

MEDIA PACK

BOXING NEWS
NOW



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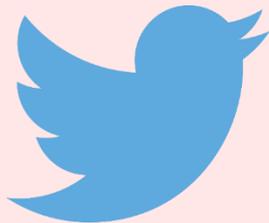
FIGURES



10,000+ unique monthly page views



100 likes



500 followers



50 followers





AUDIENCE

Full-time employed 25-44-year-old married male sports fans

Sex:

86% are male
14% are female

Marital Status:

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

Income:

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

Ages:

40% are between 25-34 years-old
30% are between 35-44 years-old
15% are between 45-54 years-old
9% are over 55+
6% are between 18-24 years-old

Employment Status:

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

Interests:

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

Location:

65% are from the USA
25% are from the UK
4% are from Philippines
4% are from France
1% are from Europe
1% are from the rest of the world

Education:

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

Top 10 Cities:

27% California
24% New York
7% Michigan
4% Florida
4% London



DEMOGRAPHICS

Affinity Category (reach) 36.93% of Total users

4.63%	<div style="width: 4.63%;"></div>	Sports & Fitness/Sports Fans
3.79%	<div style="width: 3.79%;"></div>	Sports & Fitness/Sports Fans/Soccer Fans
3.66%	<div style="width: 3.66%;"></div>	Sports & Fitness/Health & Fitness Buffs
3.44%	<div style="width: 3.44%;"></div>	Sports & Fitness/Sports Fans/Fight & Wrestling Fans
3.30%	<div style="width: 3.30%;"></div>	Lifestyles & Hobbies/Business Professionals
3.02%	<div style="width: 3.02%;"></div>	News & Politics/Avid News Readers/Entertainment News Enthusiasts
2.62%	<div style="width: 2.62%;"></div>	Media & Entertainment/TV Lovers
2.49%	<div style="width: 2.49%;"></div>	News & Politics/Avid News Readers
2.41%	<div style="width: 2.41%;"></div>	Lifestyles & Hobbies/Outdoor Enthusiasts
2.21%	<div style="width: 2.21%;"></div>	Travel/Business Travelers

Other Category 36.85% of Total users

8.51%	<div style="width: 8.51%;"></div>	News/Sports News
7.66%	<div style="width: 7.66%;"></div>	Sports/Team Sports/Soccer
7.35%	<div style="width: 7.35%;"></div>	Sports/Combat Sports/Boxing
5.16%	<div style="width: 5.16%;"></div>	Arts & Entertainment/Celebrities & Entertainment News
2.09%	<div style="width: 2.09%;"></div>	Arts & Entertainment/TV & Video/Online Video
1.91%	<div style="width: 1.91%;"></div>	News/Weather
1.60%	<div style="width: 1.60%;"></div>	Sports/Combat Sports/Martial Arts/Mixed Martial Arts
1.21%	<div style="width: 1.21%;"></div>	Law & Government/Government/Royalty
1.17%	<div style="width: 1.17%;"></div>	Arts & Entertainment/TV & Video/TV Shows & Programs/TV Reality Shows
1.08%	<div style="width: 1.08%;"></div>	Travel/Air Travel

In-Market Segment 30.06% of Total users

3.86%	<div style="width: 3.86%;"></div>	Travel/Hotels & Accommodations
2.84%	<div style="width: 2.84%;"></div>	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
2.64%	<div style="width: 2.64%;"></div>	Employment
2.15%	<div style="width: 2.15%;"></div>	Travel/Air Travel
1.90%	<div style="width: 1.90%;"></div>	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
1.84%	<div style="width: 1.84%;"></div>	Financial Services/Investment Services
1.77%	<div style="width: 1.77%;"></div>	Travel/Trips by Destination/Trips to Europe/Trips to the UK
1.76%	<div style="width: 1.76%;"></div>	Real Estate/Residential Properties/Residential Properties (For Sale)
1.66%	<div style="width: 1.66%;"></div>	Dating Services
1.58%	<div style="width: 1.58%;"></div>	Event Tickets/Concert & Music Festival Tickets



ADVERTISING SERVICES

Boxing News Now is a brand-new website formed by Tim Rickson following the success of his other boxing news website – British Boxing News.

The founder has experienced such accomplishment through BBN that he has now created BNN to be able to deliver worldwide boxing news.

Already, BNN is on the mailing list for all the governing bodies, such as WBC, and all the top promoters from around the globe, such as Golden Boy and Top Rank.

The editorial content is of the highest standard with a team of a dozen specialist writers contributing exclusive articles.

Investing into BNN is incredibly cost-effective at this very early stage of the journey and a long-term investment will pay dividends as viewing records are broken every month as the site grows meteorically.

BNN already have a fantastic team of writers and the squad is growing daily.

Join us on the journey!



Main Header

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

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



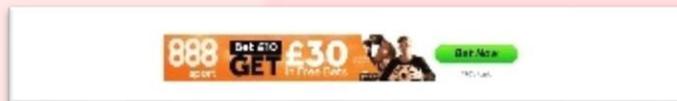
Sidebar

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.





In-Content Advertising

In-Content advertising has the highest engagement and clickthrough rates.

When the content is of high quality, it amplifies the message of the in-content advert.

Guest Blog (Content Marketing)

BBN offer advertisers to place guest blogs with do follow links. As an indirect form of selling, this is hugely popular with readers and allows advertisers to receive a high amount of clickthrough's and return of investment.



EXCLUSIVE: Tyson Fury sparring partner calls him: 'something special'

Published On Friday, August 10, 2018 By British Boxing News
Related Content: Tyson Fury, Francesco Pianeta, Kem Ljungquist, Fury Vs Pianeta



Sparring partner reveals that Tyson Fury is 'something special'

Former heavyweight champion Tyson Fury (26-0) is set to take on Francesco Pianeta (35-4-1) in Fury's second fight since returning from a two-year absence later in August. Pianeta isn't exactly a household name, but Fury is quite familiar with the German-based fighter.

Fury and Pianeta sparred back in 2012, and Fury said back then that he was impressed by what Pianeta could do. Fury said, 'I sparred with him in Germany when he was 26-0. He was tough, strong and he is a good opponent, very good. It was before he went on to fight Klitschko and Chagaev for world titles, but I was impressed. People say this is a big step up from Seferi and they can say what they want, but Seferi went the full distance with a current world heavyweight champion, Manuel Charr.'

Finding betting sites that give Pianeta much of a chance to beat Fury is a tall order. Most list Fury as a massive favorite around 1/100 to win.



Miles Shinkwin and Joel McIntyre trilogy rescheduled

Published On Tuesday, September 18, 2018 By British Boxing News
Related Content: Jerome Campbell, Miles Shinkwin, ULTIMATE BOXER, Shinkwin Vs McIntyre, Joel McIntyre



Miles Shinkwin and Joel McIntyre fix date for rescheduled third fight

The decider of an exciting English light-heavyweight title trilogy between old rivals Miles Shinkwin (14-4) and Joel McIntyre (17-2), currently scored at one apiece, has now been rescheduled for December 1 at the York Hall in London.

The event will be the first that brand-new promotional outfit Smith Sports have ever staged, headed by promoter Ryan Smith, assisted by experienced matchmaker Kevin Campion, who works closely with Goodwin Boxing.

An unfortunate sparring injury left Bushey boxer Shinkwin with a potential fracture on his right hand, just weeks before their intended September 15 fight that was all set to decide their thrilling trio.

Both boxers were devastated at the cancellation, Shinkwin claiming it's the first withdrawal of his entire boxing career through amateur and pro, and McIntyre was frustrated with the second cancelled championship contest in the space of just a few months having been slated to challenge for the Southern Area belt earlier in the year.

An 11-0 unbeaten McIntyre was beaten by an 8-0 Miles Shinkwin by two points in their first meeting at the York Hall for the vacant Southern Area light-heavyweight title back in 2014.

The warring pair met again two-and-a-half years later, this time in Portsmouth, with the English championship on the line, which McIntyre took home with him via a wide unanimous decision win.

Leigh Park's McIntyre next appears in the second Ultimate Boxer tournament on November 2 at The Indigo at The O2 in Greenwich. Eight light-heavyweights meet in a winner-takes-all tournament, endorsed by Ricky Hatton and Anthony Crolla, with a £50k prize fund at stake for the last man standing.

Just four weeks later 'El Toro' will be back in action against his old rival to settle their ongoing feud once and for all in the heart of the East End where their story first began four years before.

Jerome 'Stay Ready' Campbell (2-0) intends to make a statement on the undercard when he takes on three-time Southern Area titlist Jamie Speight (15-29) in just his fourth pro bout. The Haringey Box Cup gold medalist from the IQ Boxing Gym in Neasden has Hereford's Dean Evans (7-24-2) to get through first when they meet at Tottenham Green in October on a Goodwin Boxing show.





RATES

Boxing News Now			
	Monthly	6 Months (10% discount)	12 Months (2 months free)
Main Header	£250	£1,350	£2,500
Sidebar 1	£100	£540	£1,000
Sidebar 2	£75	£400	£750
Sidebar 3	£60	£320	£600
Footer	£50	£270	£500
IN-CONTENT	£500	£2,700	£5,000
Social Media Promotion	£450	£2,430	£4,500
Guest Blog	£100	£540	£1,000
Written Guest Blog	£200	£1080	£2,000

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