

Pro Football WEEKLY

MEDIA OVERVIEW

PRO FOOTBALL WEEKLY MEDIA KIT

> DIGITAL

Pro Football Weekly video network

- Syndicated network distributes videos to hundreds of web sites generating 20 million views a month or more.
- Network-quality videos with NFL analysis, fantasy football and handicapping advice, and more.

Mobile/tablet apps

- More than 50 smartphone and tablet apps across all major platforms, with hundreds of thousands downloaded to date.
- Deliver PFW news and analysis along with videos, Twitter integration, stats and score and more. Highly rated in app stores.

ProFootballWeekly.com

- Content-rich site with NFL news and analysis, fantasy football and handicapping advice and more for web and mobile.
- 350,000 UV's and 2 million page views monthly in season on wired site, and 150,000 UVs monthly on optimized mobile site.



> NEWS MAGAZINE

Pro Football Weekly

- 52 writers from around the country engage NFL fans 30 times per year, weekly in season
- National coverage and reach with paid newsstand and subscribers and more than 50,000 readers.

> ANNUAL MAGAZINES

- Annuals include the Fantasy Baseball Guide (January), NFL Draft Guide (March), NFL Preview (June), Fantasy Football Guide (June), College Football Preview (June) and NBA Preview (September).
- Full-color magazine-style publications deliver a large audience of sports fans from college to pro with national distribution from 200,000 to 500,000.



> PFW TELEVISION

Weekly September-February

- 30-minute show featuring Hub Arkush, PFW Publisher/Editor; Dan Hampton, NFL Hall of Famer; and Tom Waddle, former NFL wide receiver and NFL Network contributor.
- Airs on Comcast SportsNet and Fox Sports Net regional networks, delivering more than 108 million total HH's.



> PFW RADIO

Weekly 52X Annual

- 25th year serving as the longest-running taped national radio show in syndication, with host Hub Arkush, PFW Editor/Publisher, and Wayne Larrivee, voice of the Green Bay Packers
- Hour-long program.

