Media Kit
2023
brobible
BroBible is an independent digital publisher and content collective where culture and conversation collide.

Speaking to a daily audience of millions, BroBible sparks important conversations about the sports we love, the cultural moments we cherish, and the gear we acquire along the way.
Brand Partnerships

Offerings

**BROBIBLE.COM**
- Sponsored Articles
- Giveaways
- Paid social distribution to branded content
- Father’s Day Gift Guides
- Mother’s Day Gift Guides
- Holiday Gift Guides
- Social whitelisting to branded content
- Paid Influencer content placement

**VIDEO CONTENT**
- Originally-produced branded videos
- Social video from in-house talent
- Paid social distribution to branded content

**DISPLAY ADVERTISING**
- Pre-roll and display inventory available on request, served via our partnership with Café Media.
Our Audience
2022 Avg. Monthly

19.7 MILLION
Monthly Page Views

16 MILLION
Monthly Sessions

8.5 MILLION
Monthly Users

73% MALE
27% FEMALE

31.7+ MILLION
Average Monthly Impressions
Across All Social Channels

16.8 MILLION
Avg. Monthly Impressions

11.8 MILLION
Avg. Monthly Reach

5.45 MILLION
Avg. Monthly Engagement

3.7 MILLION
Avg. Monthly Links Clicked

3.1 MILLION
Avg. 90-Day Impressions

Age Breakdown

18-24: 9%
25-34: 20%
35-44: 27%
45-54: 19%
55-64: 15%

Websites Stats 2022 YTD via Google Analytics
Social Stats 2022 YTD via Twitter Analytics / Facebook Insights
Who Is BroBible’s Audience

ComScore

Household Income

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Unique Visitors/Viewers (000)</th>
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<tbody>
<tr>
<td>Under $25K</td>
<td>43.1</td>
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<tr>
<td>$25K-$39,999</td>
<td>64</td>
</tr>
<tr>
<td>$40K-$59,999</td>
<td>118.9</td>
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<tr>
<td>$60K-$74,999</td>
<td>70.7</td>
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<tr>
<td>$75K-$99,999</td>
<td>91.6</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>122.6</td>
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Total Unique Visitors/Viewers (000): 4,478

Household Size

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<tr>
<th>Size</th>
<th>Total Views (MM)</th>
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<tr>
<td>1</td>
<td>118.5</td>
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<tr>
<td>2</td>
<td>152.8</td>
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<td>3</td>
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<td>4</td>
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<td>5+</td>
<td>53</td>
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<td>Total</td>
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Total Minutes (MM): 21

Children

<table>
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<tr>
<th>Type</th>
<th>Average Minutes per Visit</th>
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<tr>
<td>No</td>
<td>125.5</td>
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<tr>
<td>Yes</td>
<td>66.8</td>
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<tr>
<td>Average</td>
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M25-54 Demo Sweet Spot

DEMO

- 73% Male
- 63% A25-54
- 90% US Base

Affinity

- 73% Sports Fan
- 63% Business Professional
- 90% Fast Food
- 63% Music Lover
- 47% Basketball Fan

In-Market

- 63% Property
- 47% Fitness
- 63% Vehicles
- 63% Men’s Apparel
- 63% Investment Services
- 47% Internet Service

Websites Stats 2022 YTD via Google Analytics

ComScore Data Sept 2022
Recent Campaigns

Video Promotion

**Campaign KPIs**

**Carl’s Jr...**
- BroBible teamed up with Carl’s Jr to promote their new lettuce wrap burgers to help hit your goals at the start of the new year.

**Cigar City**
- Promote Cigar City IPAs Florida Man and Jai Alai. Florida Man through the lure and culture of the Florida Man name and Jai Alai through the sport.

**Caulipower**
- Created (2) videos and (1) tasting event to promote their new Caulipower Chicken tenders.

**Links**
- Carl’s Jr
- Cigar City
- Caulipower
Recent Campaigns
Live Event Promotion

Campaign KPIs

ESPN+
• Regularly promote UFC Fights and original documentary series on ESPN+. Through storylines and social promotions to Tune-In.

Jackass Forever
• Twitter Watch Party hosted by BroBible with interactions with the Movies Stars. Reaching over 5.2 Million on Twitter.

BKFC
• Promoted upcoming fights similar to our ESPN+ UFC fights with interviews and on location social video content.

Links
ESPN+  Jackass Forever  BKFC
Recent Campaigns

Alcohol Promotion

Campaign KPIs

**Guinness**
- Saint Patrick’s Day promotion with the goal to get contest sign-ups.

**Sailor Jerry**
- Hosted comedy event with “Chad Goes Deep” for the USO during LA Fleet week.

**Fruit Smash**
- Promotion and interview with brand reps “Chad Goes Deep” to promote New Belgium’s seltzer.

**Budweiser**
- Created merch for the launch of the Discovery Reserve beer to celebrate the 50th anniversary of the moon landing.

**Links**
- Guinness
- Sailor Jerry
- Fruit Smash
- Budweiser
Recent Campaigns

DTC Promotion

YETI

Promoted Yeti reaching over $20k in total annual gross sales during 2021.

Pit Viper

Promoted Pit Viper during the NFL football season and holidays reaching over $50k in annual gross sales.

Salt Life

Created a funnel through social media to drive search and direct traffic to Salt Life.

Links

YETI  Pit Viper  Salt Life
Recent Campaigns

Other Promotion

Keeps
- (6) month campaign to promote Keeps to generate new leads. Used FB Whitelisting to allow Keeps to create their own FB Ads.

Intel
- Amazon Prime Promotion during their yearly sales deal period.

Vuori
- Gave access to Vuori to create their own Ads through FB Whitelisting.

Campaign KPIs

Keeps
- 

Intel
- 

Vuori
- 

Links
Keeps | Intel | Vuori
Maximizing The Partnership

Site & Social

**Sponsored Content**
on BroBible with bold headlines and statements + deal messaging

**Social Assets**
Distributed on BroBible and the Brands Social Channels + social ad spends to a target audience
Best EDC Pocket Knives from CRKT Under $80

We rounded up 6 everyday carry pocket knives from CRKT you can get for under $80 right now. In fact, many of these knives are under $50.
Sure, Netflix still has some pre-existing content deals spread through the industry (you can currently find The Dark Knight on both Netflix and HBO Max, for example), but as more time passes, the more the streaming rights to big-ticket franchises will revert back to their original owners.

Ultimately, how Netflix course corrects is a complicated question with (at least) one very simple answer: they have to stop doing what they’ve been doing in recent
## Price Sheet
### Directional Campaign Tiers

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<tr>
<td>Direct Display &amp; Pre-Roll</td>
<td>✓</td>
<td>✓</td>
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| Est. Impressions/Pageviews      | 10 Mil   | 5 Mil   | 2 Mil   | 1 Mil   | 400,000 |

| BroBible Social Reinvestment    | $10,000  | $8,000  | $6,000  | $3,000  | $1,500  |
Leadership

JASON CAMMEROTA
CEO and Partner, Horseneck Media, LLC
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Brandon WENERD
Publisher and Partner Horseneck Media, LLC
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CASS ANDERSON
Editor-in-Chief and Partner, Horseneck Media, LLC
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Jason leads the charge on business development opportunities for Horseneck Media, the partnership group formed to acquire BroBible in 2018. Jason has been a partner with BroBible since its infancy and previously served Editor-in-Chief.

Brandon oversees advertising, partnerships, native content, and revenue optimization across all BroBible channels. Brandon is an early BroBible partner and previously served as Editorial Director.

Cass oversees day-to-day content and social media operations for BroBible, including managing a bullpen of writers, podcast hosts, and other creators. Cass was a co-founder of Guyism.com which folded into BroBible in 2014.
Thank You