



WHERE
NEW YORK CITY
COMES TO PLAY

Media Kit

2017

The Go-To Source for Youth Sports in New York City

New York Sports Connection is the most complete resource for youth sports teams, leagues, activities, facilities and anything NYC parents need to keep their kids active.

Started by a native New Yorker disappointed by the quality of information available to him and his son, no one has collected more knowledge on New York City athletics than we have.

Every day, thousands of parents trust New York Sports Connection as the place to find activities and information for their kids. They search our proprietary listings. They receive our Weekly Sports Alert. They read our articles. They come back again and again for the latest features.

You can reach this active and engaged audience, too. Reach out to info@newyorksportsconnection.com to talk about how we can connect you with New York City parents.

Over 700 Programs

Listings for
All 5 Boroughs

More Than 70
Different Sports

Special Needs
Programs Listings

30k+ Pageviews
Each Month

Over 7k Dedicated
Weekly Email Subscribers

Fresh Editorial Content
Added Each Week



BY THE
NUMBERS

30K Pageviews Per Month
8K Unique Visitors

97%

Live in NYC

68%

Are Parents

54%

Found Programs

In the past year...

- ✓ Visits have increased by over 20%
- ✓ Pageviews have increased over 30%
- ✓ Email subscribers have increased over 50%

TOP SPORTS

- Baseball
- Basketball
- Cheerleading
- Football
- Soccer
- Tennis
- Volleyball
- Swimming



SPONSORSHIP OPPORTUNITIES



◆ Featured Articles ◆

Share your story with a sponsored news post, complete with follow backlink. We'll even help you write it!

\$500/Article

◆ Premium Listings ◆

Show up at the top of search results for any sport with this exclusive sponsorship. Only 3 available in each category!

Price Varies By Sport

◆ Dedicated Emails ◆

Send an email all about your program, product or platform to our targeted audience. You control the message!

\$75/CPM



◆ Sponsored Announcements ◆

Feature your new program announcement at the head of that week's Weekly Sports Alert. Also included in the subject line!

\$200/announcement per week



◆ Banner Advertising ◆

Display ads to run on either our website or in the Weekly Sports Alert. Limited inventory available!

Email - \$150/week

Website - \$250/month

Email tom@newyorksportsconnection to learn more