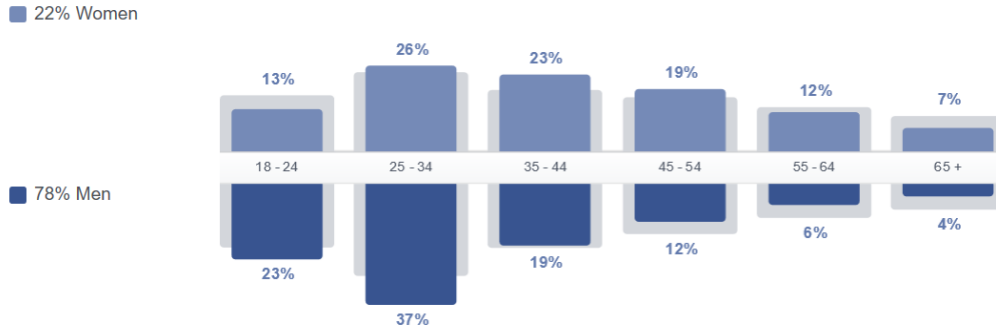


PFF Sponsorships

2017

The Pro Football Focus audience is 90% US based, and is largely comprised of male, college-educated professionals with disposable income.

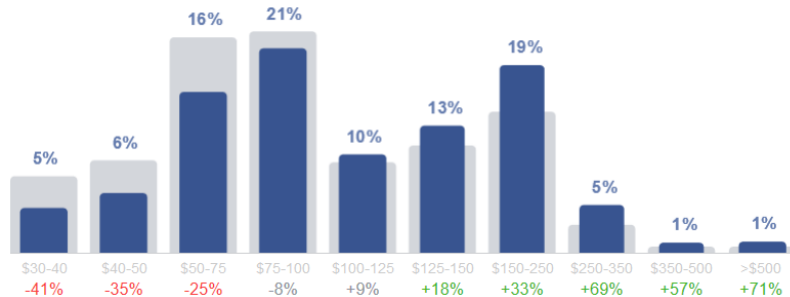
Facebook Pixel Demographic Information



Household Income

Estimated income for US households based on survey responses and estimates using demographic data.

In Thousands of US Dollars



Lifestyle

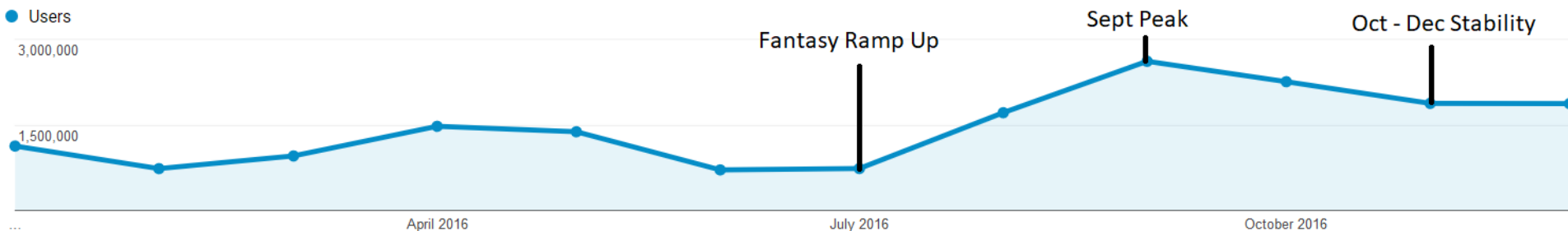
US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix

Lifestyle

Summit Estates	12%
Top Professionals	8%
Firmly Established	6%
Established Elite	6%
Active Lifestyles	6%
Work & Play	5%
Career Building	4%
Corporate Connected	4%
Active & Involved	4%
Casual Comfort	3%

PFF attracted 17.4MM unique monthly users in 2016.
We expect to grow to 20MM+ in 2017.

Google Analytics Website Traffic



Fast Facts:

Peak Month 2016: 4.5MM users - September

Low Month 2016: 1.1MM users - June

Device breakdown - 62% mobile, 32% desktop, 6% tablet

Traffic by Geo - 91% USA, 3% Canada, 1.5% UK

Average 57% returning users and 43% new users every 30 days

Our extended audience includes **30k** paid subscribers, **450k** social followers, **62k** email subscribers, and **25k** podcast listeners.

31		Bobby Wagner	LB
32		Ndamukong Suh	DI
33		Mike Evans	WR
34		Zack Martin	G
35		Patrick Peterson	CB
36		Andrew Whitworth	T
37		Kelechi Osemele	G
38		Malcolm Butler	CB
39		Brandon Graham	ED
40		Travis Kelce	TE

PFF 50
31 - 40



load more comments

brock__99 @patr1ots @evanhaidri He's actually real good lol and that's coming from a dolphins fan

jay_ramirez20 Andrew Whit and Zack Martin ahead of Kelechi Osemele smh

lakengilbert Butler 🙄

seahawkerscdn We see you @bwagz54 🙄
❤️ #12North ca

fritz.rowell Malcolm Butler?!?!?!?



643 likes



Pro Football Focus added a new photo.

June 3 at 12:11pm · 🌐

KELECHI OSEMELE

NUMBER OF SACKS CHARGED TO GUARDS SINCE WEEK 6 OF THE 2015 SEASON? **330**

NUMBER OF SACKS CHARGED TO KELECHI OSEMELE IN THAT SPAN? **0**

Like Comment Share

👍👍👍 258

Chronological ▾

90 shares

View 29 more comments



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In-depth NFL and college football player analysis. Every player, every play, every game. Lead analyst: @PFF_Sam. You may also like @PFF_Fantasy & ...



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Fantasy football analysis from @PFF. Director - @JeffRatcliffe. Like us on Facebook: facebook.com/PFF.Fantasy Snapchat: PFF.Fantasy



Follow

PFF College Football ✓

@PFF_College

College Football and NFL Draft analysis from @PFF. Every player, every play, every game. Lead analyst: @PFF_Steve. Instagram: PFF_College

Opportunities

Content Sponsorships

Feature your brand in PFF's editorial content, NFL team pages, or fantasy rankings.

THE NFL'S 5 BEST SLOT RECEIVERS

Which receivers are most dangerous out of the slot in today's NFL? Bryson Vesnaver runs down the list.

BRYSON VESNAVER |

Brought to you by: Play daily fantasy games at DraftKings.com

The slot receiver position has never been a bigger part of the game than it is in today's NFL. Gone are the days of strictly two-receiver sets with a tight end who was there to block more than to catch passes. With offenses as spread out as they are today, quarterbacks need that reliable slot receiver who they know is going to work the middle of the field and pick up the tough yards. It's rare to find a successful passing offense today without a solid slot receiver involved.

Pro Football Focus to me

PROFOOTBALLFOCUS.COM

The NFL's 5 best slot receivers

Brand logo, phrase and link in content header and footer.

Includes custom social graphic with brand logo shared on PFF Twitter, Facebook, and Instagram accounts.

Includes link shares on PFF social accounts with @brand mention.

Includes send to PFF email list with brand mention.

PFF Fantasy Football @PFF_Fantasy · May 23

Who are the NFL's top 5 slot receivers?

@PFF_Bryson breaks it down for you - buff.ly/2rNgLSi

Pro Football Focus @PFF

Highest yards per route run average from the slot since 2006 belongs to none other than @TeamVic @DraftKings

#1 MOST YARDS/ROUTE RUN FROM THE SLOT PFF ERA (2006-2016)

VICTOR CRUZ

2.32

*\$1,000 per article (3 article minimum)
Guaranteed 25k pageviews each.
Lives onsite for at least 1 year.*

Social Media Graphic Sponsorships

Position your brand within PFF's engaging social media infographics.

Presented by **DRAFT KINGS**

41		Damon Harrison	DI
42		Kawann Short	DI
43		Geno Atkins	DT
44		Greg Olsen	TE
45		Ezekiel Elliott	HB
46		Aqib Talib	CB
47		Drew Brees	QB

PFF 50

41 - 50

PFF Pro Football Focus

@PFF

In the NFL for just one season and already in the #PFF50 presented by @draftkings

Prominent brand visibility in a series of football infographics.

Text of post includes @brand mention.

Shared across PFF Twitter, Facebook, and Instagram accounts.

Optimized for peak days and times.

\$1,000 per 5 image/5 day campaign. Guaranteed 500 engagements per campaign (likes/shares/retweets).

Podcast Sponsorships

Let PFF's talented podcasters introduce your brand to thousands of dedicated listeners.

THE PFF PODCAST
WITH STEVE PALAZZOLO, SAM HANSON,
& MIKE RENNER



THE PRO FOOTBALL
FOCUS PODCAST

15,000+
Avg Episode Downloads

THE
PRO FOOTBALL FOCUS
FANTASY PODCAST
WITH JEFF RATCLIFFE



THE PFF FANTASY
PODCAST

12,000+
Avg Episode Downloads

PRO FOOTBALL FOCUS PRESENTS
DRAFTS
WITH JORDAN AND JOSH



DRAFTS WITH
JORDAN AND JOSH

1,500
Avg Episode Downloads

PRO FOOTBALL FOCUS PRESENTS
THE BIG TIME THROWCAST
WITH STEVE PALAZZOLO
& ZAC ROBINSON



THE BIG TIME
THROWCAST

1,000
Avg Episode Downloads

Choose from host reads, pre-roll, mid-roll, and featured sponsorships.

All episodes promoted across PFF Twitter, Facebook, and Instagram accounts.

Includes sponsor mention in our weekly podcast email, sent out to full PFF email list.

*Minimum \$1,000 buy.
Guaranteed delivery at \$15 CPM
(episode downloads).*

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