

Sportico 

2024

MEDIA KIT

2024
MEDIA KIT

GUGGENHEIM
MUSEUM

Dodgers
17

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.

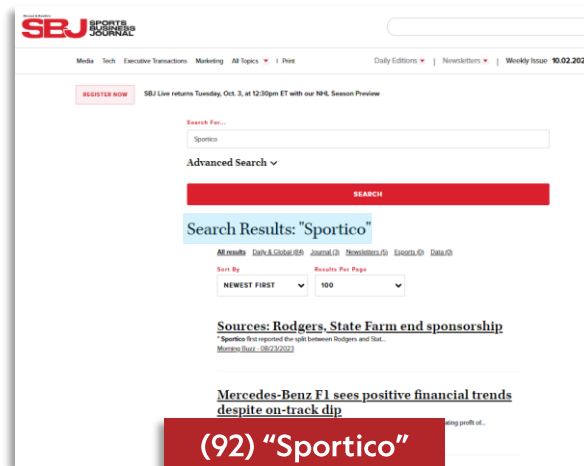
Led by an editorial team of the most accomplished journalists and visionaries in the field, Sportico empowers readers with the extra paragraphs needed to understand an evolving sports ecosystem – where teams are incubators and innovation labs, franchise values are soaring, players’ unions are accelerators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



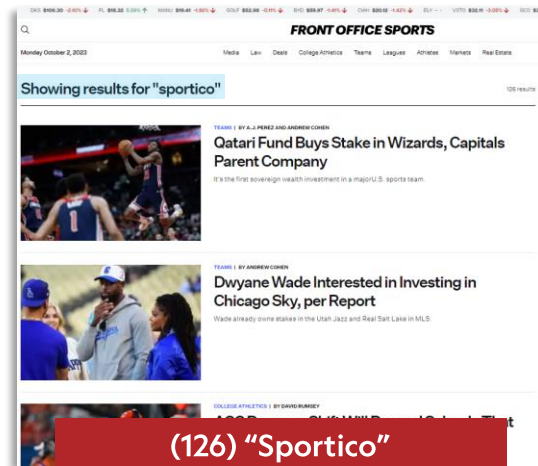
THE SPORTICO DIFFERENCE

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**.

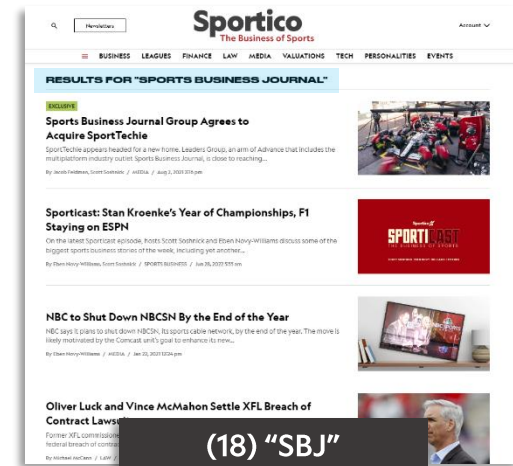
SPORTICO IS THE #1 SOURCE IN SPORTS BUSINESS



(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.

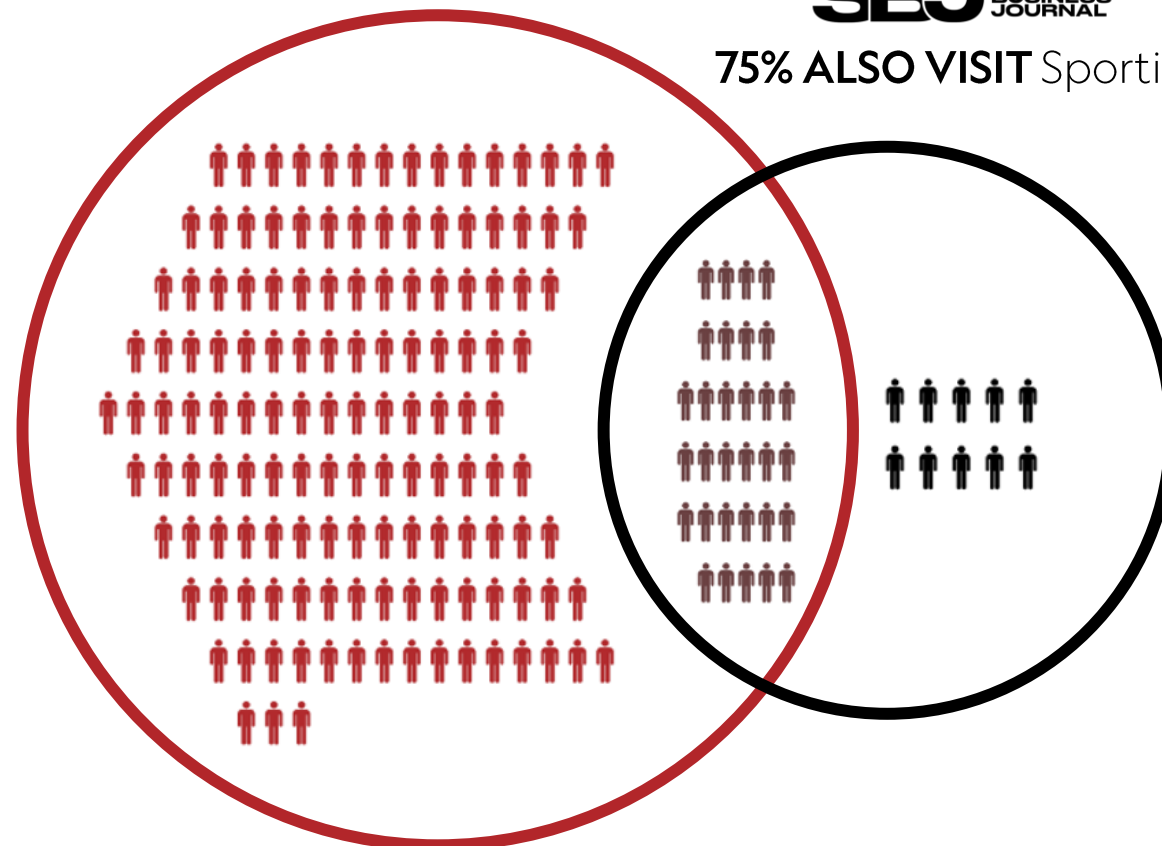
Readers of other sports business sites also recognize the **Sportico Difference** and will frequently visit our site for the extra paragraphs they need to inform their business decisions.

Sportico

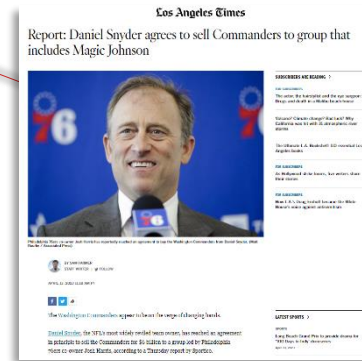
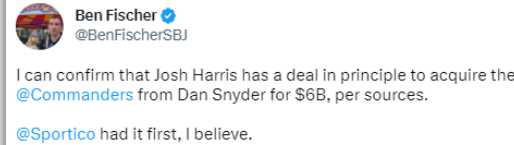
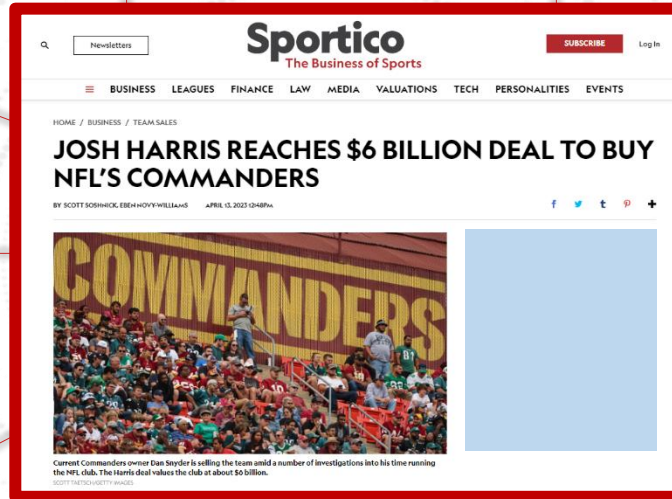
82% DO NOT VISIT SBJ

Street & Smith's
SBJ SPORTS BUSINESS JOURNAL

75% ALSO VISIT Sportico



SPORTICO BREAKS THE STORIES





OUR AUDIENCE

Sportico 

1,886
MILES
OUR FIRST
BILLS GAME

GO
BILLS

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



OUR AUDIENCE

SPORTICO READERS MOVE MARKETS



+26%

+80%

+4%

Stocks Move After Sportico Breaks the Story

Sportico
The Business of Sports

NFL NOW LARGEST U.S. SHAREHOLDER IN GENIUS SPORTS AS WARRANTS VEST

EBEN NOVY-WILLIAMS
Stock for the SPAC that buying @GeniusSports is up more than 26% in after-hours trading after news of the firm's new data partnership with the @NFL \$DMYD

PointsBet Holdings Limited (PBH.AX)
2.5100 -0.1600 (-5.99%)

DraftKings Inc
NASDAQ: DKNG
39.79 USD
+1.50 (3.92%) ↑ today

EXCLUSIVE: @barstoolsports is getting back into betting.

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.



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.



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!



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.



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.



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.



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

Hollywood
REPORTER

TVLine

EN

DEADLINE

ARTnews

SPY

WWD

VIP+
VARIETY
INTELLIGENCE
PLATFORM

RobbReport

VARIETY

IndieWire

Sportico

sheknows

VIBE

BEAUTYINC

Dirt

STYLECASTER

BGR

GOLDDERBY

billboard

RollingStone

SOURCING
JOURNAL

Art in America



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.

PMC

DELIVERING POWERFUL SCALE

VIBE

DIGITAL

120MM+

Unique visitors per month

billboard

VARIETY

IndieWire

sheknows

Robb Report

SOURCING JOURNAL

HOLLYWOOD REPORTER

INFLUENCING

\$3.1 TRILLION

In business expenditures

DEADLINE

BUSINESS DECISION MAKERS

1 IN 2

Executives who determine business needs

Rolling Stone

1.8MM
Sports Professionals



PMC + Sportico

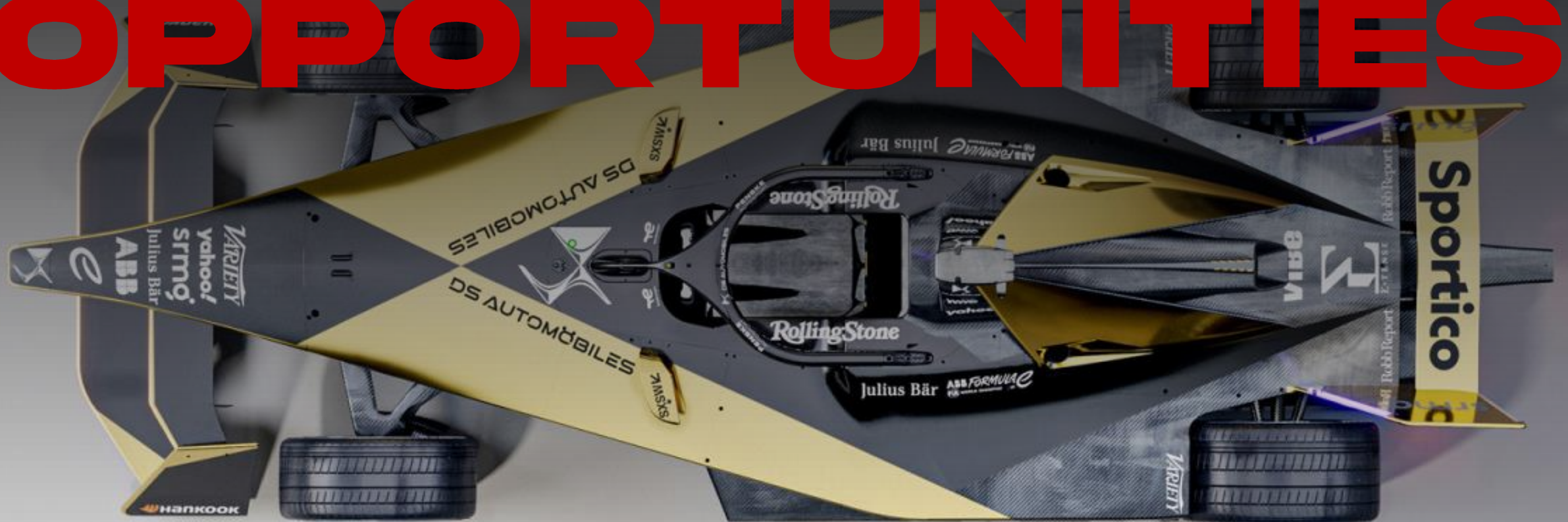
39MM
Emerging Sports Professionals



9MM
Avid Sports Fans



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 & Entertainment Summit
- 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

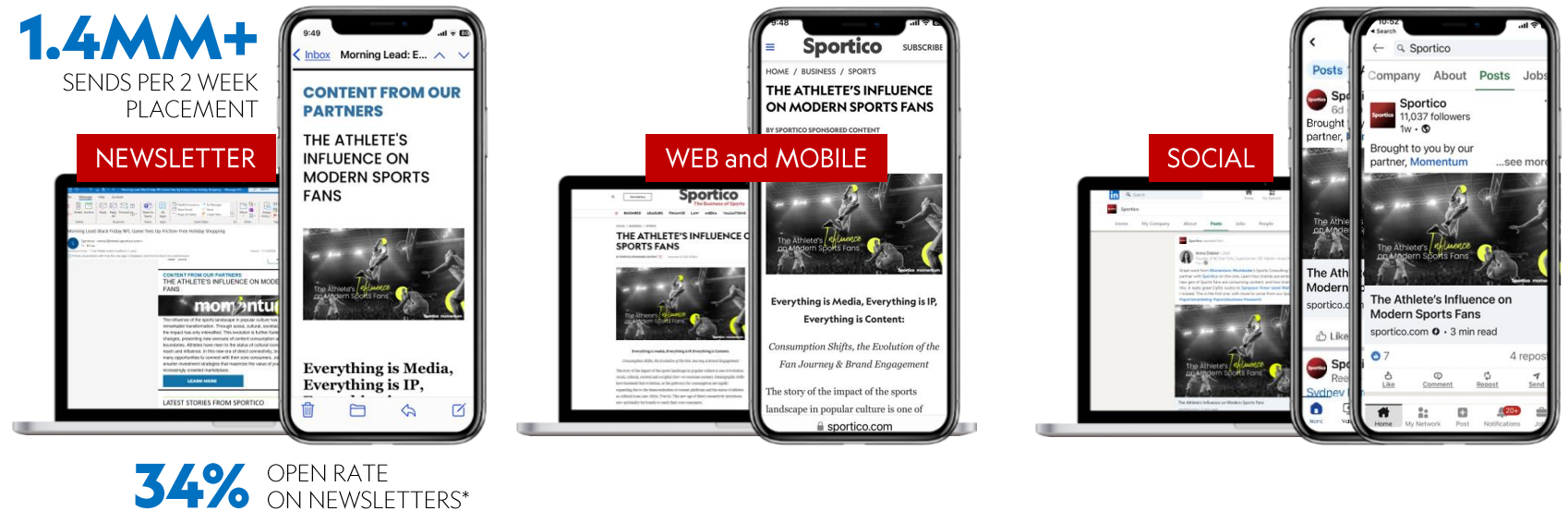
SPONSORSHIP OPPORTUNITIES

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



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

CUSTOM CONTENT HOMEPAGE PLACEMENT

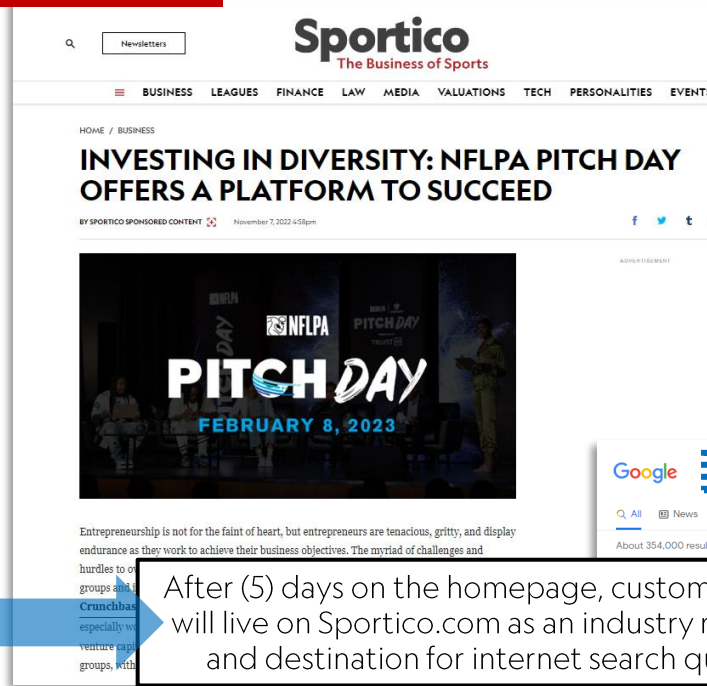
HOMEPAGE



HIGH IMPACT PLACEMENT

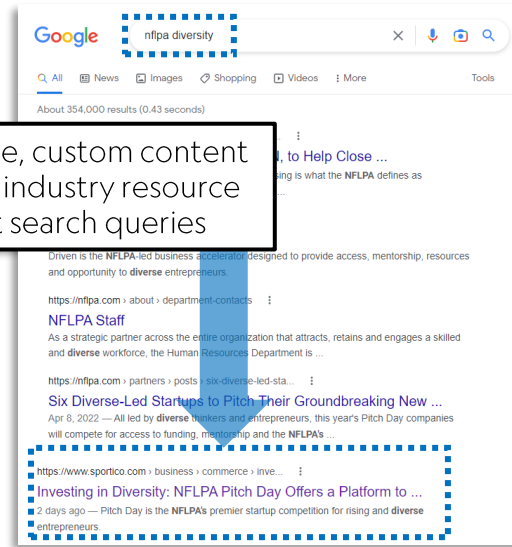
Custom Content will be featured for (5) days on the Sportico homepage as the first story under LATEST NEWS

ARTICLE PAGE



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

+Newsletter, Web & Social Distribution



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

SPONSORSHIP OPPORTUNITIES

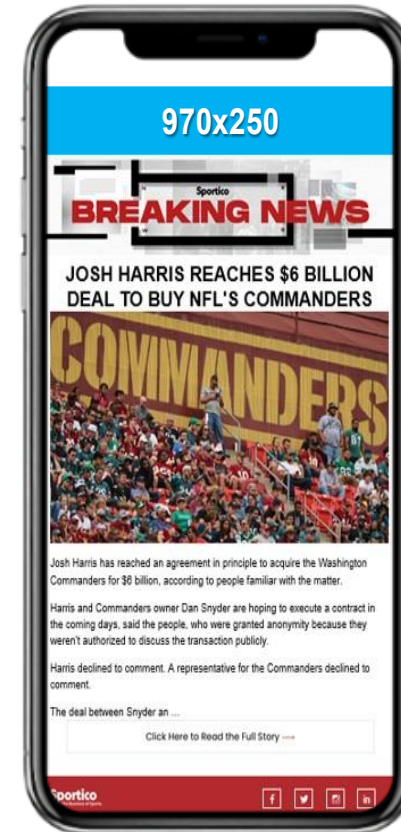
BREAKING NEWS SPONSORSHIP

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

Stats

- 1,700 average number of views per episode across Sportico and YouTube
- 3:20 average time spent per view

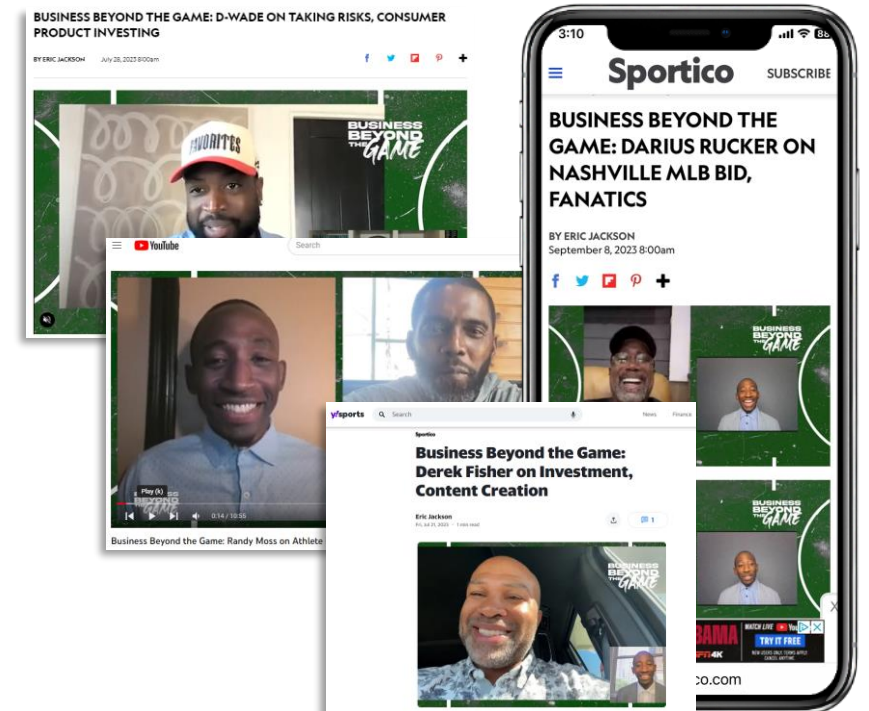
Examples: <https://www.sportico.com/video/>

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

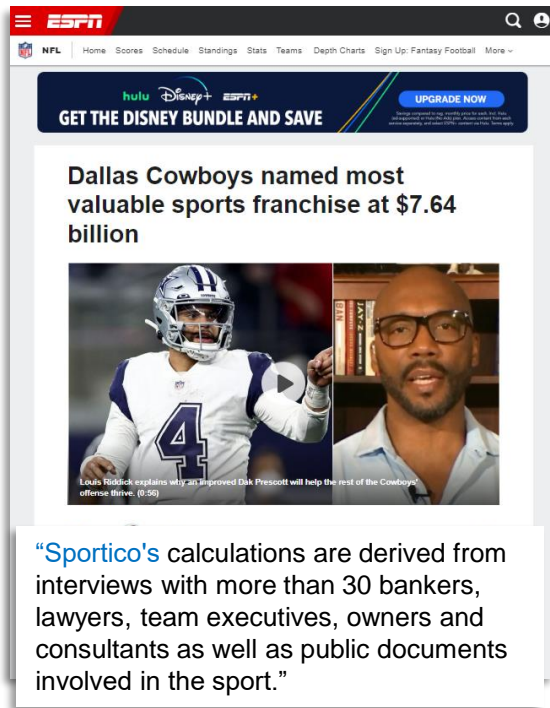
- Malcolm Jenkins
- Nate Hill
- Wale Ogunleye
- Toto Wolff
- Roc Nation rapper HD Been Dope
- Juju Watkins
- Dave Dase, Greg Carey (Goldman Sachs co-heads of sports division)
- Sydney Leroux (Angel City FC)
- Erin Andrews
- Curtis Granderson
- Rhonda Banchemo
- Malachi Nelson



SPONSORSHIP OPPORTUNITIES

VALUATIONS SERIES

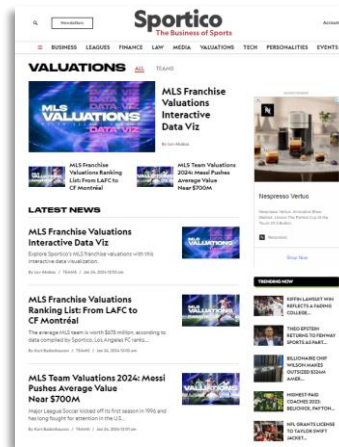
For decades, sports teams were simple businesses generating revenue from tickets, sponsorships and TV rights. But the modern team owner has recognized the power of their brand and business to expand into a multitude of diverse spheres. Sportico's sports team lists and stories are the only published [valuations](#) 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.



Dallas Cowboys named most valuable sports franchise at \$7.64 billion

Louis Riddick explains why an improved Dak Prescott will help the rest of the Cowboys offense thrive. (8:56)

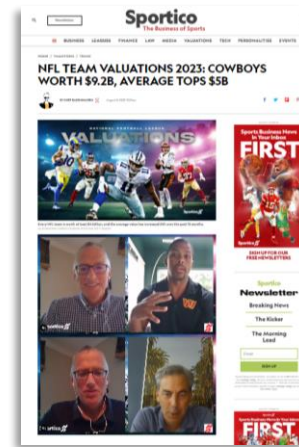
“Sportico’s calculations are derived from interviews with more than 30 bankers, lawyers, team executives, owners and consultants as well as public documents involved in the sport.”



MLS Franchise Valuations Interactive Data Viz

MLS Franchise Valuation Ranking List: From LAFC to CF Montreal

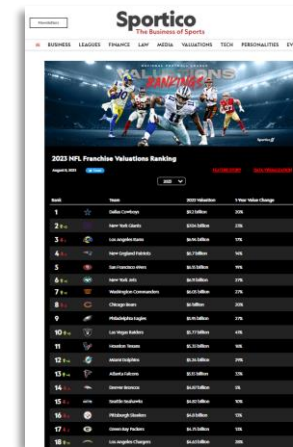
MLS Team Valuations 2024: Messi Pushes Average Value Near \$700M



NFL TEAM VALUATIONS 2023: COWBOYS WORTH \$9.2B, AVERAGE TOPS \$5B

South Business News

First



Rank	Team	2023 Valuation	1 Year Value Change
1	Dallas Cowboys	\$9.20 Billion	10%
2	San Francisco 49ers	\$8.10 Billion	10%
3	Los Angeles Rams	\$6.90 Billion	15%
4	San Diego Chargers	\$6.70 Billion	10%
5	San Antonio Spurs	\$6.50 Billion	10%
6	San Jose Sharks	\$6.40 Billion	10%
7	Los Angeles Kings	\$6.30 Billion	10%
8	Chicago Bulls	\$6.20 Billion	10%
9	Philadelphia Eagles	\$6.10 Billion	10%
10	Los Angeles Lakers	\$6.00 Billion	10%
11	Seattle Seahawks	\$5.90 Billion	10%
12	Atlanta Braves	\$5.80 Billion	10%
13	San Jose Sharks	\$5.70 Billion	10%
14	Seattle Seahawks	\$5.60 Billion	10%
15	Seattle Seahawks	\$5.50 Billion	10%
16	Washington Wizards	\$5.40 Billion	10%
17	Los Angeles Rams	\$5.30 Billion	10%
18	Los Angeles Rams	\$5.20 Billion	10%



Major League Baseball Interactive Franchise Valuations

DATA VIZ

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

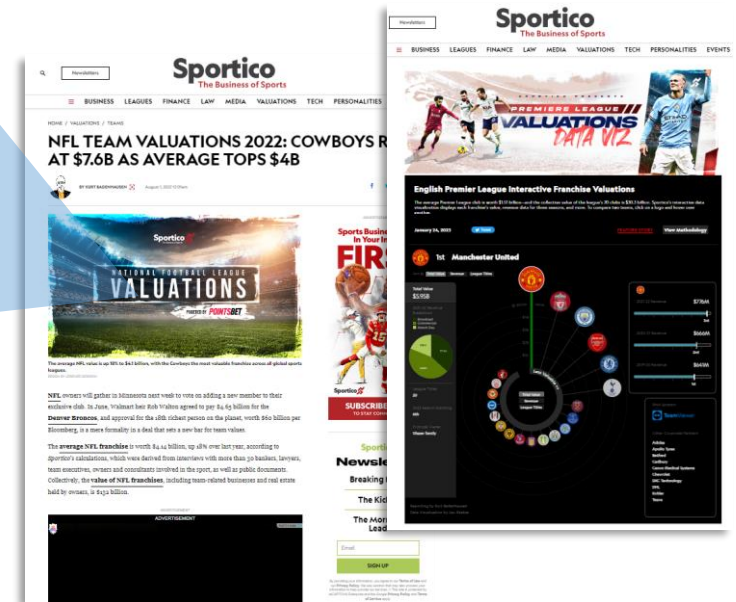
VALUATIONS SERIES

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)



Q1		Q2		Q3		Q4	
MLS	JAN	Top 50 Soccer Teams	MAY	NFL	AUG	Highest Paid Female Athletes	OCT
Top 100 Athletes	JAN	F1	JUN			NHL	NOV
Most Valuable Teams	FEB					Highest Paid Coaches	NOV
MLB	MAR					NBA	DEC
Highest Paid All-Time Athletes	MAR						

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/>



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 Relevant 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

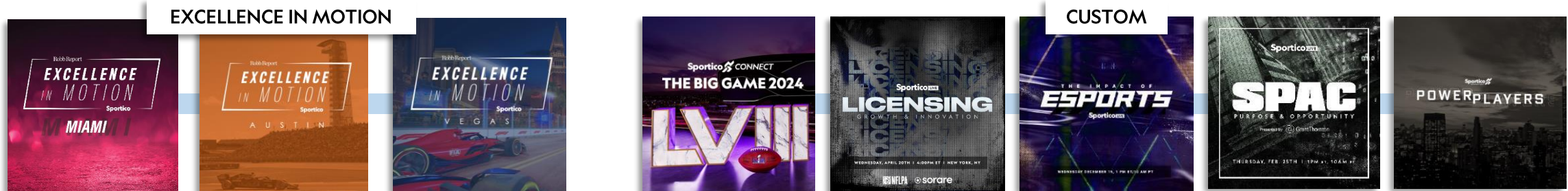
THANK YOU TO
OUR SPONSORS!

EVENTS

Sportico 

SPORTICO EVENTS

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

JAN	FEB	MAR	APR	MAY	JUN
	Sportico Connect: The Big Game- Las Vegas 9	SXSW Sports Track 9-11		Excellence in Motion: F1 Miami 2 Invest in Sports: L.A. 8	
JUL	AUG	SEP	OCT	NOV	DEC
Variety x Sportico Sports & Ent. Summit 12		Influence TBD	Invest in Sports NYC 9 Excellence in Motion: F1 Austin 17	Excellence in Motion: F1 Vegas 20 RISE (Women in Sports) TBD	

WORDS FROM OUR PARTNERS

Jennifer Prince • 2nd
Chief Commercial Officer at the Los Angeles Rams
1w • Edited •

Thank you **Sportico**, **NASCAR** & **Elevate Sports Ventures** for a great "C-Suite Retreat" in Phoenix. Grateful hearing from and connecting with many sports-centered, bright minds. #sports

Great event **Todd Barrish Nick Peacock-Smith Scott Soshnick!**

Xavier Gutierrez • 2nd
President & CEO Arizona Coyotes Hockey Tea...
1w •

Beyond its value in entertainment and community impact, sports is a big business. The teams Sportico, Elevate and NASCAR know this better than anyone, and I was honored to moderate a session at their C-suite retreat, with panelists Marie Donaghue from Amazon and John Lasker from ESPN #Impact

Marie Donoghue (She/Her) • 2nd
Vice President of Global Sports Video, Amazon
3d •

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

Like • 7 | Reply

Timothée D. • 2nd
Sports Partnerships at Meta
2mo •

Had a great time in Phoenix participating in **Sportico's** C-Suite Retreat during **NASCAR's** Championship weekend. Two days full of insightful conversations about the present and future of sports storytelling and partnership activations, one fueled by three pillars: (i) content, (ii) authenticity, and (iii) technology. Enjoyed connecting with **Jacob Feldman** and my fellow panelists **Will Pleasants**, **Jeff Ianello**, **Lauren Campbell-Berger** and hearing their unique takes on how to build winning partnerships in sports.

Many thanks to the Sportico and NASCAR teams for being wonderful hosts, and I look forward to continuing to build innovative fan and content experiences with industry partners. Between new platforms like Threads & Channels and technologies like GenAI & mixed reality, I feel excited about the opportunities ahead.

Stephanie Stradley •
@StephStradley

An amazing panel discussion. Like It got me hype. Spurs shout out about the @TrinityU Intro to Sports Philanthropy class about how to create cool things for everybody in fun, practical ways through sports. 🙌



Stephanie Stradley •
@StephStradley

So the sports track at @sxsw is very different than the last time I was here. Very international and business, not any stupid bloggers (at least ones I've met) because blog era is both dead and not. Hi all y'all who live, loved, laughed it. 🙌

Steve Zika • 2nd
Chief Operating Officer/ Entrepreneur/ Brand Builder
5d •

If you're the smartest guy in a room, you're in the wrong room.. I surely was in the correct room at the **Sportico**, **NASCAR**, **Elevate Sports Ventures** C-Suite event last week! Plenty of really smart individuals!

Thanks **AI Guido** and **Steve Phelps** for taking the time to give back!

Susan Koehler (She/Her) • 2nd
Founder, Chief Marketing Officer
1w •

Fabulous event! Great seeing you and meeting so many other leaders!

Like • 3 | Reply • 1 Reply

Matt Wiener • 2nd
Managing Director & Partner, Innovative Partnerships Group | Y...
1w •

Was hoping to be there in person and it looked like a fantastic event!

Rachel Nichols •
@Rachel_Nichols

Here was **Jalen Ramsey** breaking his own trade news with us at SXSW yesterday. 😄 Ramsey was on a panel with The Pivot crew, who were nice enough to have me also join. @Realclark25 @FredTaylorMade @OfficialCrowder



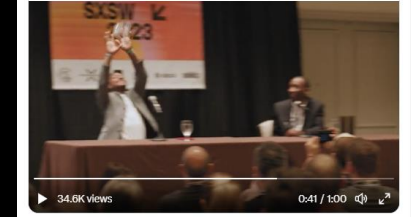
0:36 62.9K views
:27 AM · Mar 12, 2023 · 207K Views

DIGGS •
@stefonidiggs

Had a great time with @Sportico at @sxsw 🙌

Sportico • Mar 12
Wide receiver @stefonidiggs treated the Sportico sports track guests at @SXSW to a great catch on stage yesterday.

No sweat under pressure



34.6K views
0:41 / 1:00
5:48 PM · Mar 12, 2023 · 178.7K Views

NFLPA •
@NFLPA

This week @sxsw 🙌 #AthleteAnd Creators @brennanscarlett, @OgboOkoronkwo + @BluesKalus hit the @Sportico podcast stage to talk about their individual journeys in the creative industry. They're making some big moves so watch this space 🙌 for more.



1:40 PM · Mar 16, 2023 · 16.4K Views



Sportico 

2024

GUGGENHEIM

Dodgers