

# 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 10 million views a month or more in season.
- 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 1 million-plus downloaded to date.
- Deliver PFW news and analysis along with videos, Twitter integration, stats and scores 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.
- 450,000 UV's and 2 million page views monthly.



#### > ANNUAL MAGAZINES

- Annuals include the NFL Draft Guide (March), NFL Preview (June) and Fantasy Football Guide (June).
- Full-color magazine-style publications deliver a large audience of sports fans with national distribution from 200,000 to 400,000.

#### > 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 digital distribution.

#### > 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

- 26th 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.

