

**S P O R T 3 6 0**

2017 Media Kit



2 0 1 7

# **SPORT360 – WHO WE ARE**

Sport360 is the leading sports information and news provider in the GCC.

With a strong digital platform, consisting of both an English and Arabic website, Sport360 has secured itself as the second most visited sports website in the GCC region.

To further complement the strong website, Sport360's social media following is growing by leaps and bounds.



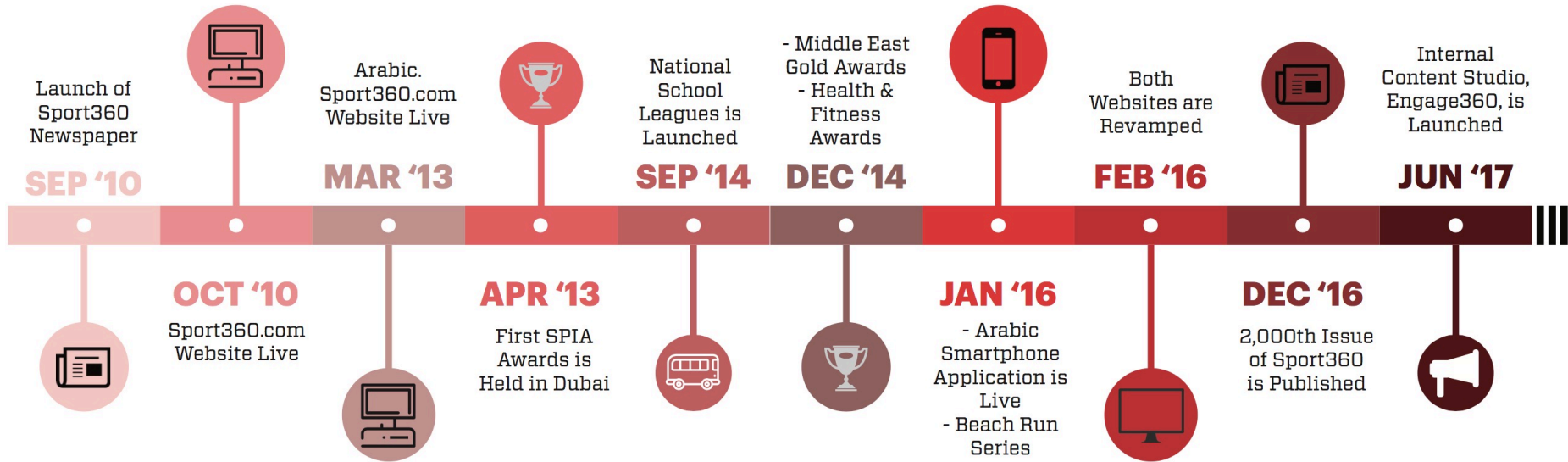
# **S P O R T 3 6 0**

## Timeline of Milestones



2 0 1 7

# SPORT360 TIMELINE OF MILESTONES



**S P O R T 3 6 0**

Our Audience



2 0 1 7

# READERSHIP/VISITORS BY PLATFORM



**Newspaper**

260,000

Households/month in the  
UAE



**Desktop**

377,818

Unique Browsers/Month in the  
GCC



**Mobile + Tablet**

1,151,662

Unique Browsers/  
Month in the GCC



# AUDIENCE PERSONA



Proactive & Passionate



Sophisticated



Professionals



Key Decision  
Makers



28%

High Income Earners  
(35,000 AED+)



71%

Have a University  
Degree



24%

Business Decision  
Makers



58%

International Travelers

**S P O R T 3 6 0**

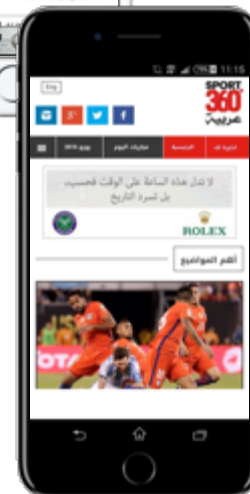
Digital



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# SPORT360.COM



# DIGITAL TRAFFIC & FOLLOWING

## WEBSITE TRAFFIC

	UNIQUE USERS	PAGE VIEWS	TIME	IMPRESSIONS
GCC	1.5M	6.8M	2:45min	17.55m
KSA	1M	4M	2:29min	8.55m
UAE	300k	1.7M	2:38min	2.1m

## SOCIAL MEDIA



4.8M

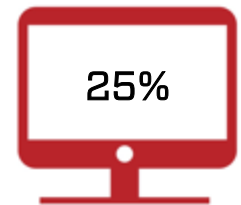


318K

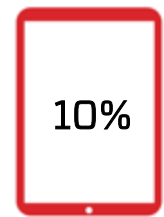


331K

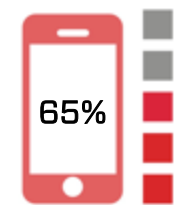
## DEVICE



Desktop



Tablet



Smartphone

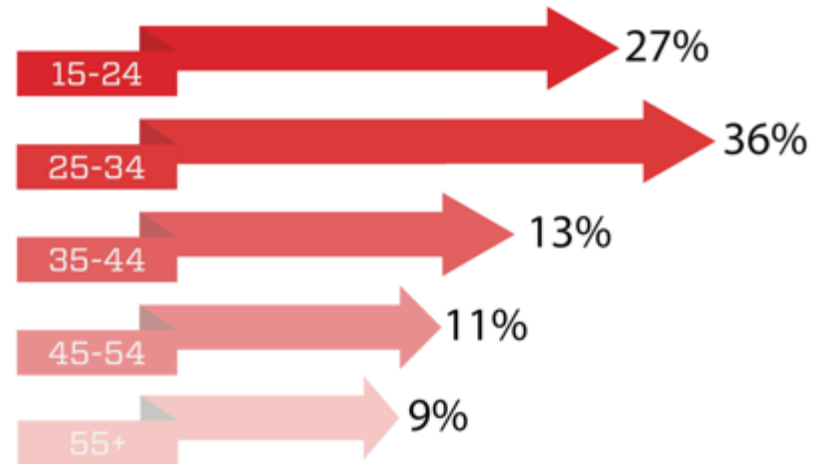


# DIGITAL DEMOGRAPHIC

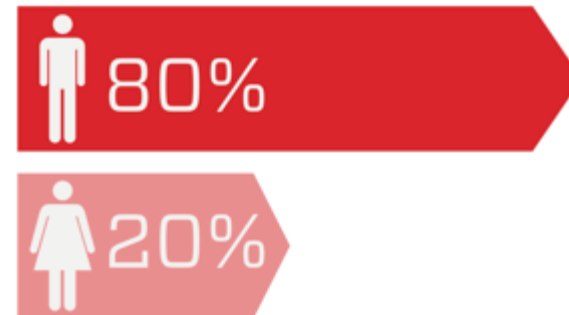
## TOP 4 LOCATIONS



## AGE



## GENDER



# DIGITAL AUDIENCE TARGETING

## Sport

### Sports Fans

These people engaged with content related to different types of sports.

### Football Fanatics

Users interested in everything related to the beautiful game.

### Martial Arts Enthusiasts

Audience primarily engaged in content, related to UFC and MMA.

### Cricket Lovers

Audience with high interest in cricket and everything related to the sport.

### Motor Sports

People interested in all content related to F1 and moto racing.

## Business

### Personal finance

Users interested in taking different types of loans: personal, auto or mortgage.

### Business & Finance

Users engaging with content related to business, banking and finance in general.

### Real estate

Audience, showing high interest in real estate offers.

### Business news

Business news audience interested in content, related to business industry and news categories.

## Travel

### Travel enthusiasts

Users who are actively looking for a travel destination.

### Hotels and resorts

Audience primarily engaged with content related to hotels and resorts.

### Business travel

Users who travel frequently for business purpose.

## Auto

### Automotive

People who have shown interest in cars news and different car brands in general.

### Super sport cars

Audience interested in top of the range and fast cars.

### Luxury cars

Users who have a high propensity for luxury and lifestyle choices; and with the cars they purchase, the situation is no different.

# DIGITAL – DESKTOP



Launched in 2010, both our English & Arabic websites have become the second most visited sports platform in the region.

- 377,818 – Unique Browsers/month
- 1,086,054 – Page Views/month

## Sections

Football  
Cricket  
Tennis  
Formula One  
Golf  
NBA  
UFC  
Fitness

## Categories

Podcasts  
Events Calendar  
Opinion  
Interviews  
Business of Sport  
Inside Stories  
Livescores

# DIGITAL – DESKTOP SOLUTIONS



Billboard



Super Leaderboard/Leaderboard



MPU



Homepage/Section Takeover



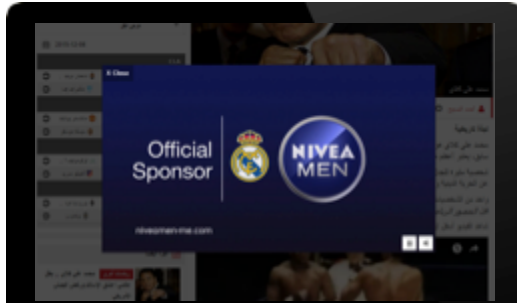
Video Pre-Roll



Native Advertising



# DIGITAL - DESKTOP HIGH IMPACT SOLUTIONS



Desktop Video Overlay



Desktop Special Execution



Expandable Catfish



Video In-Stream



Competition Article

**Note:** Other High Impact Formats are available upon request



# DIGITAL – MOBILE/TABLET

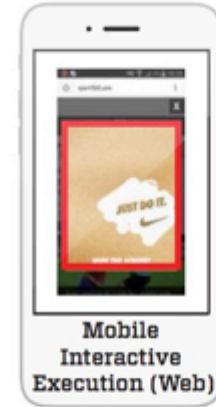
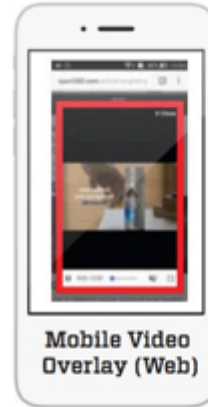
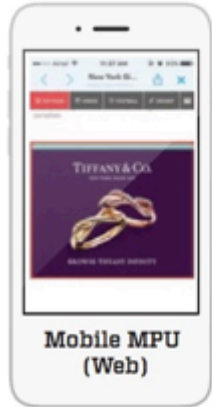


Mobile, the fastest growing digital platform for Sport360, continues to be the mainstay with more than 60% of our total online audience using a handheld device (smartphone/tablet) to access the website.

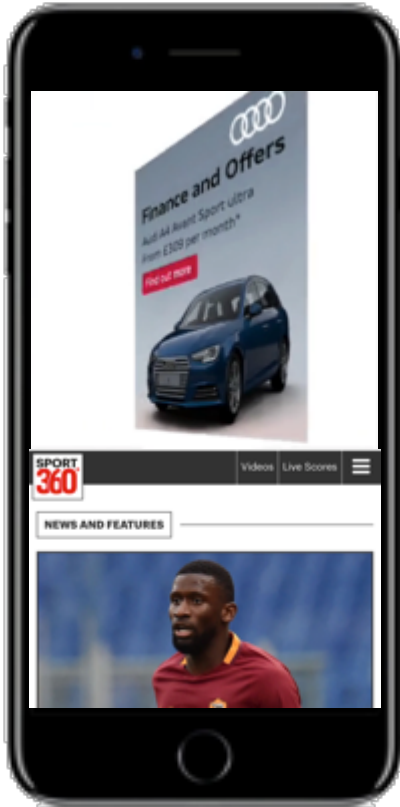
- 1,151,662 – Unique Browsers/month
- 5,685,205 – Page Views/month



# DIGITAL - MOBILE SOLUTIONS



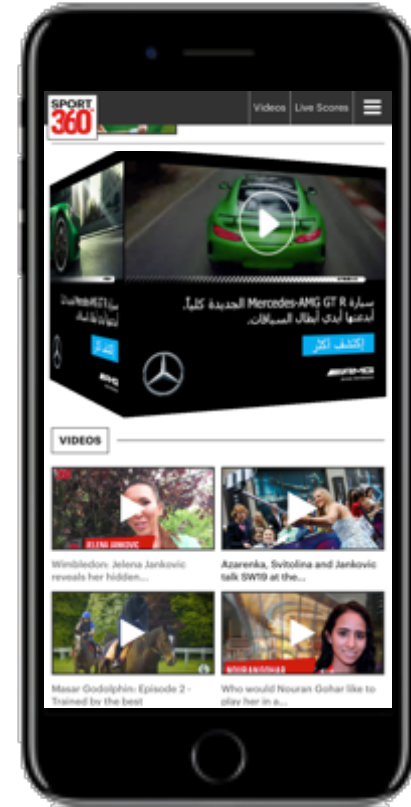
# DIGITAL - MOBILE HIGH IMPACT SOLUTIONS



Rotating Header MPU

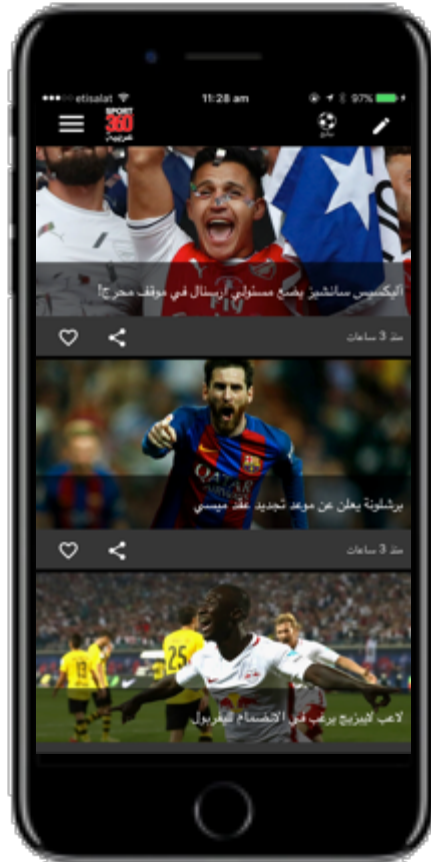


Mobile Skinner



Mobile 3D Cube

# DIGITAL – ARABIC MOBILE APPLICATION



Launched in early 2016 on Android & iOS, the Sport360 Arabic mobile application helps cater to our large Arabic speaking audience deriving predominantly from Saudi Arabia.

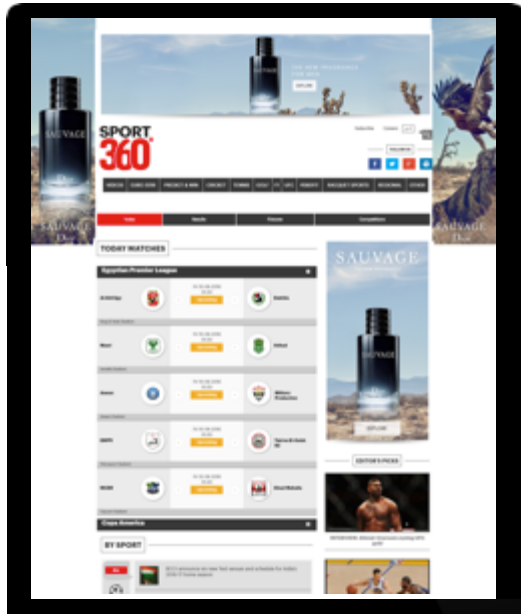
Keeping users up to date with the latest in Football, Tennis, Wrestling and Formula 1, the application comprises of an interactive Live Scores, infographics, videos and text, which lead to higher engagement and ensures user retention.

25,000 active users

Average Session Duration: 4 minutes 21 seconds



# DIGITAL - CONTENT SPONSORSHIP



Live Score Section



Live Score Infographics



Social Media Infographics

# DIGITAL – EDM

## Guidelines



Example

## CONTENT REQUIRED

1. Subject
2. Title Text *optional*
3. Image
4. URL the image is to be linked to *optional*
5. Body text *optional*
6. Social Media Handles *optional*
7. Web URL *optional*
8. Email Address *optional*

## Deadline

*Creative to be provided 3 working days before the scheduled date of distribution*

## File Size

*It is recommended that the images are no bigger than 200KB. Larger files load slowly in your subscribers' inbox*

## Format

*All images to be provided in .jpeg or .png format*

## Dimensions

*Maximum width of the image is to be 600 pixels*



# DIGITAL- ADVERTISING RATE CARD

AD UNIT (PIXELS)	Gross Rate	Unit	Position
STANDARD SOLUTIONS			
Homepage Takeover	\$4,000	24 Hours	Homepage
Section Takeover	\$1,500	24 Hours	Section Page
Billboard (970 x 250)	\$40	CPM	ROS
Super Leaderboard (970 x 90)	\$30	CPM	ROS
Leaderboard (728 x 90)	\$30	CPM	ROS
MPU (300 x 250)	\$25	CPM	ROS
Half Page (300 x 600)	\$30	CPM	ROS
Video Pre-Roll	\$40	CPM	Video
MOBILE SOLUTIONS			
Mobile Stay-On (320 x 50)	\$25	CPM	ROS
Mobile Video Overlay Web	\$45	CPM	ROS
Mobile Interactive Execution Web	\$50	CPM	ROS
Mobile Stay-On / MPU App	\$15	CPM	ROS
Full Page Cover Ad App	\$1,500	24 Hours	Cover Page
Full Page Swipe Ad App	\$25	CPM	ROS
HIGH IMPACT/RICH MEDIA			
Desktop Video Overlay	\$45	CPM	ROS
Desktop Special Execution	TBC	N/A	N/A
Competitions	TBC	N/A	N/A
Native Advertising Article	\$2,500/Article	N/A	N/A
Expandable Catfish (970 x 50 to 970 x 400)	\$60	CPM	ROS

SOCIAL MEDIA CHANNEL		Per Post
FACEBOOK AR/EN		
One Post		\$350
Two Posts		\$575
Three Posts		\$800
Four Posts		\$950
INSTAGRAM AR/EN		
One Post		\$600
Two Posts		\$1,000
Three Posts		\$1,500
Four Posts		\$2,000
TWITTER AR/EN		
One Post		\$150
Two Posts		\$225
Three Posts		\$300
Four Posts		\$300
EMAIL		
EDM		Unit Gross CPM \$400
Newsletter	20,000 Emails	\$1,500

**S P O R T 3 6 0**

Print



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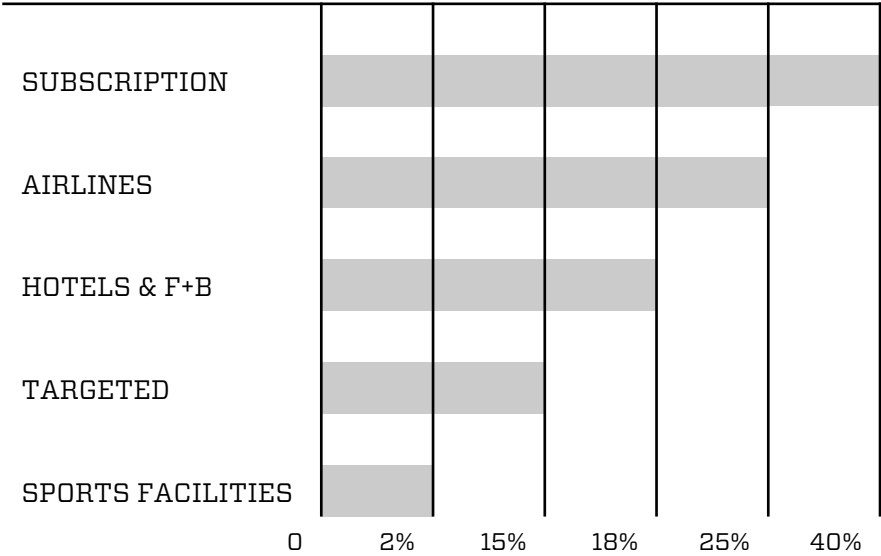
# SPORT 360° NEWSPAPER





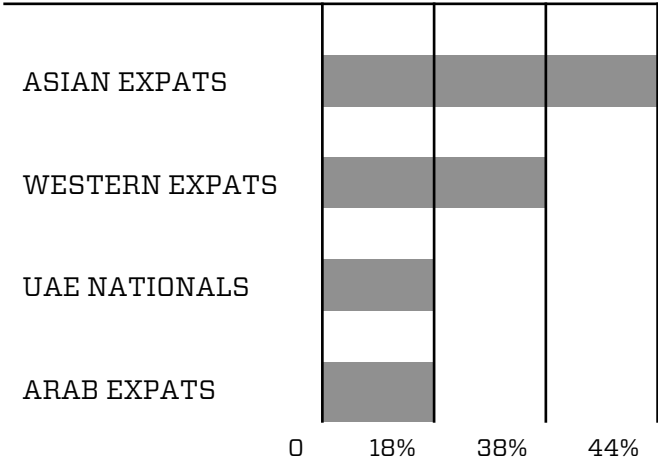
# PRINT – NUMBERS

## DISTRIBUTION CHANNELS

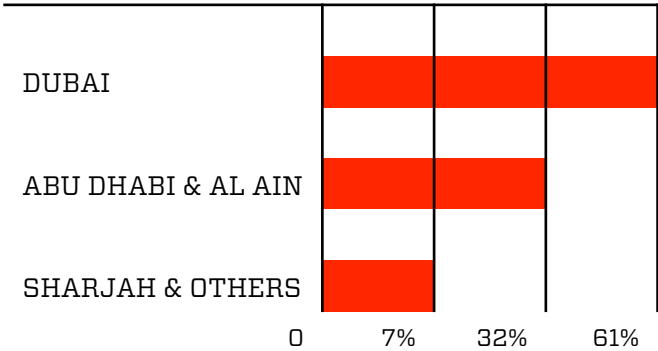


- 1st** Most read English newspaper among local & Arab expats
- 2nd** Largest circulated newspaper
- 3rd** Most read English newspaper

## READERSHIP BY NATIONALITY



## READERSHIP BY NATIONALITY



# DAILY NEWSPAPER (Saturday - Thursday)



## TOPICS

- News (International & Regional)
- Match Previews
- Post Match Analysis
- Editorial Comment
- Interviews,
- Player Profile
- Stats/Infographics
- Polls,
- What's On Where
- Trivia

## STATISTICS

100,000 readers per day  
30,000 daily circulation  
72% males, 28% females

# MONDAY **EXTRA** NEWSPAPER



## TOPICS

- Fight Club (Boxing and MMA)
- Stateside (Non-NBA American Sports)
- Inside Story/Business of Sport
- Down Under (Australian sports)

## STATISTICS

130,000 readers per day

35,000 daily circulation

Average reader's age is 33

80% Male & 20% Female



# WEEKEND EDITION NEWSPAPER



As a build-up to the weekend, Sport360 beefs up its existing content to cover upcoming events on Thursday and Friday in addition to inclusion of content specifically designed for the Weekend Edition including Big Interview, Fitness and Health and Joy of Golf

## STATISTICS

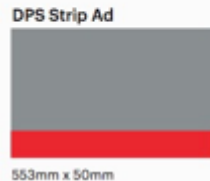
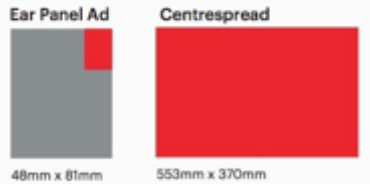
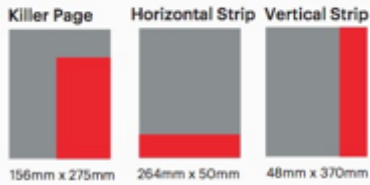
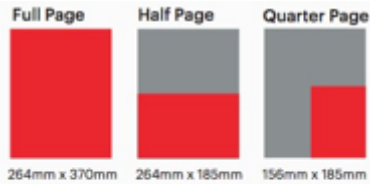
130,000 readers

35,000 daily circulation

Average reader's age is 36

80% Male & 20% Female

# PRINT – ADVERTISING



FULL PAGE	RATES (AED)
Non Premium Inside Pages	34,650
Page 3	50,400
Page 5	45,045
Page 7	39,795
Inside Back Cover	42,000
Back Page	58,800
Center Spread	83,160

KILLER PAGE	
Non Premium Inside Page	28,350
Page 3	42,000
Page 5	33,600
Page 7	31,500

HALF PAGE	
Non Premium Inside Page	20,790
Page 3	36,382
Page 5	26,985
Page 7	23,835

QUARTER PAGE	RATES (AED)
Non Premium Inside Page	13,860
Page 2 or Page 3	24,255
Page 5	18,060
Page 7	15,960

STRIP AD	
Front Page	20,790
Inside Page	10,395
Vertical Strip	13,545
Strip DPS	24,998

EAR PANELS	
Single Ear Panel	9,450
Jumbo Ear Panel	26,250

SPECIAL OPERATION	
False Cover	150,000
Envelope/Polly Bag/Belly Band/ Loose Inserts	Upon Requests

**S P O R T 3 6 0**

Engage360



2 0 1 7

# WHAT IS ENGAGE**360**?



We are the content marketing studio of Sport360.

Derived from our newsroom of international sports experts, at Engage360 we are a team of highly professional editors, creatives, strategists, videographers, directors and producers.

We are at your disposal to create and distribute branded content to our audience that spans a daily print newspaper, [www.sport360.com](http://www.sport360.com), [arabic.sport360.com](http://arabic.sport360.com) and our social media following.

# ENGAGE360

THINKING OUTSIDE THE BOX, BEING CREATIVE AND  
MAKING WAVES



“CONTENT BUILDS RELATIONSHIPS. RELATIONSHIPS ARE BUILT ON TRUST. TRUST DRIVES REVENUE”





**S P O R T 3 6 0**  
Events



2 0 1 7

# B2B EVENT SCHEDULE



Established in the Middle East in 2012 by Sport360 the Sports Industry Awards (SPIA) series is the official annual celebration of the leaders, rights holders, decision makers, government and private organizations, facilities and campaigns that have contributed to the development of sport in the past 12 months.

With 550 guests attending, 40% are Western expats, 30% Asian and 30% Arabs & GCC Nationals, of which 73% are male and 27% are female. Almost 48% of guests possess senior positions.

**Middle East Edition, Dubai – April 11**



The fitness industry in the UAE comprises of more than 2,900 registered professionals across more than 230 venues. As the industry grows, and as a way to validate the excellence of professionals in the region the FIT Awards aims to recognize and reward those that have made the industry a success across all the diverse health & fitness segments.

With 330 guests, 54% are male and 46% are female.

**Dubai – November**



# **SPIA - SPORTS INDUSTRY AWARDS**





# **FIT AWARDS**



# NATIONAL SCHOOL LEAGUES

With the backing of national education boards, sports councils and sporting federations, the NSL enables schools to play a variety of sports in a unified league offering a platform for children to be selected for the national team, as well as promoting a healthy lifestyle.



## **Football** League Boys

Under 12 (November – December)

Under 14 & Under 16 (January – March)

1,400 Registered, 138 Teams from 80 Schools

## **Football** League Girls

Under 14 & Under 17 (February – April)

400 Registered, 38 Teams from 24 Schools



## **Cricket** League Boys

Under 14 & Under 17 (October – January)

Under 12 (January – February)

860 Registered, 74 Teams from 50 Schools





# NATIONAL SCHOOL LEAGUES



# B2C AND MASS PARTICIPATION EVENTS



## Etisalat **Cycling Festival**

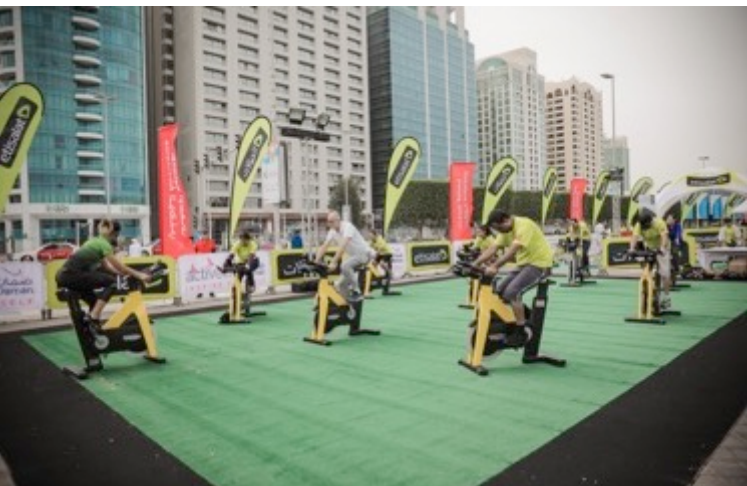
The Etisalat Cycling Festival is a planned community driven recreational event open for all non-competitive participants. Through the streets of Abu Dhabi/ Dubai, this unique one day event attracts mass participation promoting the health and lifestyle benefits of cycling.

**Abu Dhabi**, U.A.E (Corniche Road) – March  
3,000 – 5,000 participants

**Dubai**, U.A.E (Sky Dive Dubai) – November  
3,000 – 5,000 participants



# ETISALAT CYCLING FESTIVAL





**S P O R T 3 6 0**

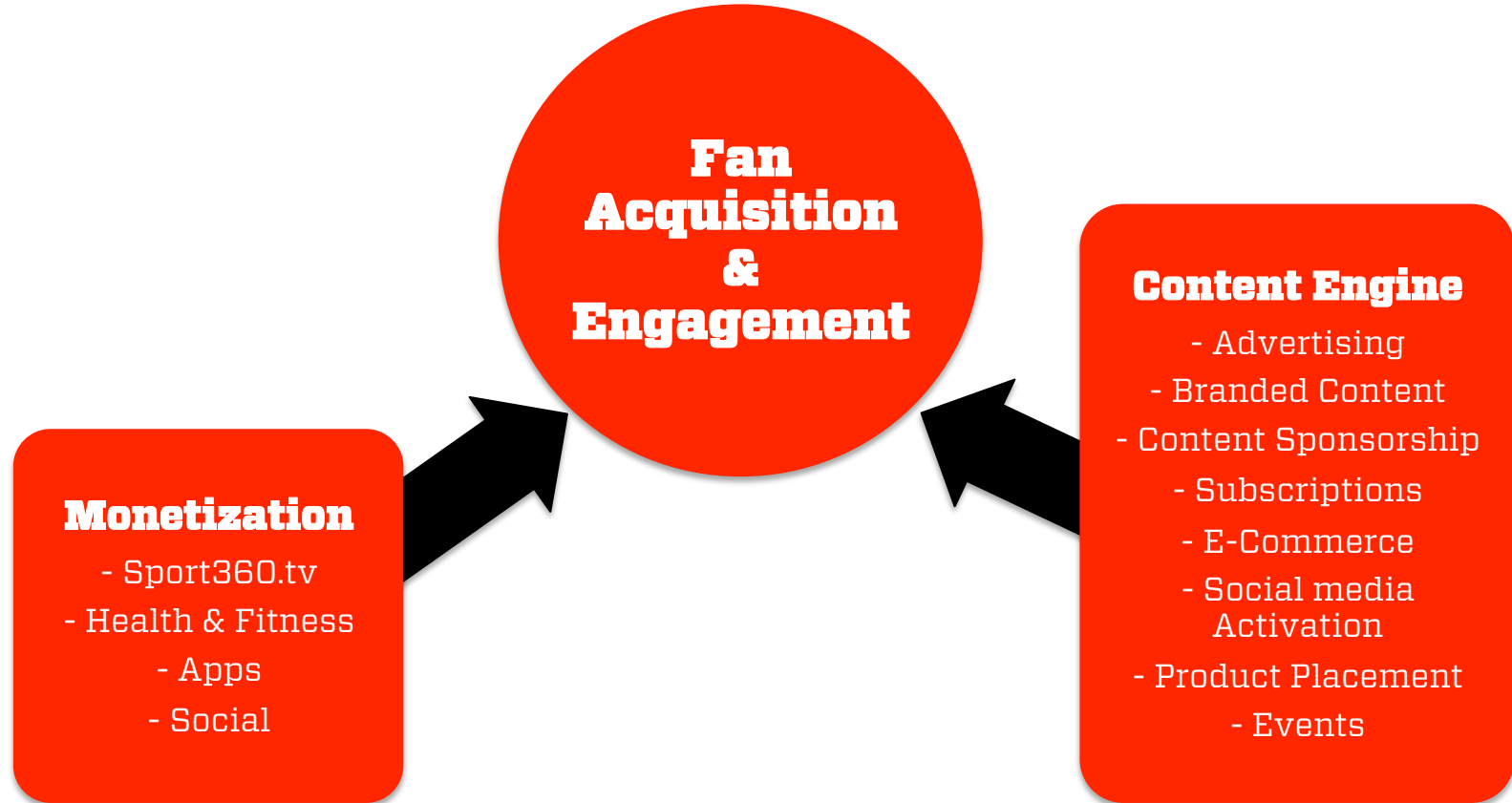
What is next?



2 0 1 7

# SPORT360's NEW BUSINESS MODEL

USE CONTENT TO ACQUIRE DATA THEN MONETIZE



# HOW DO WE **BUILD** AN AUDIENCE AND COMMUNITY

NEW SPORT360 DIGITAL PRODUCTS & LAUNCH DATES

AR & EN Website Revamp &  
Application Launch

**December 2017**



AR & EN Sport360.tv &  
Sport360TV Application

**January 2018**



AR & EN Health & Fitness  
Website and Application

**February 2018**



**T H A N K Y O U**

