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BRITISH
BOXING
NEWS

FIGURES



20,000+ Monthly page impressions

18,000+ Monthly unique users

2:57 Average time spent on page

10% Increase per month

1,300 Likes

15,000 Monthly reach

5,000 Monthly engagements

50 New monthly Likes

4,800 Followers

150,000 Monthly impressions

1,000 Monthly profile visits

50 New monthly followers



NEW!

300 Followers

12 Average post likes

150 New monthly followers

200,000+ Combined Reach

(All articles are shared on Facebook, Twitter, Instagram, LinkedIn, Google+, Pinterest, VK, Blogger, Digg)

AUDIENCE



Sex:

85% are male
15% are female

Ages:

27.5% are between 18-24 years-old
33.5% are between 25-34 years-old
15.5% are between 35-44 years-old
12.5% are between 45-54 years-old
11% are between 55+

Location:

83% are from the UK
13% are from the USA and Canada
1% are from Ireland
1% are from Australia
1% are from Europe
1% 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

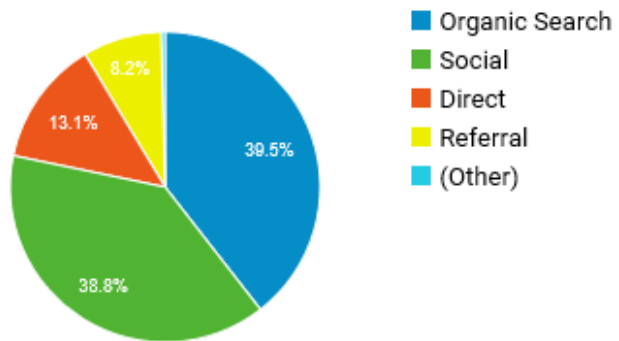
Interests:

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

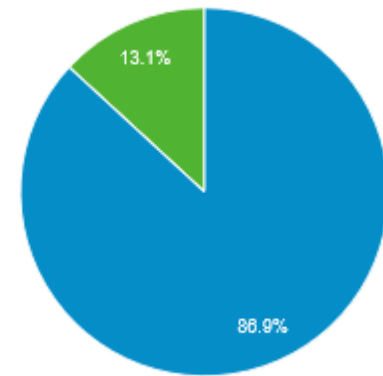
DEMOGRAPHICS



Top Channels

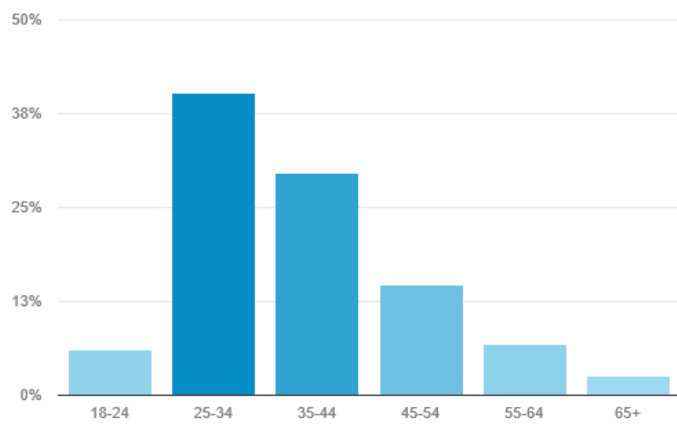


■ New Visitor ■ Returning Visitor



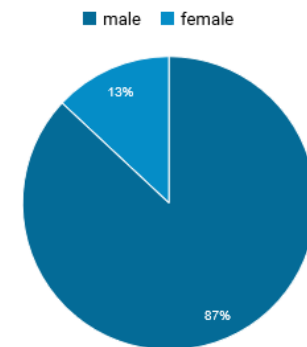
Age

20.27% of Total users



Gender

20.22% of Total users





ADVERTISING SERVICES

British Boxing News is unique in its philosophy and qualities. The founder – Tim Rickson – initially created the website solely for his company’s clients, who were fledgling pro’s seeking exposure to further their emerging careers.

So the website was formed on the foundations of small hall fighters, unsigned by any top promoters with TV backing, who were fighting on the shows that the big news websites very often dismissed.

BBN has continued to maintain it’s focus on the small hall scene but have since received such high credibility and authority to be on the mailing list of all the top promoters in the UK and given immediate access to report ringside at any show.

Since its humble origins back in August 2014, BBN is on the media mailing list for nearly all of the promoters in the UK such as Eddie Hearn, Frank Warren, Barry McGuigan, MTK Global, Steve Goodwin and many more.

BBN are at the forefront of the boxing news reporting in the UK yet retains its original philosophies of looking after the little guy. BBN are also very supportive of the growing trend in female boxing.

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, continual advice on how better to capitalise on the media exposure, as well as extensive monthly reports to analyse trends and how well the advertising 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.

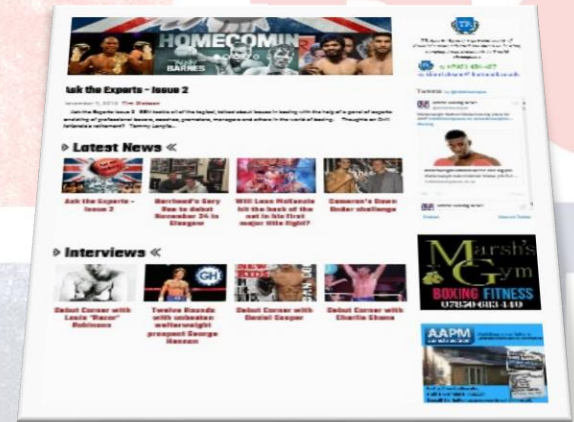
It is the first thing that draws the visitors' eye when landing on the home page, the most prominent and attention-grabbing of all the adverts available.



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 | £200 | £1,080 | £2,000 |
| <i>Guest Blog</i> | £50 | £270 | £500 |
| <i>Written Guest Blog</i> | £95 | £510 | £950 |

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**J. Ebsworth
Brickwork**

WE UNDERTAKE LARGE HOUSING &
COMMERCIAL PROJECTS IN ESSEX & LONDON