



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.

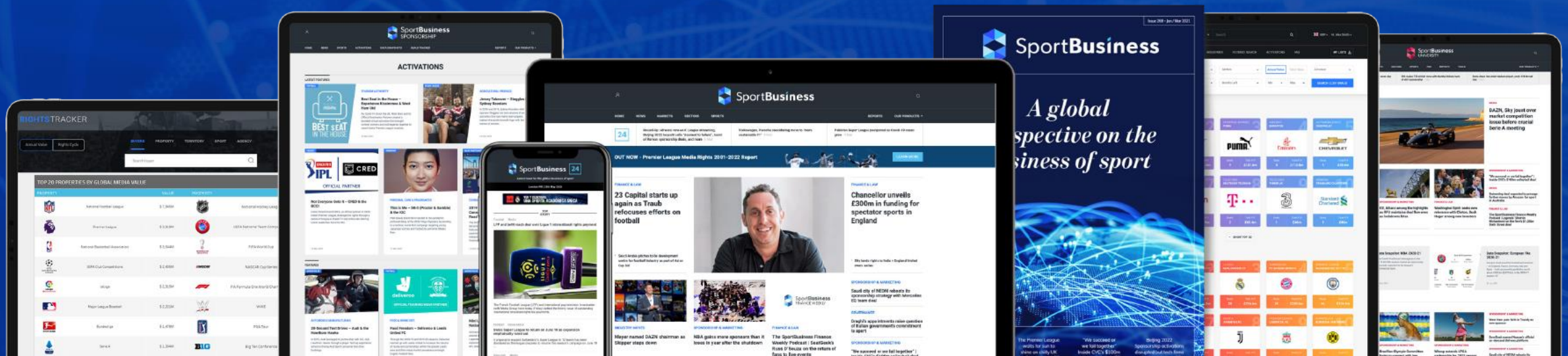
What makes us unique?

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



77k

Social reach

 **49k**

 **23k**

 **5k**



4.5m

Page views p/y



1.6m

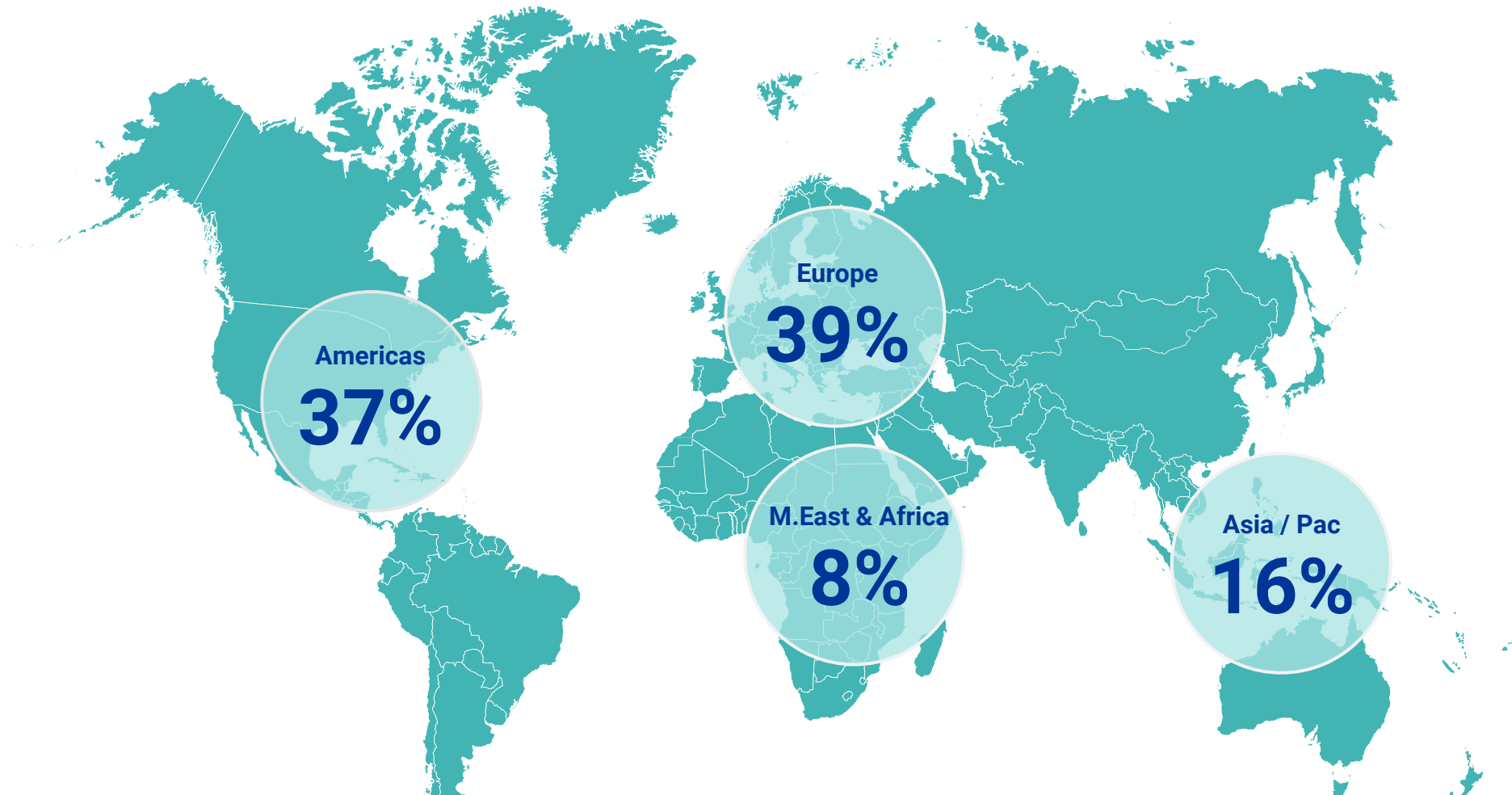
Visits p/y



38k

Daily newsletters sends

We have a global audience



Top 10 countries





80%

Decision makers



47%

Rights-holders



28%

Brands / Sponsors



12%

Broadcasters

SportBusiness network

Rights-holder

Agencies

Broadcasters

Brands

Other

Europe



America



Asia and MEA



News 24 emails

Daily newsletter

38k

Sends

8.5%

CTR

24%

Open rate

London AM/PM

Sponsored email blast to database

26k

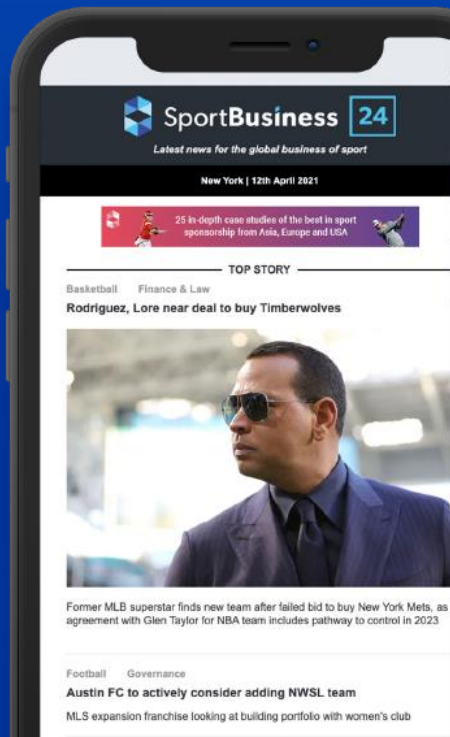
Contacts

20%

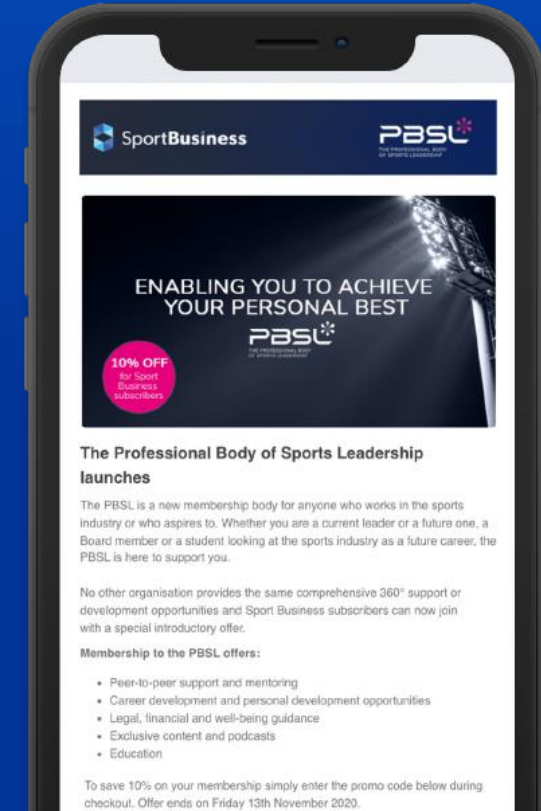
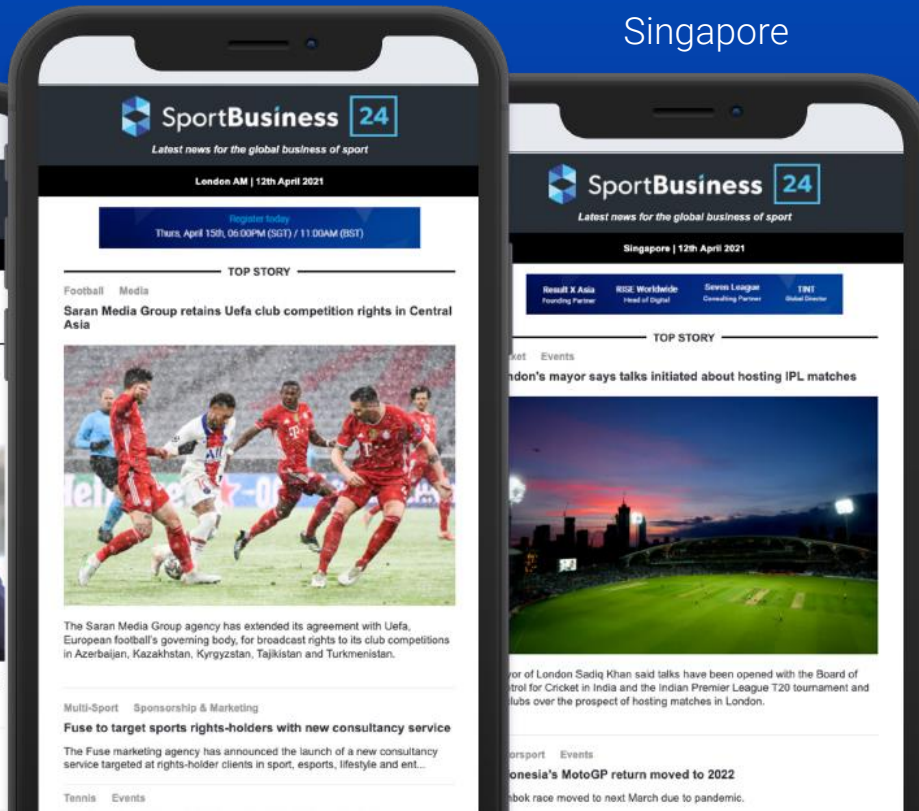
Open rate

These numbers are representative and are not guaranteed

New York



Singapore



4.5m

Page views p/y

7000+

News stories p/y

600+

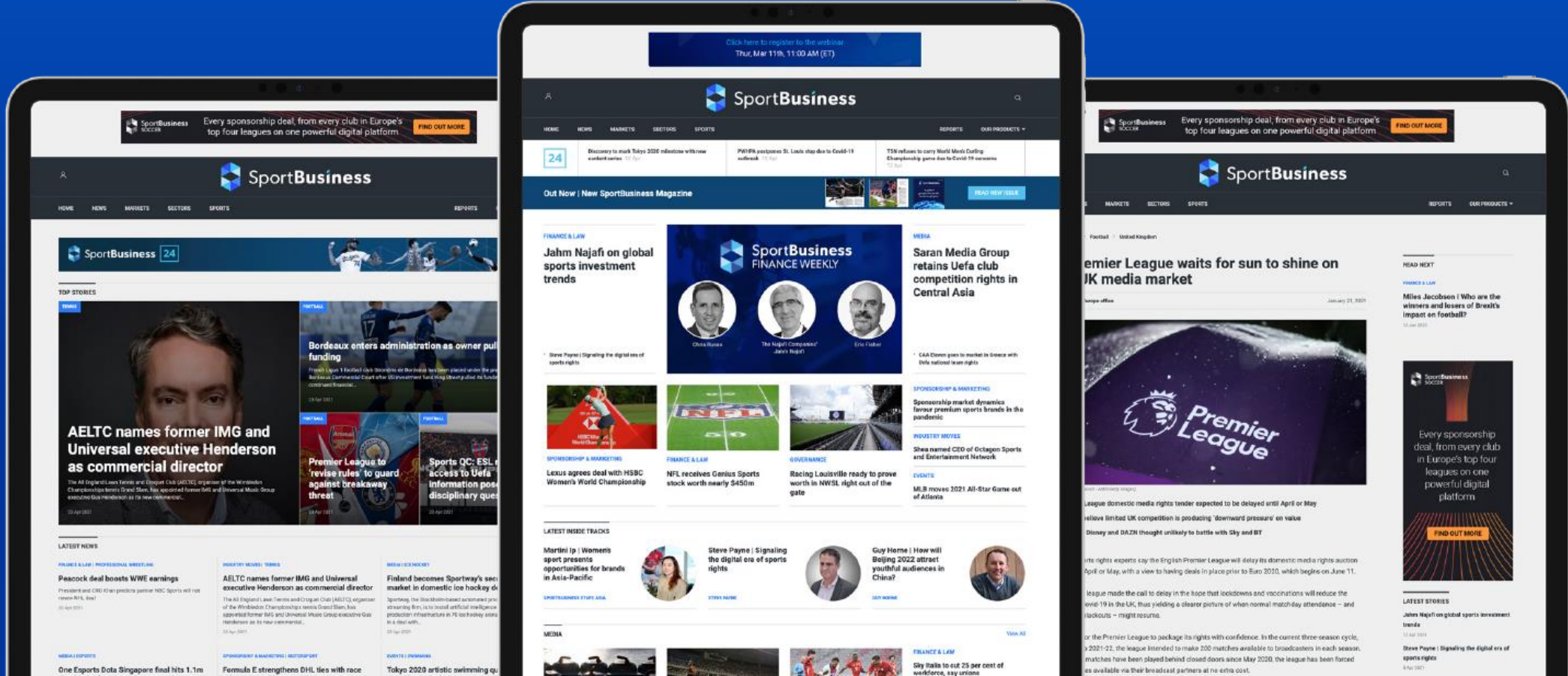
Long-form features p/y

175+

Opinion pieces p/y

70+

Webinars, podcasts & interviews p/y



Publishing

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

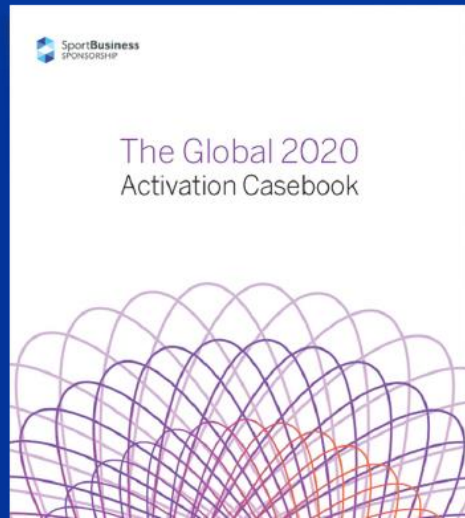
Our quarterly magazine is a curated selection of the most engaging and insightful articles from sportbusiness.com and it is sent to a combined global audience of 20k including some of the most senior executives from across global sport and every member of the IOC.

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.

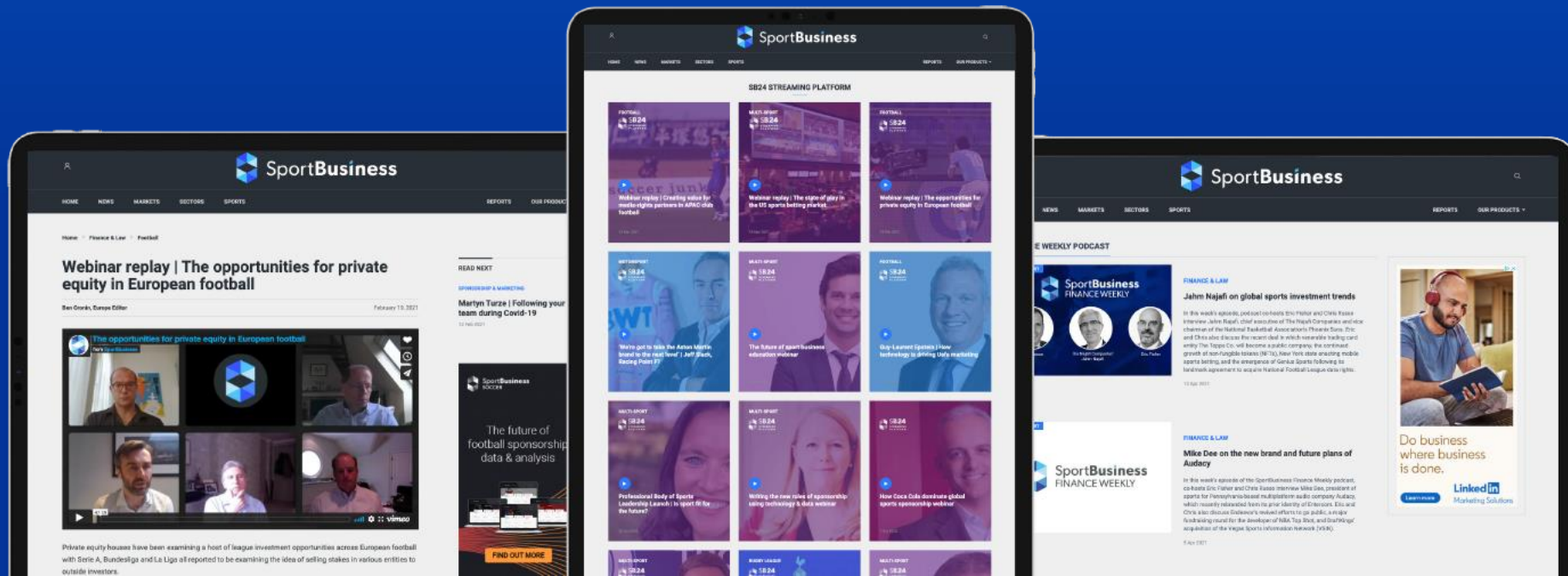
Sponsor the forward or advertise in our annual reports on World Class Sports Hosts and Host Cities which provide industry leading opportunities for global exposure among leagues, federations, hosts and governing bodies.

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.



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
Billboard (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

	Amount	Price
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)

Artwork specs

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

Full page

A4 portrait 210mm (w) x297mm(h)

Half page

210mm (w) x140mm(h)

If you work with us





Contact us

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