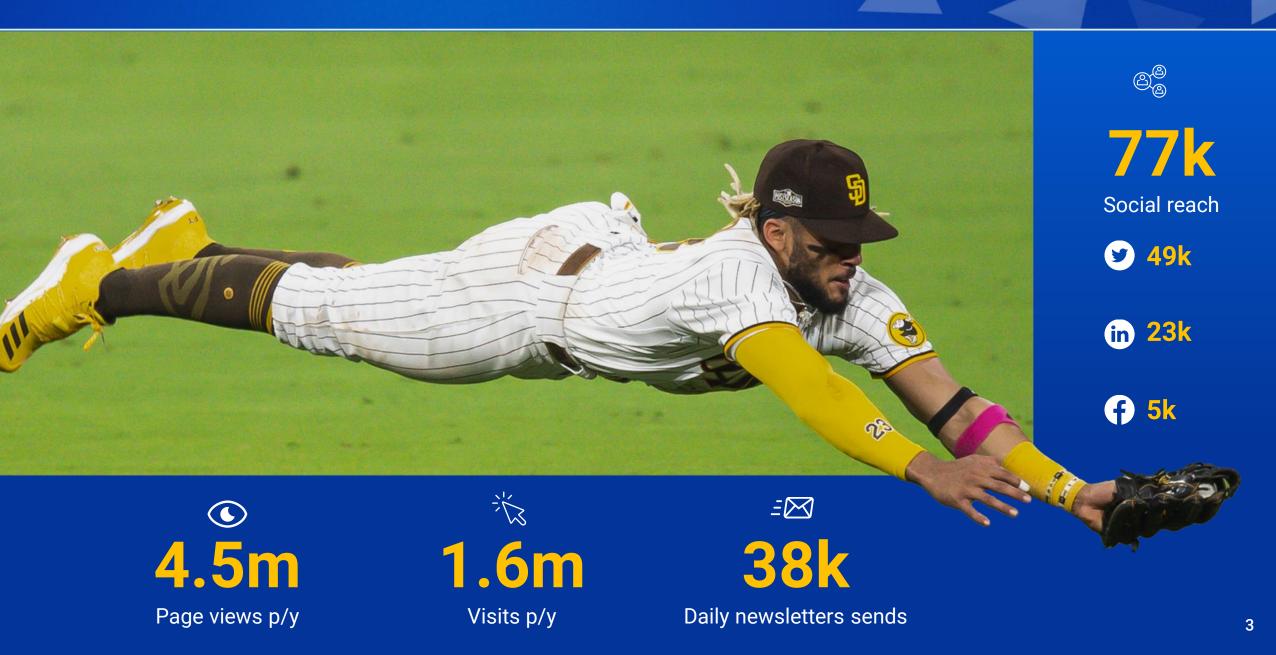
- SportBusiness is fee-paying subscription service, which means we:
- Know who our audience is.
- Understand our audience.
- Target our audience with specific messages whether by sector or geography

Our audience in return is:

- Loyal
- Trusting and much more likely to use SportBusiness as a main source of information
- Elusive and hard to find
- Predominantly decision-making.



Our reach



We have a global audience





SportBusiness network







Rights-holders

28%

Brands / Sponsors

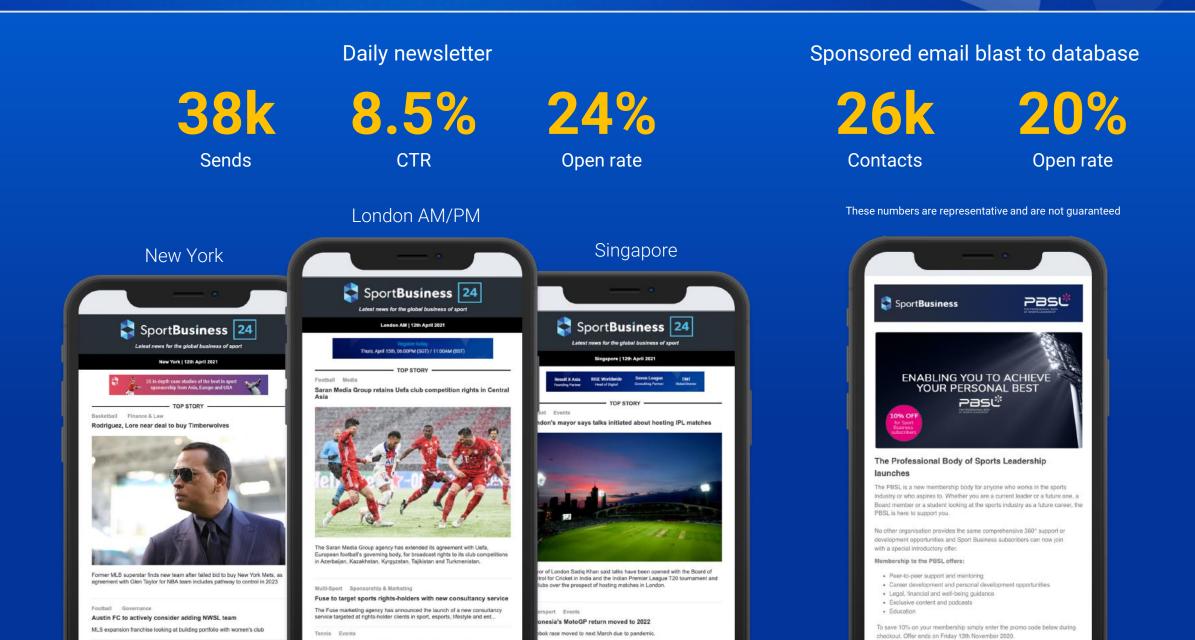
(%) 12%

Broadcasters

SportBusiness network

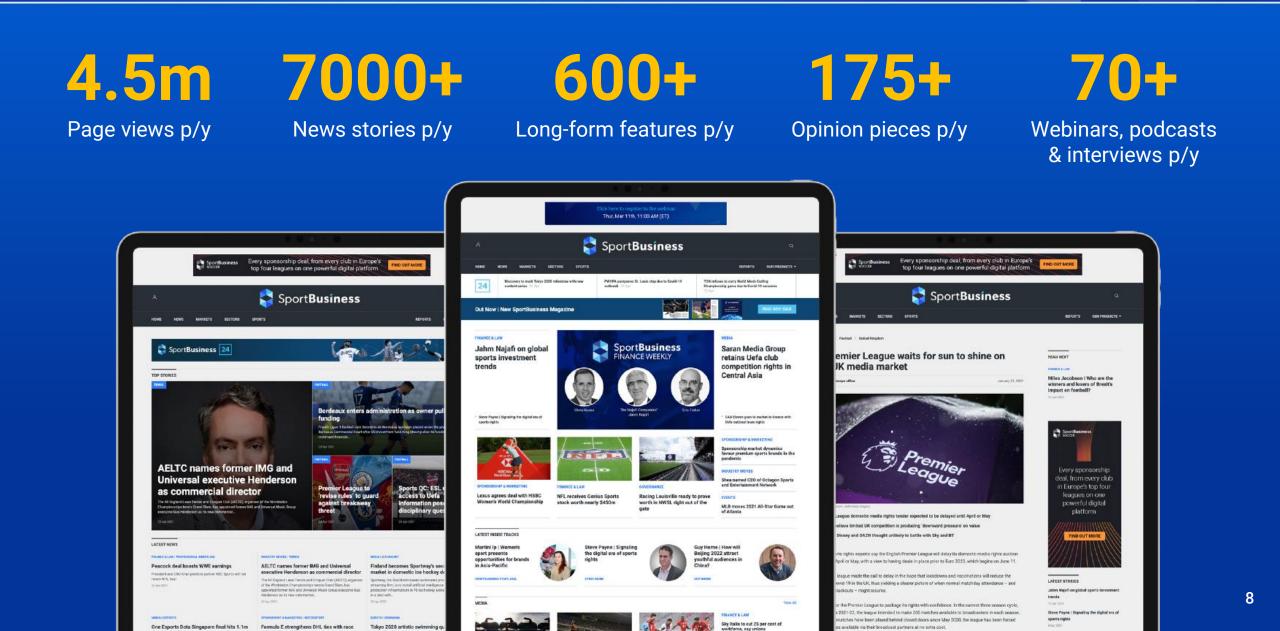


News 24 emails



7

Digital



Publishing

We offer a variety of solutions from magazine advertising, through to sponsored content, whitepapers and sponsorship of world-leading reports.

Our quarterly magazine is a curated selection of the most engaging and insightful articles from sportbusiness.com and it is sent to a combined global audience of 20k including some of the most senior executives from across global sport and every member of the IOC.

Sponsor the branding of a report with our global sport sponsorship activation reports, showcasing the very best campaigns from brands, creative

agencies and rights holders to regional and global audiences.

Sponsor the forward or advertise in our annual reports on World Class Sports Hosts and Host Cities which provide industry leading opportunities for global exposure among leagues, federations, hosts and governing bodies.

Plus, our industry-renowned Post-Graduate Rankings report provides academic institutions and associated organisations with the opportunity to demonstrate their professional credentials to the global education sector.







How real-time engagement will reshape the sports industry

Real-time engagement is becoming an increasingly essential tool for sports rights holders, broadcaster and brands that are seeking to build frutful relationships with key target audiences. However, many in the industry remain uncavare of the opportunities and challenges.

fin suggester with an	agora	factors have straggled to are and retain younger viewers a
increasingly demanding autience via digital	and the second second	release of the first Apple 17h
	to-barnan interaction, sports	
could has taken on extra	rights-holders have continued to	the global use of securiphone
alficative over the past year.	plough resources into attempting	social media platforms. Betw
Even before the pandemic though,	to open up as sys thronised neo-	2007 and 2017, the average v
ins clear that taxs were craving	way conversations via social	are increased for anot the or
seper lowel of social interaction	media, retrospectively measuring	high profile projectional ups
ing sports events that real-time	'engagement' through mumbers of	Therefore the challenge for
Capamient (RTE) can bring.	likes, retworts or comments.	holders is to achipt their sppri
in 2018, a PetCatedy found	However, it is no secret that	bring social media als motifs i
to see per case of faint wanted	relying on third-party social	to they are able to learn more
and the second second second second	united on arms-basis secon	an energy and and an and an and an

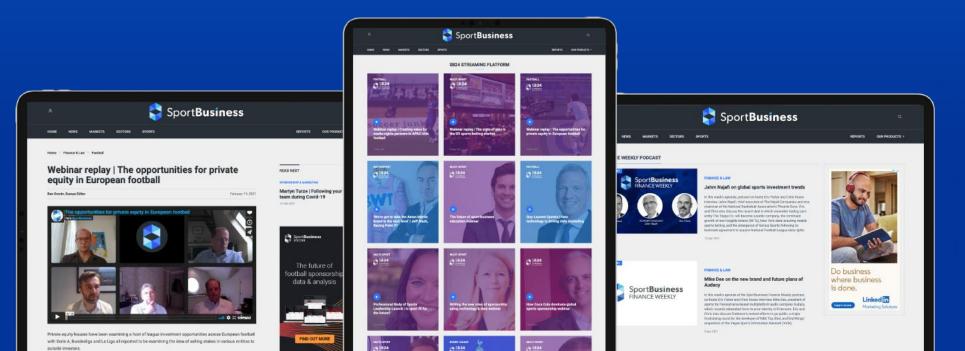
IN DITE?	Devetras cricket tournament	1412-1 10-122-10-10-10-1
n the digital space operates	Additionally, a 'lan wall' allows	platform, or sitting on top of
In the orders share obstance.	handreds of remote bus take shows	a broadcast platform, is that
	in the background screen during a	brands (an at livate commercial
priment in the physical world. ting must is a follow fan sta		justmentips more effectively, which
	break in a game, bringing the offline experience to an online optima. This	should in turn head to a positive
en, for example, allows for a	experience to an online setting. This solution has been used widely in the	Wepart on sponsorship revenues.
er und more personal one-on-		However, ment rights belders
enages between mobile derices.	concert sector davady.	ternalituralware that, for ecemple,
	Therefore, in sport, HTE can allow	investment and social
milath, the instinctive ability	a fan to berrene part of a virtual	inedia features can be combined to
cognize the body language	community before, during and after	create an anticing and profitable
ton of whice from a fellow	an event. This community is failed	proposition, enabling powerful ETE
er on a digital platform	by mal-time interacitvity and the	and orvervas growth.
constant to their words,	feeling of being virtually together,	It is unillosly that such a lack
ing will reactions to drive	just like the most popular social	of awareness will be tolerated by
or engagement and a richer	media applications. However, there	sports lans in the future, though,
dence. For this reason, the	are also opportunities to personalize	with genuine RTE set to become
epts of "social vides" or "social	the offering for individuals, ensuring	in expectation for viewers in the
have become increasingly	a traly dynamic experience by	near fature, accelerated by evolving
wood elements of RTE.	allowing fam to watch games with	communer habits sensiting from
th digital RTE, do peas of	their fittends or even cellebrities.	Cavid-sp.
do can be invited to join a	As a result, these at the cutting	
h party for a game, all owing	edge of ETE believe that it can	Why RTE matters
ento mingle like they would if	become an established fifth pillar	The results speak for themselves.
wore in the stands. Indiza cuse-	of revenue, ritting alongside media	Cleans of Agent, an interactive
tip subscription streaming	rights, licensing and menthandising.	and low-streaming technology
cs Damey+ Hotstar offered such	sports or thip and ticketing.	provider, have reported a 1,800 per-
I watching experiences during	Additionally, a hyproduct of	cent increase in user time spent, a
cas Indian Premier Learne	having the famoun an in-house	1,000 per-tent increase in the fan



Webinar / Video

Webinar / Video Interview

- Indicative average sign ups: 600
- Customer 'Brought to you in association with...' banner on webinar replay page up to 1,000 impressions.
- Two weeks of pre-webinar promotion: 'In association with...' messaging across email (can be targeted by region/sector/job role)
- and social channels (77,000 followers).



Rates for additional / one-off adverts



Online advertising

	Price
Billlboard (920x90px) + Mobile (320x90px)	£2,500 p/m
Leaderboard (728x90px) + Mobile (320x50px)	£1,950 p/m
Tower MPU (300x600px)	£1,750 p/m
MPU (300x250px)	£1,500 p/m

Newsletter advertising

	Price
Sponsored email (HTML supplied by advertiser)	£3,950 per email



Report sponsorship

	Price
Report sponsorship	By request

Daily News sponsorship

SportBusiness

A global perspective on the business of sport

		Amount	Price
Adama Adama	All daily newsletters	1 week (20 emails / 760,000 sends)	£1,950
		2 weeks (40 emails / 1.52m sends)	£3,500

Magazine advertising

	1 issue
Inside front cover	£5,950
Inside back cover	£5,950
Outside back cover	£5,950
Double page spread	£5,950
Full page	£3,950
Half page	£2,790

Discounted rates available based on volume campaigns

Specs for advertising

Digital

Billboard banner SportBusiness.com	970x90	(Premium only)
Tower MPU at article level	300x600	(Premium only)
Mobile banner (large)	320x90	(Premium only)
Web banner SportBusiness.com	728x90	
Email banner on SportBusiness daily news	468x60	
MPU at article level	300x250	
Mobile banner	320x50	

Magazine

DPS

Each page is A4 portrait 210mm (w) x297mm(h) Total area of DPS: 420mm (w) x297mm(h)

Full page

A4 portrait 210mm (w) x297mm(h) Half page 210mm (w) x140mm(h)

Artwork specs

Supplied as a pdf 300dpi 3mm bleed with crop marks We can add a hyperlinks to adverts where needed

Brief Design and editorial drafting Content creation / writing Marketing and promotion Retargeting Full exposure across sb.com and sb magazine

If you work with us



Contact us

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