

MEDIA PACK



BRITISH BOXING NEWS



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FIGURES



16,000+ Monthly page impressions

14,000+ Monthly unique users

10% Increase per month

900 Likes

15,000 Monthly reach

45 New monthly Likes

3,800 Followers

50,000 Monthly impressions

100 New monthly followers

Boxing Viewing in Figures

- Anthony Joshua v Wlad Klitschko received over **2m** PPV views
- Mayweather-Pacquiao shattered PPV records with **4.4m** US buys generating over **\$500m** in sales
- The UK currently boasts **12** World champions
- Currently televised on **4** major TV channels – Sky Sports, BT Sport, Channel 5 and ITV (also Spike TV, BoxNation)
- Over **3** million viewers watched David Haye’s comeback on Dave – the channel’s **1st** ever live sports broadcast

AUDIENCE



Sex:

86% are male
14% are female

Ages:

77% are between 16-49 years-old
22% are above 50-years-old
1% are under 15-years-old

Location:

55% are from the UK
16% are from the USA and Canada
10% are from Ireland
3% are from Germany
2% are from Australia
14% are from the rest of the world

Marital Status:

53% are married
26% are single
11% are divorced
7% are widowed
3% are separated

Employment Status:

55% are full-time employees
14% are retired
12% are part-time employees
6% are unemployed
13% are others (students, homemakers)

Education:

34% High School Graduates
11% College Graduates
7% University Graduates
48% Other

Income:

6% earn less than £15,000
15% earn up to £30,000
40% earn up to **£40,000**
22% earn up to £50,000
11% earn up to £60,000
4% earn up to £100,000
2% earn over £100,000

Interests:

72% have been boxing fans for over 10 years
97% watch boxing on TV
70% have attended boxing events
37% have boxed as an amateur or for fitness
68% have participated in sports other than boxing
69% have bought boxing related products in the last 12 months
49% have spent more than £100 on boxing products in the last 12 months
37% are gym members
45% have placed bets on fights in the last 12 months



ADVERTISING SERVICES

British Boxing News is unique in its philosophy and qualities. The founder – Tim Rickson – built the website solely for his company’s clients, in the beginning.

TR Sports Agency set up business with professional boxers as clients that were fledgling pros trying to make their mark in the paid game, struggling to sell tickets and attract headlines like the big names such as Anthony Joshua, David Haye, Amir Khan etc.

So BBN was formed by Tim Rickson of TR Sports Agency with the firm stance to give a particular focus and spotlight on the up-and-coming prospects, small hall fighters, and debutants. BBN is very much for all fighters in the UK but has a special fondness and affinity towards the smaller guys over the bigger names.

Since its humble origins back in August 2014, BBN is on the media mailing list for all of the top promoters in the UK such as Steve Goodwin, Dennis Hobson, Frank Warren, Gianluca Di Caro and many more.

Investing into BBN is incredibly cost-effective and very much makes you part of our family and you would be treated as such, receiving consistent communication to ensure that you know just what return of investment you are receiving, advice on how better to capitalise on the media exposure, as well as extensive monthly reports to analyse how well it is working for your business.

We can work closely with you to ensure you receive the optimum results for your business by keeping you up-to-date on the latest trends and ever-changing stats on our site.



Main Header

If you are looking for the biggest impact, then this advert space will provide that for you.

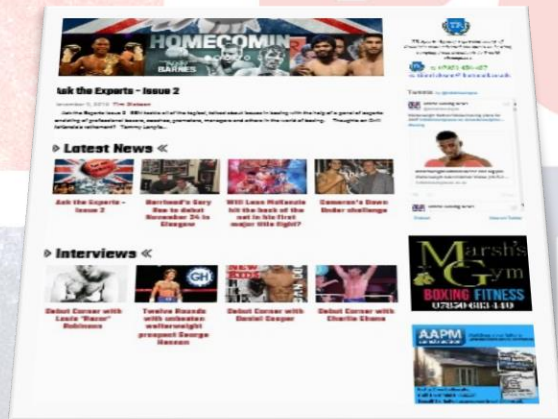
It is the first thing that draws the visitors' eye when landing on the home page, the most prominent and attention-grabbing of all the adverts available.



Sidebar

These adverts are featured on the home page and have a very prominent position and presence.

Because the site has been designed to retain the viewers' attention and to encourage readers to scroll down the pages, the click rates between these three positions do not vary a great deal, consequently they are all very sought after spaces, similar in cost.



Footer

Our lowest priced advert meaning there's something to suit all budgets.

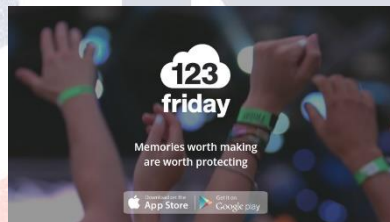




RATES

British Boxing News			
	Monthly	6 Months (10% discount)	12 Months (2 months free)
Main Header	£150	£810	£1500
Sidebar 1	£50	£270	£500
Sidebar 2	£25	£135	£250
Sidebar 3	£20	£108	£200
Footer	£15	£81	£150
IN-CONTENT	£750	£4,000	£7,500
<i>Guest Blog</i>	£95	£495	£950

JOIN OUR EXPANDING FAMILY AND ADVERTISE WITH US!



Tim Rickson – BBN Founder

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