

SPORTS BUSINESS JOURNAL ONLINE

THE DIGITAL VOICE OF THE SPORTS INDUSTRY



PODCASTS

Where do sports industry executives go to find the same great reporting, authoritative voice and expert opinion they find each week in Sports Business Journal? They go to the home of sports business online – sportsbusinessjournal.com and sportsbusinessdaily.com, that's where.

Sports Business Journal's online sites have everything sports business executives need to keep up-to-date and ahead of the trends in the industry.

The latest issue: Sportsbusinessjournal.com posts every Monday at 7 a.m. Readers know they can access the latest issue on any computer or mobile device.

THE LATEST NEWS: Four times a day sportsbusinessdaily.com posts a comprehensive account of what is happening in sports business, keeping track of more than 400 news sources throughout the day to make sure sports executives are on top of the latest developments.

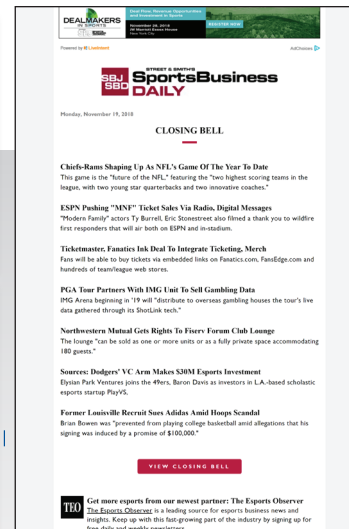
IN DEPTH RESOURCES: In addition to keeping pace with the news, Sports Business Journal provides busy sports

executives with an easy-to-access portal to an extensive library that includes industry including archives of 25+ years of stories and analysis, key research on the most-watched metrics in sports business, information on industry conferences and an up-to-the-second take on the state of the industry through the SBJ twitter feed.

Sports Business Journal Reaches the Influencers You Want to Reach with Your Message

HIGH INTEREST – Nearly **90%** of SBJ subscribers say they access SBJ through more than one medium – print, desktop and mobile. Further, more than **75%** said they have read three of the last four issues. SBJ readers are busy, but not too busy to make SBJ a regular part of business

HIGH END – Sports Business Journal readers and users represent the top levels of influence in the industry. Nearly one in five, **19%**, hold the top position in their organization such as owner, principal, partner and



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commissioner. Another **18%** of subscribers are C-suite officers including titles like CFO, CMO, CIO, COO, executive vice president, senior vice president, general manager, executive director.

AND A THIRD – 33 % – hold titles such as Vice President, Director, or similar level offices.

AND, HIGHLY ENGAGED – 98% of SBJ subscribers say they have taken action on something they have seen in SBJ and they spend, on average, more than 45 minutes with each issue.

That interest in SBJ content translates to substantial traffic online:

AVERAGE PER MONTH:

Monthly Page Views	1.2 million
Unique Visitors	324,000

That's why if you want to get your message out to the decision-makers in sports business you need to be online where the top executives in sports business are – Sports Business Journal and Daily online.



RUN OF SITE

To advertise, contact Julie Tuttle, National Ad Director

One World Trade Center, 28th Floor, New York, NY 10007 | 212-500-0711 | jtuttle@sportsbusinessjournal.com

PODCASTS

Each weekday, Sports Business Daily gets things started with Buzzcast – a podcast digest of the day's breaking news and top stories delivered by a seasoned staff editor. On Mondays, Sports Business Journal kicks off the week with First Look, a lively podcast discussion hosted by the magazine's top editors covering the important stories in the current edition. Our podcasts are a popular choice for executives who want to get a quick take on the important issues and trends in the sports industry. As a presenting sponsor, you can take advantage of First Look by pairing your brand with the leading authorities on the issues.

Options for leveraging the weekly franchise:

GRAPHIC: Marketers can feature their brands' marks and logos prominently in the podcast design online building a brand identity with each week as users go to the site to listen in on this week's discussion.

EMBEDDED MESSAGE: Let the first voice be yours. Advertisers can create a 15-second lead in message to that week's podcast that can be repeated at the end bookending the conversation with your message. There are additional opportunities to produce native content that will play in the podcast environment.

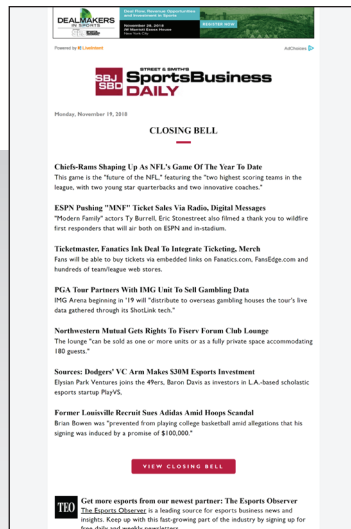
SOCIAL PRESENCE: Podcasts are shared through SBJ's social media networks. Sponsor companies benefit from logo presence on the social media feed and tags that will lead listeners back to your social platforms.

EXCLUSIVITY: All podcast sponsorships are exclusive to one partner.

WEEKLY PODCASTS	LISTENERS/WEEK	COST
6	7,000	\$3,000/week



PODCASTS



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Each week, SBJ sends out 200,000 emails to alert our users that their issue has arrived. That's an opportunity for you to be the first message our online users see when they go to open the latest Daily or Journal issue.

Email sponsorship ads are positioned at the top of our email notice, guaranteeing exposure to our full online audience. Email sponsors get sole possession of that position for the week making the "direct-to-inbox" position a virtual guarantee to of more than 150,000 weekly impressions for your brand.

	AD SIZE	WEEKLY IMPRESSIONS	COST/ WEEK	OPEN RATE
Email Newsletters	728 x 90	260,000	\$7500	40%
No Flash	(40k max)			

RUN OF SITE ADVERTISING

Sports Business Journal online sites offer four advertising units that may be used separately, in combination or all four may be used in a "roadblock" buy that features your message in every ad position available.

Depending on your online marketing objective, the choice is yours.

WHAT	WHERE	SPECS	CPM
Billboard	Top of Page	728 X 90	\$30
Edit Well	Top right	300 X 250	\$42
Right Rail	Mid page right	300 X 600	\$50
Anchor	Bottom of Page	728 X 90	\$15

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