MEDIAl KIT
THE BUSINESS OF SPORTS

Sportico is the go-to 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 live events, Sportico delivers breaking headlines and analysis championing the innovation and creativity that will change the business of sports.

Led by an editorial team of the most accomplished journalists and visionaries in the field, Sportico empowers readers with the extra paragraphs 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.

Winner of two “Best in Business Awards” in 2020
Winner “Sports Business Package” in 2022
The Sportico Difference

Sportico is the premier destination for breaking news, original content and strategy leading insights in the sports business industry. While other sources do a good job in aggregating news stories, Sportico is obsessed with comprehensively gathering first-party data and delivering unique analysis on the stories we cover - this is the Sportico Difference.

Sportico is the #1 Source in Sports Business

(92) “Sportico” Results on SBJ
(126) “Sportico” Results on Front Office Sports
(18) “SBJ” Results on Sportico
(6) “Front Office Sports” Results on Sportico
THE ONLY SPORTS BUSINESS SOURCE YOU NEED

Start here. Stay here.

Readers of other sports business sites also recognize the Sportico Difference and will frequently visit our site for the extra paragraphs they need to inform their business decisions.

Sportico
82% DO NOT VISIT SBJ

75% ALSO VISIT Sportico

*Source: Comscore Media Metrix Multi-Platform March 2023  ⬇️ = 2,000 readers
OUR AUDIENCE
OUR AUDIENCE

READER PROFILE

72%
BUSINESS DECISION MAKERS

60%
INDUSTRY INFLUENCERS

40%
C-LEVEL EXECUTIVES

1 IN 2
ARE FINANCE PROFESSIONALS

AFFLUENT (HHI)

$150k+: 56%

$200k+: 47%

$500k+: 23%

$1MM+: 11%

$342,105
AVERAGE HOUSEHOLD INCOME

Source: Vision Insights Reader Survey, Jun 2023
OUR AUDIENCE

SPORTICO READERS
MOVE MARKETS

Stocks Move After Sportico Breaks the Story
OUR AUDIENCE

INFLUENTIAL REACH

Sportico reaches the most influential figures in sports.

1MM+
MONTHLY PAGE VIEWS

695K+
MONTHLY UNIQUE VISITORS

400K+
EMAIL SUBSCRIBERS

Our core community is comprised of commissioners, team owners, front office/c-suite executives, brand sponsors, students, the most avid sports fans and the infrastructure that supports the business of sports.

*Source: Google Analytics Jan 2024, ExactTarget Dec 2023
AT THE MOST IMPACTFUL ORGANIZATIONS

WORDS FROM OUR PARTNERS

In the crowded landscape of sport business news aggregators, Sportico sticks out for its cutting-edge access to financial data, and the accessibility and range of its editorial content. The delivery and user-experience of the product is also clean, uncluttered, and linear. I have been impressed with the unique nature of the material I see coming across my feed from Sportico, from rich, visual data snapshots, to timely editorial content from true experts in niche areas of the sport industry. Sportico is a best in class, comprehensive sport business platform that allows me to stay up to date on detailed commercial analyses that directly impact my classroom and the learning of my students and partners.

**UMASS AMHERST**

**Will Norton**  
Graduate Program Director, Senior Lecturer  
Director - McCormack Center for Sport Research & Education  
Isenberg School of Management, UMass Amherst

Partnering with the team at Sportico has been an absolute pleasure. RBC has one of the largest sports and entertainment divisions in the world, and their collaboration helped us grow our thought leadership and education programs in innovative new ways. We value their pulse on the rapidly evolving sports industry - from content to informative events stacked with world class speakers. We look forward to continuing to grow our partnership in 2022!

**RBC Wealth Management**

**Luana Harris**  
Managing Director  
RBC Sports Professionals Division

Ultimately, sport is a business. Sportico takes a traditional business approach to developing and deploying content – it is timely, interesting and thought provoking. It helps readers understand the business of sports.

**Goldman Sachs**

**GS Sports & Entertainment**

Since its launch, Sportico has become an invaluable resource for our team. Delving into their prolific and thoughtful content, insight and analysis have become an integral part of my routine.

**Herrick**

**Irwin Kishner**  
Partner; Executive Chairman; Co-Chair, Sports Law Group  
Herrick, Feinstein LLP

We truly appreciate Sportico’s dedication to their core audience and not deviating from their path to simply grow readership. We’re proud to be a part of the early journey and are excited for the future of the publication and sports business.

**KORE Software**

**Eva Reider**  
Senior Marketing Manager  
KORE Software

"
MASSIVE REACH

PMC amplifies our reach with the 3rd largest digital footprint*

REACHING

120MM
MONTHLY
UNIQUE VISITORS

30.2MM
AFFLUENT
(HHI: $150K+)

1 IN 2
C-LEVEL
EXECUTIVES

1 IN 2 U.S. HOUSEHOLDS

Source: Comscore Media Metrix Multi-Platform Jan-Dec 2023, *1. Dotdash Meredith, 2. Hearst, 3. PMC, 4. NYT Digital, 5 Vox Media
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.

**DELIVERING POWERFUL SCALE**

**DIGITAL**

120MM+

Unique visitors per month

**INFLUENCING**

$3.1 TRILLION

In business expenditures

**FINANCE PROFESSIONALS**

1 IN 2

Executives with finance responsibilities

**BUSINESS DECISION MAKERS**

1 IN 2

Executives who determine business needs

Source: 2023 Google Analytics Full Year, Comscore/MRI Fusion May 2023/Spring 2023
SPONSORSHIP OPPORTUNITIES
**SPONSORSHIP OPPORTUNITIES**

**OUR PRODUCTS**

**NEWSLETTERS**
- The Lead
- Breaking News
- The Kicker
- The Highlight Reel
- Sportico U

**LIVE EVENTS**
- Excellence in Motion
- SXSW
- RISE (Women in Sports)
- Power Players
- Invest in Sports
- Variety x Sportico Sports
- C-Suite Retreat
- Influence

**CONTENT FRANCHISES**
- Business Beyond the Game
- Sportico Valuations

**CUSTOM CONTENT**
Sponsored content that engages our audience and elevates your brand’s position as a thought leader in the sports business industry

**DIGITAL ADVERTISING**
- Display ads on Sportico.com and Mobile
- Rich Media ads
- Audience Targeting & Amplification via PMC Network

**PODCASTS**
- Sporticast
- La Previa
SPONSORSHIP OPPORTUNITIES

CUSTOM CONTENT

Reaching the most influential figures in sports, our newsletters deliver to over 400,000 subscribers. 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 Morning Lead, The Kicker and Highlight Reel newsletters
  - Digital (web and mobile)
  - Facebook, LinkedIn, X
  - Additional promotion via Sportico events newsletters
- Sent to 1.4MM inboxes per 2 week placement

1.4MM+ SENDS PER 2 WEEK PLACEMENT

34% OPEN RATE ON NEWSLETTERS*

https://www.sportico.com/author/sportico-sponsored-content/

Source: ExactTarget 2023. Media industry benchmark is 24% according to Campaign Monitor 2022 report
https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/
CUSTOM CONTENT HOMEPAGE PLACEMENT

HOMEPAGE

ARTICLE PAGE

+Newsletter, Web & Social Distribution

HIGH IMPACT PLACEMENT
Custom Content will be featured for (5) days on the Sportico homepage as the first story under LATEST NEWS

After (5) days on the homepage, custom content will live on Sportico.com as an industry resource and destination for internet search queries

Source: ExactTarget 2023, Media industry benchmark is 24% according to Campaign Monitor 2022 report
https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/
SPONSORSHIP OPPORTUNITIES
NEWSLETTERS

The Lead
(M-F)
The Kicker
(M-F)
SporticoU
(Every other Wed)
The Highlight Reel
(Saturdays)

1.43MM+
SENDs PER 2 WEEK PLACEMENT

34%
OPEN RATE ON NEWSLETTERS*

Sponsor Elements
- Branding opportunity with leaderboard unit on The Morning Lead, The Kicker, SporticoU and Highlight Reel newsletters
- Leaderboard unit is a guaranteed impression with every newsletter open
- Sent to 1.43MM inboxes per 2-week placement

Editorial Schedule
- The Morning Lead
  - Monday - Sports Law
  - Tuesday - Tech
  - Wednesday - Finance
  - Thursday - Guest OpEd
  - Friday - Media

Source:ExactTarget 2023
SPORTS Sponsorship Opportunities

BREAKING NEWS Sponsorship

Sportico is the undisputed leader for BREAKING NEWS in the sports business industry. Business leaders, senior executives from teams, leagues and media all rely on our timely reporting and insights to make strategic decisions for their companies.

Sportico is offering a simple and effective sponsorship of our BREAKING NEWS stories via ownership of the top marketing position of our newsletter.

Sponsor Elements

- Branding opportunity on one of our most engaging pieces of content
- Streamlined newsletter features only one story per email (minimal scrolling down)
- 49 Breaking News alerts sent from 1/4 to 7/20 (~7 alerts per month)
- Sent to ~400K inboxes per 2-month flight
SPONSORSHIP OPPORTUNITIES

BUSINESS BEYOND THE GAME

BUSINESS BEYOND THE GAME is a weekly series of 15-minute videocasts featuring the nation's top athletes, entertainers and executives who speak on sports-related business endeavors, latest partnerships, triumphs/failures and the most valuable lessons they’ve learned during their careers. BBTG captures the rise of athletes becoming content creators and entrepreneurs as well as ongoing changes to the broader sports landscape. These conversations are moderated by Sportico Sports Business Reporter, Eric Jackson.

Sponsor Elements
- 30 second preroll
- “Presented by” voiceover + on-screen logo at opening and closing of show
- 835,000 impressions guaranteed
- Content lives on Sportico.com, YouTube and Yahoo! Sports
- Yahoo! Sports distribution is value-added potential reach to 69MM monthly viewers

Social Promo
- 2x Twitter post with Brand Tag (1x link to article, 1x video clip)
- 1x Facebook reels post with Brand Tag
- 1x Instagram reels post with Brand Tag
- 1x YouTube shorts post with Brand Tag
- 1x TikTok post with Brand Tag

Past & Upcoming Guests
- Malcolm Jenkins
- Nate Hill
- Wale Oguneye
- Toto Wolff
- Roc Nation rapper HD Been Dope
- Juju Watkins
- Dave Dase, Greg Carey (Goldman Sachs co-heads of sports division)
- Sydney Leroux (Angel City FC)
- Erin Andrews
- Curtis Granderson
- Rhonda Banchero
- Malachi Nelson

Source: Google Analytics 2023

https://www.sportico.com/video/
For decades, sports teams were simple businesses generating revenue from tickets, sponsorships and TV rights. But the modern team owner has recognized the power of their brand and business to expand into a multitude of diverse spheres. Sportico’s sports team lists and stories are the only published valuations that take this reality into account by factoring in the equity in related businesses, including real estate, media, hospitality and more. This differentiated approach to team valuations has made Sportico the go-to resource for leagues, teams, investment bankers, private equity and other investors.

“Sportico’s calculations are derived from interviews with more than 30 bankers, lawyers, team executives, owners and consultants as well as public documents involved in the sport.”

Devoting an entire section of the site to Valuations, Sportico is the most comprehensive and trusted resource for franchise valuations in the sports business industry. Far beyond a basic list of teams and values, the Sportico Valuations package also includes an in-depth analysis of the report and an interactive data visualization chart.
# Sponsorship Opportunities

**Valuations Series**

**Sponsor Elements**

- “Presented by” logo treatment on all Valuations content (article, data visualization, rankings list)
- Branding provided for minimum of 6 months after initial Valuations report is released
- 1.25MM impressions guaranteed per quarterly valuations package

**Promo**

- 1x Twitter post with Brand Tag (1x link to article)
- 1x Facebook post with Brand Tag (1x link to article)
- 1x Instagram post with Brand Tag (1x link to article)
- Each Valuations Report will be promoted in The Kicker and Highlight Reel newsletters during the week of release (180k inboxes reached per Valuations report)

<table>
<thead>
<tr>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>MLS</td>
<td>Top 50 Soccer Teams</td>
<td>NFL</td>
<td>Highest Paid Female Athletes</td>
</tr>
<tr>
<td>JAN</td>
<td>JAN</td>
<td>AUG</td>
<td>OCT</td>
</tr>
<tr>
<td>Top 100 Athletes</td>
<td>F1</td>
<td></td>
<td>NHL</td>
</tr>
<tr>
<td>Most Valuable Teams</td>
<td>FEB</td>
<td></td>
<td>Highest Paid Coaches</td>
</tr>
<tr>
<td>MLB</td>
<td>MAR</td>
<td></td>
<td>NBA</td>
</tr>
<tr>
<td>Highest Paid All-Time Athletes</td>
<td>MAR</td>
<td></td>
<td>DEC</td>
</tr>
</tbody>
</table>
SPONSORSHIP OPPORTUNITIES

SPORTICAST

SPORTICAST is a 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/

Sponsor Elements

- “Presented by” voiceover + on-screen logo at opening and closing of show
- Social promo via LinkedIn, TikTok, X (Twitter), Instagram, YouTube and Facebook
  - Sponsor can be tagged in posts
- Speaking opportunity within the program
- Videos live on Sportico.com and YouTube

Past Guests

- Joe Moglia - Coastal Carolina Athletics Chair
- Marc Ganis - Sports Consultant and NFL advisor
- Erika Ayers Badan – Barstool Sports CEO
- Marc de Grandpré - President and GM of the New York Red Bulls
- Joe Maloof - Vegas Golden Knights minority owner
- Helio Castroneves – Four-time Indy 500 winner
- Brian Lawlor - Scripps Sports President
- Chatri Sityodtong - ONE Championship Founder & CEO
**SPONSORSHIP OPPORTUNITIES**

**LA PREVIA**

**LA PREVIA** is a bi-monthly podcast about sports business in Spanish. Hosts Asli Pelit, Boris Gartner and guests will talk about current events and sector specific topics and trends in each episode. [https://www.sportico.com/c/podcasts/la-previa/](https://www.sportico.com/c/podcasts/la-previa/)

Asli Pelit is the sports deals reporter at Sportico, with a focus on the business of soccer. Prior to joining Sportico, she created short and long form visual stories for Voice of America in New York, USA Today and VICE on HBO. From 2006 to 2015, Pelit was based in South America where she created, produced and anchored Continent of 10s, a weekly documentary series focusing on soccer, business, politics and culture for Turkey’s TRT network.

Boris Gartner is a sports and media executive currently serving as CEO of LaLiga North America, a joint venture between Relevent Sports, a multinational media, sports and entertainment group, and LaLiga, Spain’s top-flight soccer competition and professional association.

---

**Sponsor Elements**

- Bi-monthly franchise reaching the industry’s most influential decision-makers in Spanish
- Speaking opportunity within the program
- “Presented by” voiceover + on-screen logo at opening and closing of show
THANK YOU TO OUR SPONSORS!

EVENTS

Sportico
Sportico lives at the nexus of Business and Sports, providing unique access to the global leaders in the sports ecosystem via award-winning content and exclusive live experiences. Sportico events uniquely curate thought-leadership programs featuring the most innovative minds in the industry for inspiring discussions and highly coveted networking opportunities.

https://www.sportico.com/events/main/
# 2024 Events Calendar

<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></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>9-11</td>
<td></td>
<td>Invest in Sports: L.A.</td>
<td></td>
</tr>
<tr>
<td>Sportico Connect: The Big Game- Las Vegas</td>
<td>SXSW Sports Track</td>
<td>Excellence in Motion: F1 Miami</td>
<td>Invest in Sports: L.A.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variety x Sportico Sports &amp; Ent. Summit</td>
<td>Influence</td>
<td>TBD</td>
<td>Invest in Sports NYC</td>
<td>Excellence in Motion: F1 Vegas</td>
<td>RISE (Women in Sports)</td>
</tr>
<tr>
<td>12</td>
<td></td>
<td></td>
<td>9</td>
<td>20</td>
<td>TBD</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All dates are tentative and subject to change.
Words from Our Partners

Jennifer Prince • 2nd
High Commercial Officer at Los Angeles Rams

Thank you Sportico, NASCAR & Elevate Sports Ventures for a great "C Suite Summit" in Phoenix. Great learning from and connecting with many sports-centered, bright minds.ESPn

Great event! Todd Barick & Nick Rossouw-Smith Scott Saphire!

Xavier Gutierrez • 2nd
President & CEO Arizona Coyotes Hockey "We...

Beyond its roles in entertainment and community impact, sports is a big business. The teams Sports. Elevate and NASCAR know this better than anyone, and I was honored to moderate a session at their C-suites retreat, with panels Marie Donoghue from Amex and John Lazen from ESPN Impact.

Marie Donoghue (Shana/Ha) • 2nd
Vice President of Global Sports Video, Amazon

Great people, insightful conversations. Thank you Sportico for having me and for hosting!

Like 1 Reply

With Ali Gau

Stephanie Stanbury

An amazing panel discussion. Like I got me hype. Spors shoot out about the @FinlayJL ideas to Sports Philanthropy class about how to create cool things for everybody to fun, practical ways through sports.

Rachel Nichols • @RachelNichols

Here was Jalen Ramsey breaking his own trade news with us at SNBRW... yesterday. Ramsey was on a panel with The Pivot crew, who were nice enough to have me ROI. @RSareInsyS @FredTaylormade

@OfficeCredner

MAGNA

A great time with @sportico at gaowow.

Greg Shaffer • @gregshaffersportsline

Richard Schaffeig, head of Sports Marketing, at Fox Sports, October 22-24, at SNEF 2022. The SNEF 2022 event was the Sports Marketing summit that brought together some of the most influential and innovative industry leaders from across the globe.

Maggie pestle

An excellent event... I had the privilege of being part of the "Sports and Marketing: The Future of Sports" panel at the 2022 SNEF event. It was a great opportunity to discuss the evolving landscape of sports and marketing in the digital age.

Marie Donoghue (Shana/Ha) • 2nd
Vice President of Global Sports Video, Amazon

Great people, insightful conversations. Thank you Sportico for having me and for hosting!

Like 1 Reply

Maggie pestle

A great time with @sportico at gaowow.

Stephanie Stanbury

An amazing panel discussion. Like I got me hype. Spors shoot out about the @FinlayJL ideas to Sports Philanthropy class about how to create cool things for everybody to fun, practical ways through sports.

Rachel Nichols • @RachelNichols

Here was Jalen Ramsey breaking his own trade news with us at SNBRW... yesterday. Ramsey was on a panel with The Pivot crew, who were nice enough to have me ROI. @RSareInsyS @FredTaylormade

@OfficeCredner

MAGNA

A great time with @sportico at gaowow.

Greg Shaffer • @gregshaffersportsline

Richard Schaffeig, head of Sports Marketing, at Fox Sports, October 22-24, at SNEF 2022. The SNEF 2022 event was the Sports Marketing summit that brought together some of the most influential and innovative industry leaders from across the globe.

Maggie pestle

An excellent event... I had the privilege of being part of the "Sports and Marketing: The Future of Sports" panel at the 2022 SNEF event. It was a great opportunity to discuss the evolving landscape of sports and marketing in the digital age.

Marie Donoghue (Shana/Ha) • 2nd
Vice President of Global Sports Video, Amazon

Great people, insightful conversations. Thank you Sportico for having me and for hosting!

Like 1 Reply

Maggie pestle

A great time with @sportico at gaowow.

Stephanie Stanbury

An amazing panel discussion. Like I got me hype. Spors shoot out about the @FinlayJL ideas to Sports Philanthropy class about how to create cool things for everybody to fun, practical ways through sports.

Rachel Nichols • @RachelNichols

Here was Jalen Ramsey breaking his own trade news with us at SNBRW... yesterday. Ramsey was on a panel with The Pivot crew, who were nice enough to have me ROI. @RSareInsyS @FredTaylormade

@OfficeCredner

MAGNA

A great time with @sportico at gaowow.

Greg Shaffer • @gregshaffersportsline

Richard Schaffeig, head of Sports Marketing, at Fox Sports, October 22-24, at SNEF 2022. The SNEF 2022 event was the Sports Marketing summit that brought together some of the most influential and innovative industry leaders from across the globe.

Maggie pestle

An excellent event... I had the privilege of being part of the "Sports and Marketing: The Future of Sports" panel at the 2022 SNEF event. It was a great opportunity to discuss the evolving landscape of sports and marketing in the digital age.

Marie Donoghue (Shana/Ha) • 2nd
Vice President of Global Sports Video, Amazon

Great people, insightful conversations. Thank you Sportico for having me and for hosting!

Like 1 Reply

Maggie pestle