



soccer**nation**

**MEDIA KIT**

# WHO WE ARE

Locally Grown. Nationally Known.

**SoccerNation** is the unparalleled authority on the game of soccer in and around your community.

With a team of talented writers, **SoccerNation** provides readers with a variety of timely articles on the topics they care about most.

From national and local news, tournament results and recruiting, to training methods, injury prevention, nutrition and more, **SoccerNation** keeps you in tune with the latest developments in the game.

Beyond just the story, our website provides a platform and arena where soccer fans and supporters can voice their opinion through commentary on the topics they care about most.

Powered by soccer**loco**

# REACH

- **SoccerNation** continues to trend upward with huge growth in traffic
- About **175,000** people visit our brand per month; **5,833** visits per day
- On Facebook and Twitter, our brand has over **291,000** followers

# AUDIENCE DEMOGRAPHICS

- Young and active lifestyle
  - **76.5%** between ages 18 and 44
  - **33.5%** between ages 25 and 34
  - **54%** male; **46%** female

# CONTENT

- SoccerNation.com - More than **70** articles published every month
  - **Product Features** - spotlight on new products with expert analysis
  - **Club Highlight** - coverage of clubs throughout the nation
- Podcasts - Roughly **500** downloads per episode
  - **Famous Guests** - Landon Donovan, Alexi Lalas and Megan Rapinoe



## KEISUKE HONDA DIGS DEEPER INTO U.S. YOUTH DEVELOPMENT

New partnership brings a true path to Europe for Southern California talent

0 0 Dike Anyiwo Apr 25, 2017 11:30 am

On Tuesday April 25th, SOLTILO F.C. Los Angeles announced that it has partnered with F.C. Golden State, an elite youth soccer club based in Pasadena, California to launch "F.C. Golden State SOLTILO".



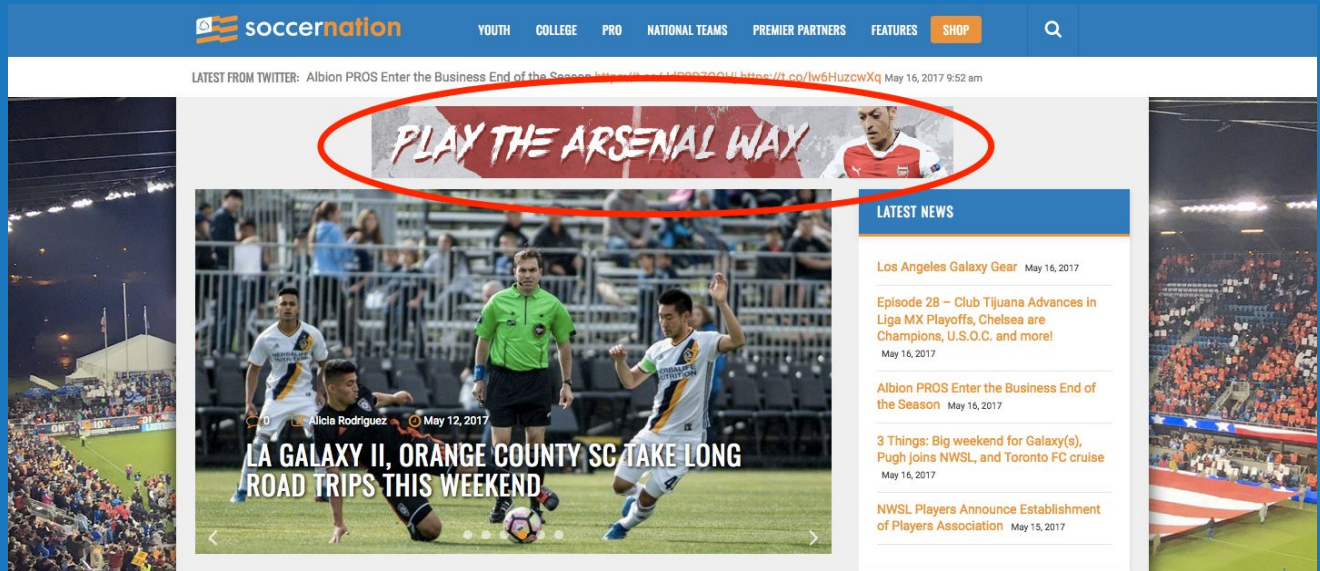
## MLS TO SAN DIEGO AND THE SPORTS ELEPHANT IN THE ROOM

0 0 Nate Abaurrea Dec 19, 2016 9:37 am

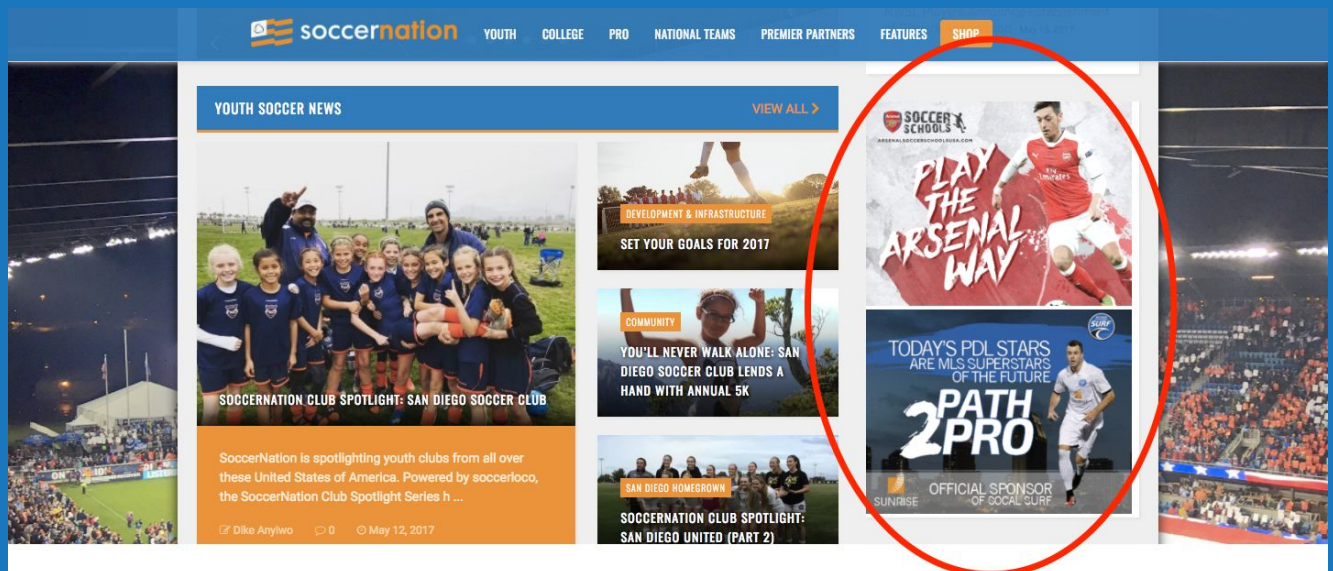
San Diego wants a top flight professional soccer team to call its own. Well, good news for San Diego, as it was confirmed this past week that the city is indeed **one of the ten American metropolitan areas** being considered by Major League Soccer as the location for an expansion franchise.

# AD TYPES

## Banner:

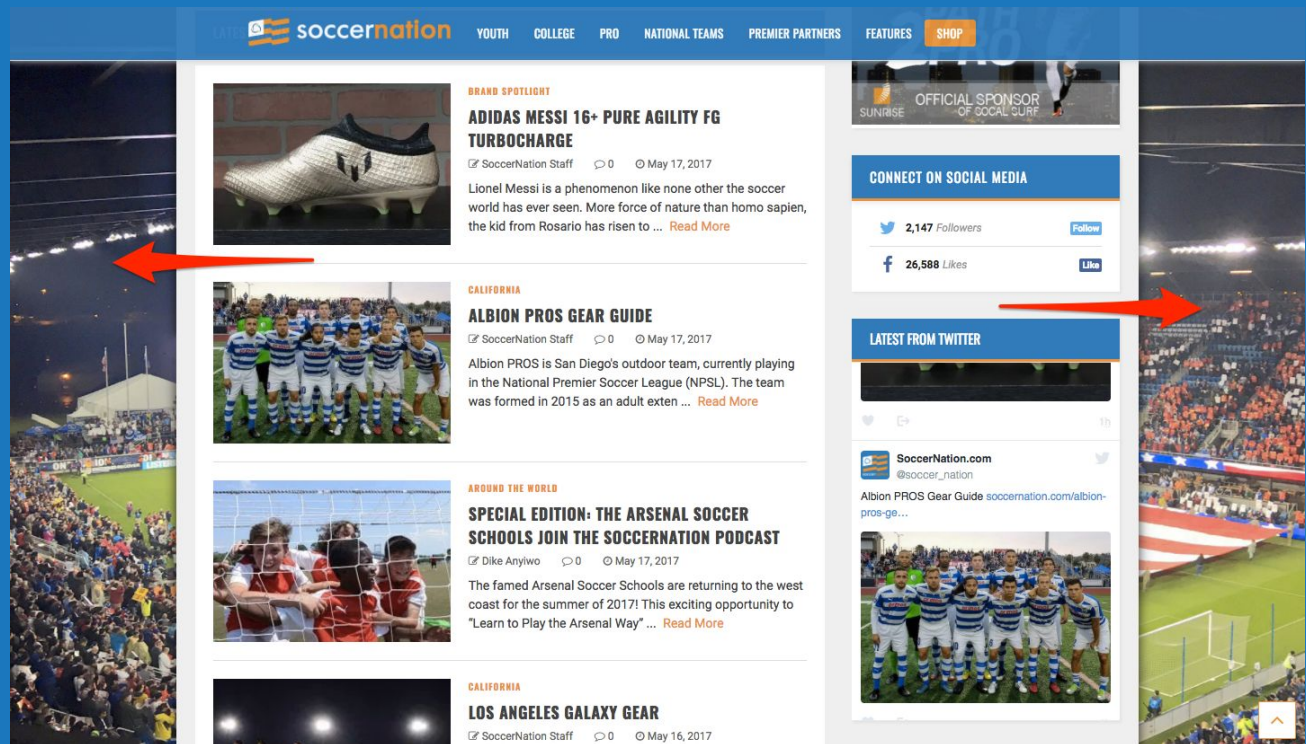


## Sidebar:

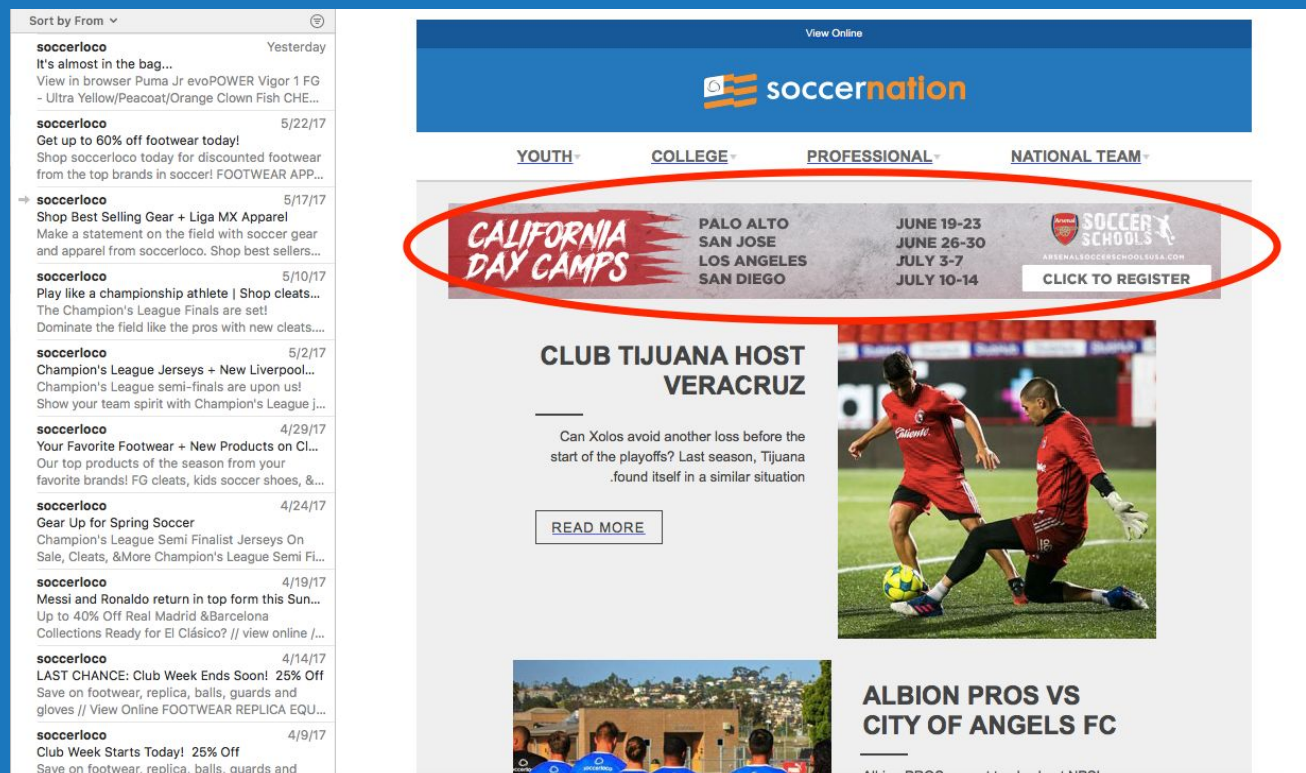




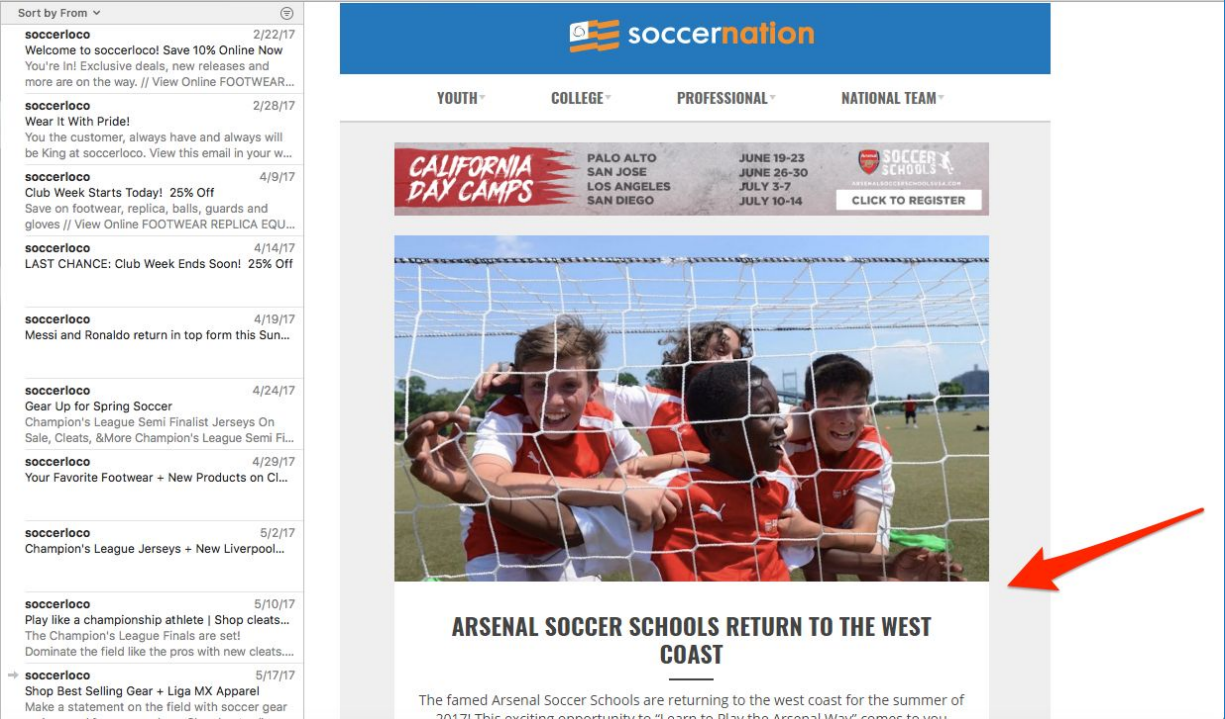
Wallpaper:



Newsletter Banner:



Newsletter Main Feature:



RATES

\$ (USD)	1 Month	3 Months	6 Months
Sidebar (325x250)	500	1,250	2,500
Banner (728x90)	750	2,000	4,000
Wallpaper (2048x1536)	2,000	5,000	10,000
Newsletter Banner (728x90)	400	1,000	2,000

#### Newsletter Main Feature

1	3	6
350	900	1,800

Content packages available upon request. For more information, please contact [news@soccernation.com](mailto:news@soccernation.com)