Sportico is the default resource for professionals seeking the latest and highest quality news and information in the $500 billion worldwide sports industry. With a robust digital platform, newsletters and events, Sportico delivers breaking headlines and analysis championing the innovation and creativity that will change not only the business of sports, but the world.

Led by an editorial team of the most accomplished journalists and visionaries in the field, Sportico empowers readers with the context and insights needed to understand an evolving sports ecosystem – where teams are incubators and innovation labs, franchise values are soaring, players’ unions are accelerators and athletes will not just stick to sports.
READER PROFILE

Sportico reaches the most influential figures in sports. Our core community is comprised of commissioners, team owners, front office executives, brand sponsors, students, the most avid sports fans and the infrastructure that supports the business of sports.

<table>
<thead>
<tr>
<th>AFFLUENT (HHI)</th>
<th>BUSINESS DECISION MAKERS**</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100-$149k: 13%</td>
<td>83%</td>
</tr>
<tr>
<td>$150-$199k: 10%</td>
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<tr>
<td>$200-$249k: 9%</td>
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<tr>
<td>$250-$499k: 17%</td>
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<tr>
<td>$500-$749k: 4%</td>
<td></td>
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<tr>
<td>$750-$999k: 2%</td>
<td></td>
</tr>
<tr>
<td>$1MM+: 4%</td>
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<tr>
<td>$200k+: 36%</td>
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<tr>
<td>$150k+: 82%</td>
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<tr>
<td>$100k+ 95%</td>
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</tr>
</tbody>
</table>

HIGHLY INFLUENTIAL

68%

Top Management Positions*
OWNERS, CEOs, PARTNERS

Source: Sportico Reader Survey, Sep 2021, **“Top Management” includes: Member of the Board, C-Suite, EVP/Directors, Owner/Partners, Investors, *Includes “Top Management” + manager level positions
INFLUENTIAL REACH

Sportico’s influential audience currently produces:

442K Monthly Unique Visitors

554K Monthly Page Views

162K Email Subscribers

“You have become part of the industry vernacular. Congratulations!”
- Adam Silver

*Source: Comscore, Google Analytics, ExactTarget Feb 2022
REACHING BUSINESS DECISION MAKERS

Sportico content is syndicated on Bloomberg terminals, reaching almost **1MM** of the world’s most influential decision makers on a daily basis. Select SporticoLIVE events are also streamed in the BloombergLiveGo platform.

Sportico content is also syndicated to Yahoo! Sports and Bleacher Report Sports Business, reaching **39.5MM** and **150K** readers respectively.

Source: comScore Nov 2021
AT THE MOST IMPACTFUL ORGANIZATIONS

| ALLEN & COMPANY EST. 1972 | ALTUS SPORTS PARTNERS | ARCTOS SPORTS PARTNERS | ASTON MARTIN | BODYARMOR | BRUIN SPORTS CAPITAL | DICK’S SPORTING GOODS | EgonZehnder |
| Fanatics | FENWAY SPORTS GROUP | Genius | GOLDEN STATE WARRIORS | HERRICK | Indiana Pacers | LaLiga | LATHAM & WATKINS LLP |
| NFLPA | NHL | Nike | Mets | PointsBet | Proskauer | RBC | Wealth Management |
| RED BIRD CAPITAL PARTNERS | Sorare | StubHub | UMASS AMHERST | Wasserman | WWE | Xavier University | YES Network |
SPORTS PRO AUDIENCE NETWORK

In addition to our core community, Sportico’s reach is extended by the global media presence of PMC. The Sports Pro Audience Network (SPAN) leverages Permutive’s audience segmentation and targeting capabilities to reach an audience of Sports Professionals P35+ with a HHI $250K+ across the entirety of the PMC portfolio.

360K
Sports Professionals

Delivering Powerful Scale

Digital

200MM
Unique visitors per month

Influencing

$3.6 Trillion
In business expenditures

Finance Professionals

1 in 2
Executives with finance responsibilities

Business Decision Makers

1 in 2
Executives who determine business needs

SPONSORSHIPS
PRODUCTS

DIGITAL PLATFORM

LIVE AND VIRTUAL EVENTS

AUDIENCE TARGETING
SPORTS PRO AUDIENCE NETWORK

Social

NEWSLETTERS
The Lead
Breaking News
JohnWallStreet
The Highlight Reel
Sportico U

PODCASTS
SPORTICAST
SPONSORSHIPS

- NEWSLETTERS
  - The Lead
  - Breaking News
  - JohnWallStreet
  - The Highlight Reel
  - Sportico U

- JOHNWALLSTREET SPORTS STOCK INDEX
  Measuring stick for the growth of the sports business industry

- LIVE AND VIRTUAL EVENTS
  - Power Lunch
  - Valuations

- CUSTOM CONTENT
  Sponsored content that engages our audience while elevating your brand’s position as a thought leader in the sports business industry

- PODCAST
  SPORTICAST

- SOCIAL PROMOTION
  ![Social MediaIcons]
CUSTOM CONTENT

Reaching the most influential figures in sports, our newsletters deliver to 45,000+ subscribers (per newsletter). Our core community is comprised of commissioners, team owners, front office executives, brand sponsors, students, the most avid sports fans and the infrastructure that supports the business of sports. Sponsors will have the opportunity to submit custom content that is both relevant to the sports business industry while meeting marketing objectives.

Sponsor Elements

- Opportunity for sponsor submitted content to run in Sportico newsletters, social and Sportico.com
- Placements
  - The Lead and Highlight Reel newsletters
  - Digital (web and mobile)
  - Facebook, LinkedIn, Twitter

Flight: 1 week

Source: ExactTarget 2022, Media industry benchmark is 24% according to Campaign Monitor 2022 report
https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/
<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHL Winter Classic 1</td>
<td>NHL All Star Weekend 4-5</td>
<td>NFL Combine 1-7</td>
<td>NCAA WBB Final Four 1</td>
<td>NHL Stanley Cup Playoffs 2</td>
<td>NBA Finals begin 2</td>
</tr>
<tr>
<td>College Football Championship Game 10</td>
<td>Olympic Winter Games 4-20</td>
<td>NCAA Mens Basketball Selection Sunday 13</td>
<td>NCAA MBB Final Four 2</td>
<td>Belmont Stakes 11</td>
<td></td>
</tr>
<tr>
<td>NFL Wild Card Games 15-16</td>
<td>College Football Senior Bowl 5</td>
<td>NCAA Heritage Classic 13</td>
<td>NCAA WBB Championship 3</td>
<td>Kentucky Derby 7</td>
<td></td>
</tr>
<tr>
<td>Australian Open 17-30</td>
<td>NFL Pro Bowl 6</td>
<td>NFL Free Agency begins 16</td>
<td>NCAA MBB Championship 4</td>
<td>Formula 1 Miami Grand Prix 6-8</td>
<td></td>
</tr>
<tr>
<td>NFL Divisional Playoff Games 22-23</td>
<td>NFLSuper Bowl LVI 13</td>
<td>NCAA MBB 1st Round 17-18</td>
<td>The Masters 7-10</td>
<td>U.S. Open (Golf) 16-19</td>
<td></td>
</tr>
<tr>
<td>NFL Divisional Championship Games 30</td>
<td>NBA All Star Weekend 18-20</td>
<td>NCAA WBB 1st Round 18-19</td>
<td>NBA Regular Season ends 10</td>
<td>NBA Draft 23</td>
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<tr>
<td></td>
<td>HBCU Legacy Game 19</td>
<td>MLB Opening Day 31</td>
<td>NBA Play-In Tournament 12-15</td>
<td>Wimbledon 27-Jul 10</td>
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<td></td>
<td>Daytona 500 20</td>
<td></td>
<td>EPL Season Ends 22</td>
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<td></td>
<td>NFL Stadium Series 26</td>
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<td>French Open 29-Jun 5</td>
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<td></td>
<td>MLB Spring Training Games 26</td>
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<td>UEFA Champions Final 28</td>
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<tr>
<td></td>
<td>MLS Season start 26</td>
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<td>Indianapolis 500 29</td>
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<tr>
<td>JUL</td>
<td>AUG</td>
<td>SEP</td>
<td>OCT</td>
<td>NOV</td>
<td>DEC</td>
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<tr>
<td>Tour de France 1-24</td>
<td>English Premier League starts 6</td>
<td>NFL Season begins 8</td>
<td>MLB Season end 2</td>
<td>World Junior Hockey Championship 26-Jan 5</td>
<td></td>
</tr>
<tr>
<td>NHL Draft 7-8</td>
<td>MLB Field of Dreams Game 11</td>
<td>Presidents Cup (Golf) 19-25</td>
<td>MLS Cup Final 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WNBA All Star Game 10</td>
<td>WNBA regular season ends 14</td>
<td>Ryder Cup 30-Oct 2</td>
<td>MLS season end 9</td>
<td>NYC Marathon 6</td>
<td></td>
</tr>
<tr>
<td>British Open 14-17</td>
<td>MLBLittle League Classic 21</td>
<td></td>
<td>F1 U.S. Grand Prix 21-23</td>
<td>CFL Grey Cup 20</td>
<td>College Football Playoff Semifinals 31</td>
</tr>
<tr>
<td>Track &amp; Field World Championships 15-24</td>
<td>NCAA Football season starts 27</td>
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<td>MLB World Series 25</td>
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</tr>
<tr>
<td>MLB All Star Game 19</td>
<td>U.S. Open (Tennis) 29-Sep 11</td>
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</table>
JOHNWALLSTREET SPORTS STOCK INDEX

Sportico is offering an influential sponsor the opportunity to align their brand with content catered to a hyper-engaged and devoted audience of front office executives, power-brokers, professionals and the most avid of sports fans.

The JohnWallStreet Sports Stock Index (JSSI) was created to serve as a measuring stick for the growth of the business of professional sports. Currently reaching 23,000+ emails daily, 5 days a week, the JSSI targets sports business and finance professionals with a HHI of $300K+.

**Sponsor Elements**
- “Presented by” logo treatment in newsletter and web page
- Placements
  - Full flight: 300x600/300x250 (web)
  - 1 week/month: 728x90 (newsletter, web)

**Flight**: 6 months

**Delivery**: 1.5MM guaranteed impressions

Source: ExactTarget 2021, Media industry benchmark is 24% according to Campaign Monitor 2022 report
https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/
PODCAST: SPORTICAST

SPORTICAST is a new podcast hosted by Scott Soshnick and Eben Novy-Williams that delivers the inside scoop on the intersection of money and sports. From billion-dollar valuations to team sales, sponsorship contracts and media rights – we will go behind the scenes on the deals that power the global sports economy. [https://www.sportico.com/t/sporticast/](https://www.sportico.com/t/sporticast/)

Sponsor Elements

- Weekly franchise reaching the industry’s most influential decision-makers
  - Over 18K downloads in the first 6 months
- Feature your logo in the podcast online story space, share your message with a 15-second lead-in or close around the podcast content, or add logos and tags back to your company on Sportico’s social networks

Flight: 2 weeks (4 episodes)
SporticoLive combines the editorial resources of sports business' most respected digital platform with the top industry leaders to present highly engaging thought leadership conversations and the best in peer to peer learning.

- CONVERSATIONS
- THOUGHT LEADERSHIP SERIES
- FORUMS
- INSIDERS
- ORIGINAL SERIES
- POWER LUNCH

https://www.sportico.com/events/main/
SporticoLIVE’s POWER LUNCH series is an exclusive, invite-only gathering, bringing together the executives, visionaries and industry leaders who are shaping the future of sports business.

**2022 SCHEDULE**

<table>
<thead>
<tr>
<th>JUL</th>
<th>Chicago</th>
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<tbody>
<tr>
<td>SEP</td>
<td>New York</td>
</tr>
<tr>
<td>OCT</td>
<td>San Francisco</td>
</tr>
<tr>
<td>DEC</td>
<td>Dallas, Los Angeles</td>
</tr>
</tbody>
</table>

**SPONSORSHIP OPPORTUNITY**

- “Welcome” message from sponsor executive within the program
- On-site branding
- Gifting opportunity
- Recognition in post-event “thank you” communication
- Warm introduction to 15 (sponsor-picked) attendees of the event
Beginning with our NFL Valuations Report in 2020, followed by NBA in early 2021 and most recently MLS in July 2021 - Sportico Valuations reports have become the de-facto standard for franchise valuations in the sports business industry.
SporticoLIVE has experienced tremendous growth and momentum as we finished our rookie season. Here’s a snapshot of some of our more popular events:

**Fan Experience in a Post-COVID World**
- Registrants: 1278
- Attendees: 854
- Comments: 152
- Minutes in Room: 60

**Women + Sports**
- Engagements on Facebook: 882
- Registrants: 795
- People Reached: 73K+
- Video Views: 9K+

**SPAC: Purpose & Opportunity**
- Registrants: 1403
- Attendees: 978
- Comments: 118
- Minutes in Room: 65
# Sportico Live 2022 Events Calendar

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
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<th>MAY</th>
<th>JUN</th>
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<tbody>
<tr>
<td>SB LVI Sportico &amp; LA Rams Power Breakfast</td>
<td>10</td>
<td>SXSW Sports Summit 13-14</td>
<td>Licensing: Growth &amp; Innovation 20</td>
<td>Art of Luxury at F1 Miami 5</td>
<td>Business Beyond the Game 9</td>
</tr>
<tr>
<td>Future of Data 16</td>
<td></td>
<td></td>
<td></td>
<td>Kiawah 2022 17-19</td>
<td>The SportiConference: Converge 14</td>
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<tr>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
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<td>LA3C 10-11</td>
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</table>

*Virtual events in italics.  ■ Members First event  ■ Invite Only event All dates subject to change.*
RATES & SPECS
AD PLACEMENTS

Newsletter

Custom Content

Website
MEDIA SPECS

CUSTOM CONTENT

NEWSLETTER

- Logo (EPS, Ai, or PNG)
- 728px x 90px Banner
- Intro Blurb 100 word count
- Link to click-through CTA

- Logo (EPS, Ai, or PNG)
- 1280px x 720px Banner
- Article 850 word count

WEBSITE