

# MEDIA KIT



# ABOUT

## UNPRECEDENTED ACCESS AND COVERAGE FOR DIEHARD BASKETBALL FANS.

BasketballNews.com features insight from some of the leading minds in basketball. Our staff features current and former NBA players, industry insiders and experienced journalists, which allows us to produce unique content from a wide variety of perspectives.

Our player contributors give users a behind-the-scenes look at life in the NBA through their articles, podcasts and videos. Our journalists have decades of experience covering the NBA and provide breaking news, in-depth analysis, exclusive interviews and longform content.

BasketballNews.com has 10 podcasts on our network in addition to producing exclusive articles and videos on a daily basis.

With statistical data dating back to the 1946-47 NBA season and our proprietary charting technology, BasketballNews.com also offers unique statistical analysis.

# PLATFORM

- Website and native iOS and Android apps operate on one codebase
- Engaging design, look and feel

- Custom built from the ground up for speed and SEO

Admin team has more than two decades of hands-on SEO experience

- Next-level charting and statistics technology

- Historical and live data
- Compare current and historical players
- Unique, deep data - perfect for fantasy and sports-betting enthusiasts



# STATS

## ■ SOCIAL MEDIA REACH

**10.5M** CUMULATIVE FOLLOWERS

 **6.9M** 

 **3.6M** 

## ■ LIVE STREAMING VIEWS

**1.2M** SINCE OCTOBER 2020 DEBUT

**353K** OVER A 5 DAY SPAN

**141.5K+** 2020 NBA DRAFT SHOW

## ■ WEBSITE STATS

**850K** USERS

**1M+** SESSIONS

**500K** USERS CAME FROM SOCIAL MEDIA

## ■ ORGANIC SEARCH

The site has started to rank for competitive terms, including **#1 for Basketball News.**

## PODCAST NETWORK

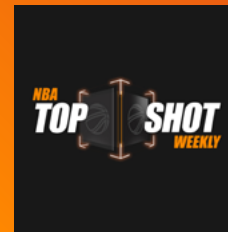
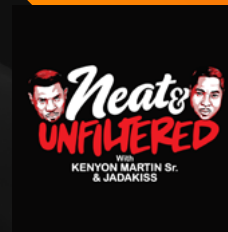
Combined Listens and Views

371.4K



### Notable Guests

- Mark Cuban
- Chris Webber
- Gabrielle Union
- Ray Allen
- Daniel Wu
- Michael Rapaport
- Dwight Howard
- Penny Hardaway
- Clyde Drexler
- Ronnie 2K
- David West
- Howard Beck

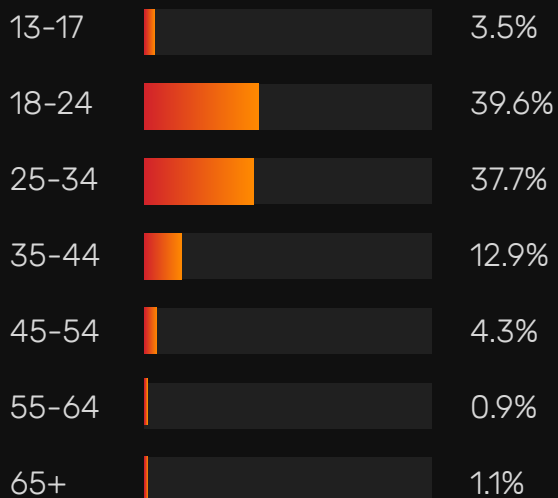


Spotify iTunes

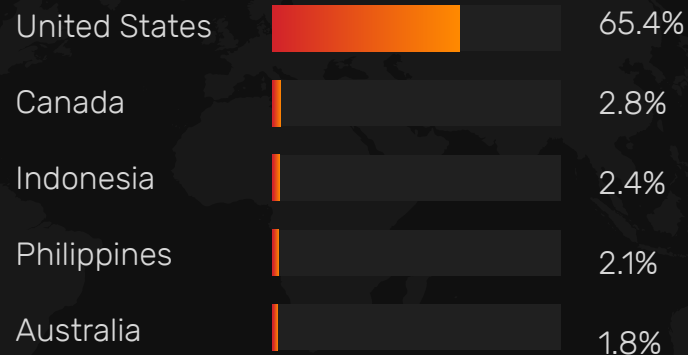
Twitter YouTube

# AUDIENCE (INSTAGRAM)

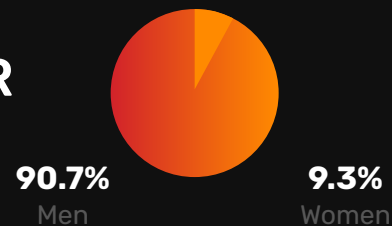
## AGE RANGE



## TOP 5 LOCATIONS

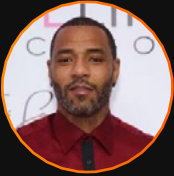


## GENDER





## CURRENT/FORMER NBA PLAYERS & COACHES



### Kenyon Martin

Writer and Podcaster

NBA All-Star, No. 1 overall pick,  
15-year NBA veteran



### James Posey

Writer and Podcaster

3-time NBA champion, 12-year  
NBA veteran, former NBA coach



### Etan Thomas

Writer and Podcaster

11-year NBA veteran, author,  
writer for ESPN, The Guardian,  
CNN and more



### Troy Brown Jr.

Writer and Vlogger

3-year NBA veteran, McDonald's  
All-American, currently plays for  
Washington Wizards



### Rex Chapman

Writer and Podcaster

12-year NBA veteran,  
social-media personality

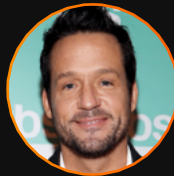
## CELEBRITY CO-HOSTS



### Jadakiss

Co-host

One of the most respected rappers of  
his generation, member of The Lox  
and Ruff Ryders

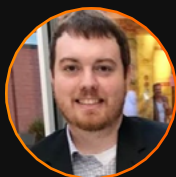


### Josh Hopkins

Co-host

Actor who has appeared in TV series and  
films such as "Quantico," "Private Practice"  
and "The Perfect Storm"

# SEASONED BASKETBALL JOURNALISTS



## Alex Kennedy

Chief Content Officer

NBA insider, former editor for HoopsHype and USA TODAY Sports



## Chris Sheridan

Senior NBA Columnist

Former ESPN writer, broke LeBron James' return to Cavaliers



## Matt Babcock

NBA Draft Analyst

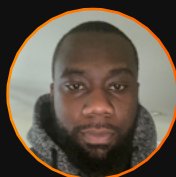
Former certified NBPA and FIBA agent



## Spencer Davis

Senior Writer/Editor

His work has appeared on Bleacher Report, USA TODAY, Fox Sports and more



## Nekias Duncan

Writer and Podcaster

Former writer for Bleacher Report and SB Nation



## Katie Heindl

Writer and Podcaster

Writer for Rolling Stone, The Athletic, VICE, Yahoo Sports and more



## Moke Hamilton

Senior Writer/Editor

Former writer for The Athletic and SportsNet New York, and host on ESPN New York



# ADMIN TEAM AND ADVISORS



**Scott Hale**

Chief Executive Officer

- Former Division 1 athlete with over 20 years of sports and entertainment marketing/production experience including Warner Brothers, Universal Studios, and Adidas where he worked on the Muhammad Ali and NBA accounts
- Successfully launched and operated an e-commerce brand selling basketball related streetwear prior to joining BasketballNews.com



**Chad Horstman**

Founder and Managing Partner

- Founder and former CEO of Yandy.com, an e-commerce startup, which he exited for \$50 million and was later sold to Playboy
- Served on the early stage team at iCrossing (exited to Hearst \$325M) and is a Partner at Canal Partners



**Charley Clemens**

Chief Operating Officer

- Former COO and CMO of Yandy.com which he helped exit and transition post-transaction
- Deep experience in SEO/internet marketing and business operations including finance and information technology



**Alex Kennedy**

Chief Content Officer

- Former editor at HoopsHype.com and USA TODAY Sports



**Scott Hale**

Chief Executive Officer

**scott@basketballnews.com**



[www.basketballnews.com](http://www.basketballnews.com)

---

**THANK YOU!**