

Media Kit
2023

brobible

BroBible is an independent digital publisher and content collective where **culture and conversation collide.**



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SPORTS

Eli Manning On Pickles, Pickleball, And Retiring From Rap Career After One Song

BY JORGE ALONSO [📷](#) [📱](#) [📺](#) / NOVEMBER 15, 2022 8:11 AM



Eli Manning is retiring from the rap game after scoring a viral hit.

To celebrate National Pickle Day, Manning made an appearance at **Court 16** at Long Island City to promote the limited-time return Lay's Dill Pickle Chips to Subway

GEAR

100 Of The Best Gifts For Men In 2021

#AFFILIATE PARTNER BROBIBLE MAY EARN A COMMISSION IF YOU BUY A PRODUCT OR SERVICE VIA LINKS IN THIS ARTICLE.

BY CASS ANDERSON AND BRANDON WENERD [📷](#) [📱](#) [📺](#) / DECEMBER 9, 2021 2:26 PM



ISTOCKPHOTO / INSTA_PHOTOS

The very best gifts are the ones we love giving and receiving. That's what makes putting together our annual gift guide of the 100 Best Gifts For Men so special each year, it's full of gifts we're either giving to family

CULTURE

INTERVIEW: The Rock Is The Hero That DC Needs And Deserves Right Now

#THE ROCK

BY ERIC ITALIANO [📷](#) [📱](#) [📺](#) / OCTOBER 19, 2022 1:18 PM



GETTY IMAGE

Likely daydreaming my way through whatever Sunday evening reality TV my girlfriend had commandeered the television for, my wandering mind — perhaps subconsciously preparing for my upcoming

Speaking to a daily audience of millions, BroBible sparks important conversations about the **sports we love**, the **cultural moments we cherish**, and the **gear we acquire along the way.**

Brand Partnerships Offerings

BROBIBLE.COM

- Sponsored Articles
- Giveaways
- Paid social distribution to branded content
- Father's Day Gift Guides
- Mother's Day Gift Guides
- Holiday Gift Guides
- Social whitelisting to branded content
- Paid Influencer content placement

VIDEO CONTENT

- Originally-produced branded videos
- Social video from in-house talent
- Paid social distribution to branded content

DISPLAY ADVERTISING

- Pre-roll and display inventory available on request, served via our partnership with Café Media.



Our Audience

2022 Avg. Monthly

19.7 MILLION
Monthly Page Views

73% MALE

27% FEMALE

31.7+ MILLION
Average Monthly Impressions
Across All Social Channels

16 MILLION
Monthly Sessions

Age Breakdown

18-24: **9%**

25-34: **20%**

35-44: **27%**

45-54: **19%**

55-64: **15%**

16.8 MILLION 
Avg. Monthly Impressions

11.8 MILLION 
Avg. Monthly Reach

5.45 MILLION
Avg. Monthly Engagement

3.7 MILLION
Avg. Monthly Links Clicked

3.1 MILLION 
Avg. 90-Day Impressions

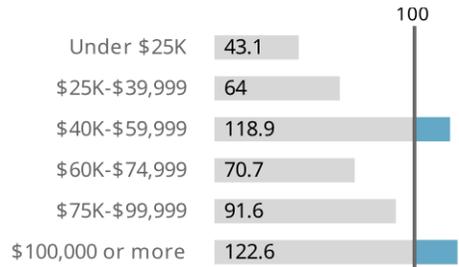
8.5 MILLION
Monthly Users

Who Is BroBible's Audience

ComScore

Websites Stats 2022 YTD via Google Analytics

Household Income



Total Unique Visitors/Viewers (000)

4,478

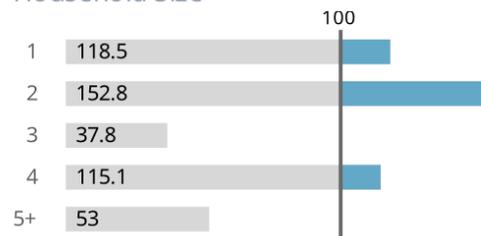
Total Views (MM)

15

Total Minutes (MM)

21

Household Size



Children



Average Minutes per Visit

1.6

ComScore Data Sept 2022

M25-54 Demo Sweet Spot

DEMO

73%

Male

63%

A25-54

90%

US Base

Affinity

Sports Fan

Business Professional

Fast Food

American Football

Music Lover

Basketball Fan

In-Market

Property

Fitness

Vehicles

Men's Apparel

Investment Services

Internet Service



Recent Campaigns

Video Promotion



Campaign KPIs

Carl's Jr...

- BroBible teamed up with Carl's Jr to promote their new lettuce wrap burgers to help hit your goals at the start of the new year.

Cigar City

- Promote Cigar City IPAs Florida Man and Jai Alai. Florida Man through the lure and culture of the Florida Man name and Jai Alai through the sport.

Caulipower

- Created (2) videos and (1) tasting event to promote their new Caulipower Chicken tenders.



Links

Carl's Jr

Cigar City

Caulipower



Recent Campaigns

Live Event Promotion

brobible



Campaign KPIs

ESPN+

- Regularly promote UFC Fights and original documentary series on ESPN+. Through storylines and social promotions to **Tune-In**.

Jackass Forever

- Twitter Watch Party hosted by BroBible with interactions with the **Movies Stars**. Reaching over **5.2 Million on Twitter**.

BKFC

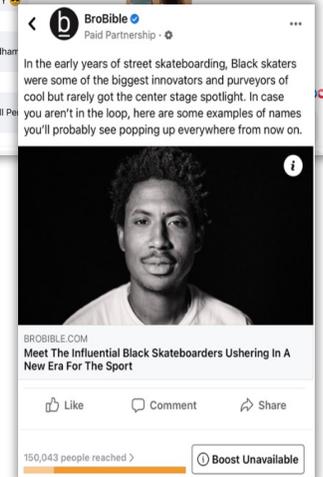
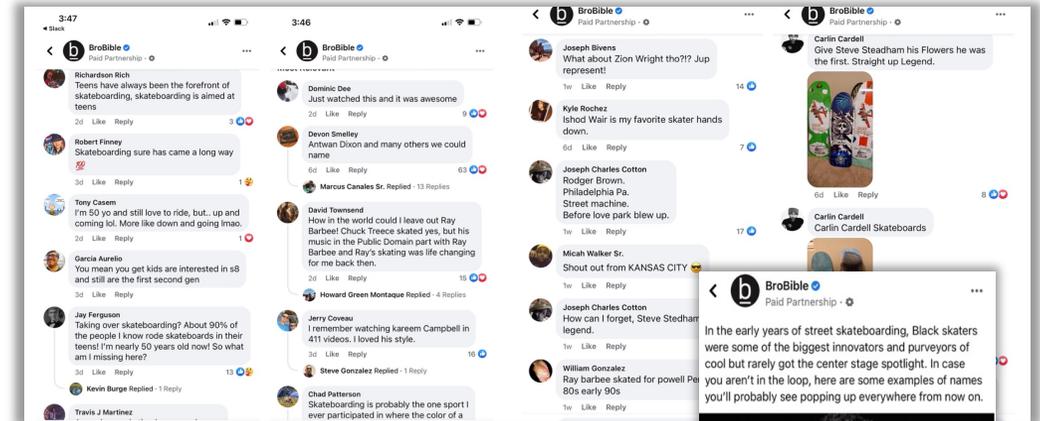
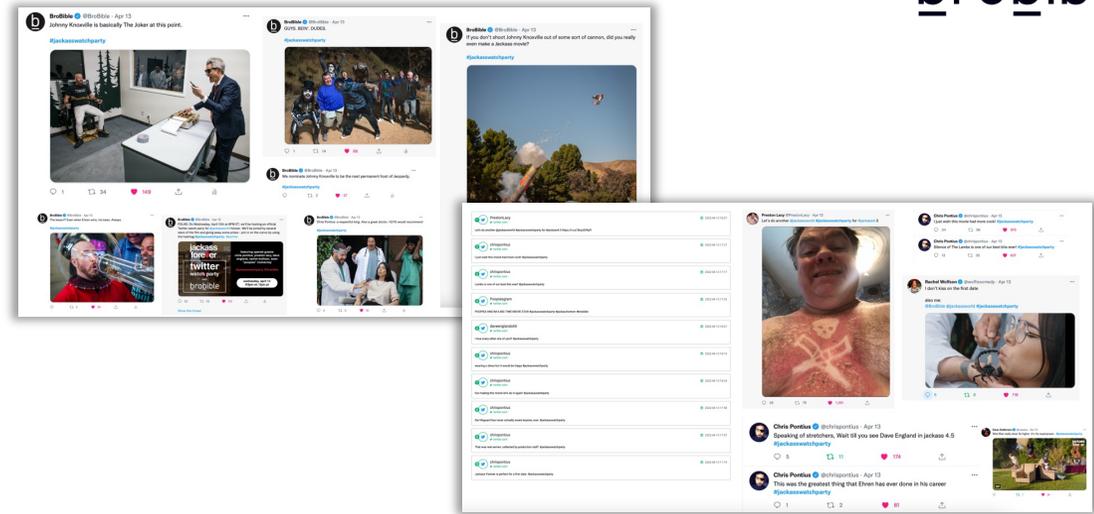
- Promoted upcoming fights similar to our ESPN+ UFC fights with interviews and on location social video content.

Links

ESPN+

Jackass Forever

BKFC



Recent Campaigns

Alcohol Promotion



Campaign KPIs

Guinness

- Saint Patrick's Day promotion with the goal to get contest sign-ups.

Sailor Jerry

- Hosted comedy event with "Chad Goes Deep" for the USO during LA Fleet week.

Fruit Smash

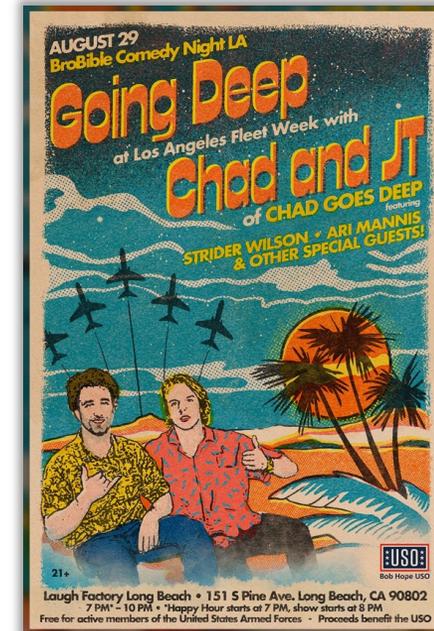
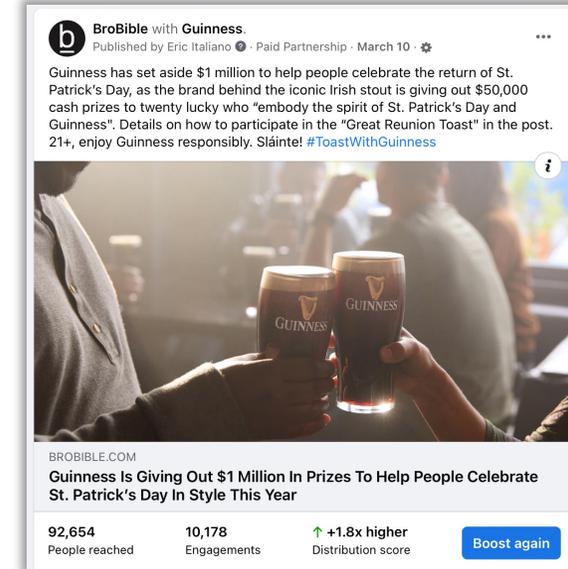
- Promotion and interview with brand reps "Chad Goes Deep" to promote New Belgium's seltzer.

Budweiser

- Created merch for the launch of the Discovery Reserve beer to celebrate the 50th anniversary of the moon landing

Links

Guinness Sailor Jerry Fruit Smash Budweiser



Recent Campaigns

DTC Promotion

YETI



Salt Life

Campaign KPIs

YETI

- Promoted Yeti reaching over **\$20K** in total annual gross sales during 2021.

Pit Viper

- Promoted Pit Viper during the NFL football season and holidays reaching over **\$50k** in annual gross sales.

Salt Life

- Created a funnel through social media to drive search and direct traffic to Salt Life.

Links

YETI

Pit Viper

Salt Life

SPONSORED BY **YETI**

GEAR

The YETI Gear Garage Is Releasing Rare, Limited Edition YETI Products This Week Only

#SPONSORED

BROBIBLE MAY EARN A COMMISSION IF YOU BUY A PRODUCT OR SERVICE VIA LINKS IN THIS ARTICLE.

BY JOHN THOMPSON / NOVEMBER 23, 2021

FACEBOOK TWITTER REDDIT FLIPBOARD

BroBible with Salt Life

Published by Eric Italiano · Paid Partnership · March 30 ·

Introducing **Salt Life's** full performance line: Quick-drying, technical performance fabrics, and worn-in comfortable cotton. Perfect for surfing, fishing, diving, stand-up paddleboarding, or just lounging on the beach. Check out some of our favorites in the post...

BROBIBLE.COM

Salt Life Performance Clothing Takes You From The Boat To The Beach In Style

37,605 People reached 1,840 Engagements ↓ -2.0x lower Distribution score Boost again

BroBible with Pit Viper

Published by Brandon Wenerd · Paid Partnership · October 18, 2021 ·

Pit Viper threw an epic tailgate at the New England - Tampa game. Here's a recap of the shenanigans, along with how to grab a pair of Pit Vipers for football season.

BROBIBLE.COM

Pit Viper Partners With New England Patriots And Hosts Ridiculous Tailgate At Pats vs. Buccs Game

104,860 People reached 5,652 Engagements ↑ +3.0x higher Distribution score Boost again

SPONSORED BY **YETI**

GEAR

Our 15 Favorite Limited Edition Items From The YETI Gear Garage On Cyber Monday

#SPONSORED

BROBIBLE MAY EARN A COMMISSION IF YOU BUY A PRODUCT OR SERVICE VIA LINKS IN THIS ARTICLE.

BY JOHN THOMPSON / NOVEMBER 29, 2021

FACEBOOK TWITTER REDDIT FLIPBOARD

Recent Campaigns

Other Promotion



Campaign KPIs

Keeps

- (6) month campaign to promote Keeps to generate new leads. Used FB Whitelisting to allow Keeps to create their own FB Ads.

Intel

- Amazon Prime Promotion during their yearly sales deal period.

Vuori

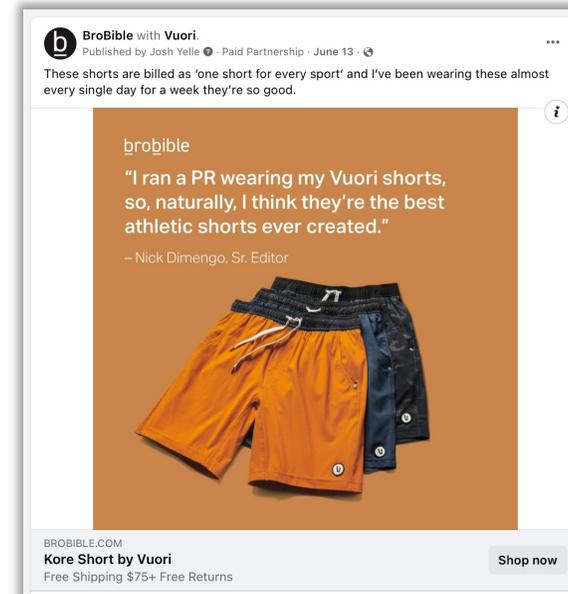
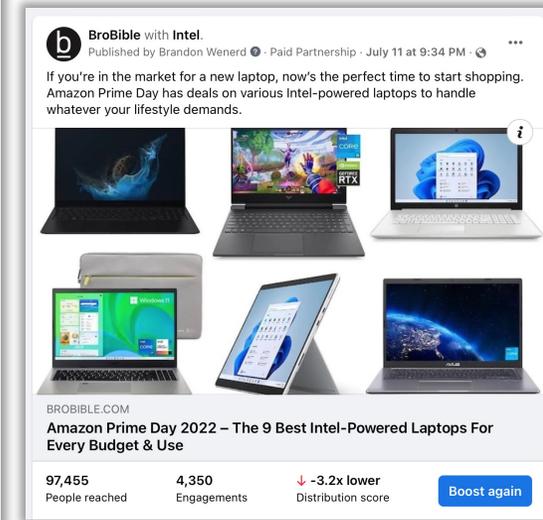
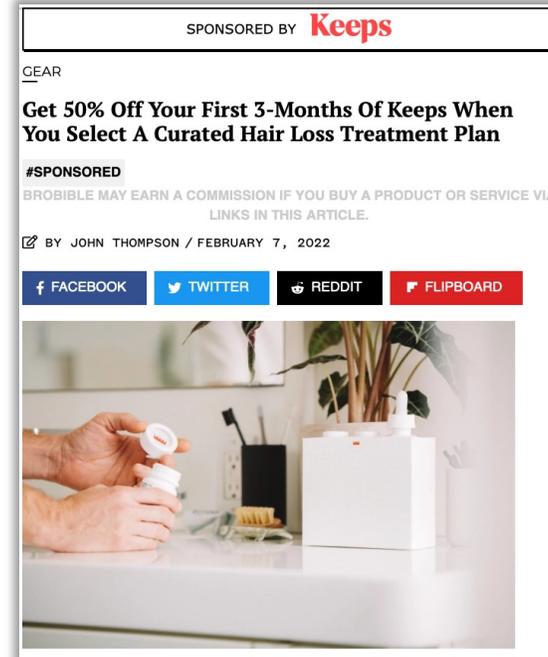
- Gave access to Vuori to create their own Ads through FB Whitelisting.

Links

Keeps

Intel

Vuori

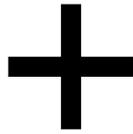


Maximizing The Partnership

Site & Social

Sponsored Content

on BroBible with bold headlines and statements + deal messaging



Social Assets

Distributed on BroBible and the Brands Social Channels + social ad spends to a target audience

GEAR

How To Smoke A Brisket At Home In 5 Simple Steps

#SPONSORED

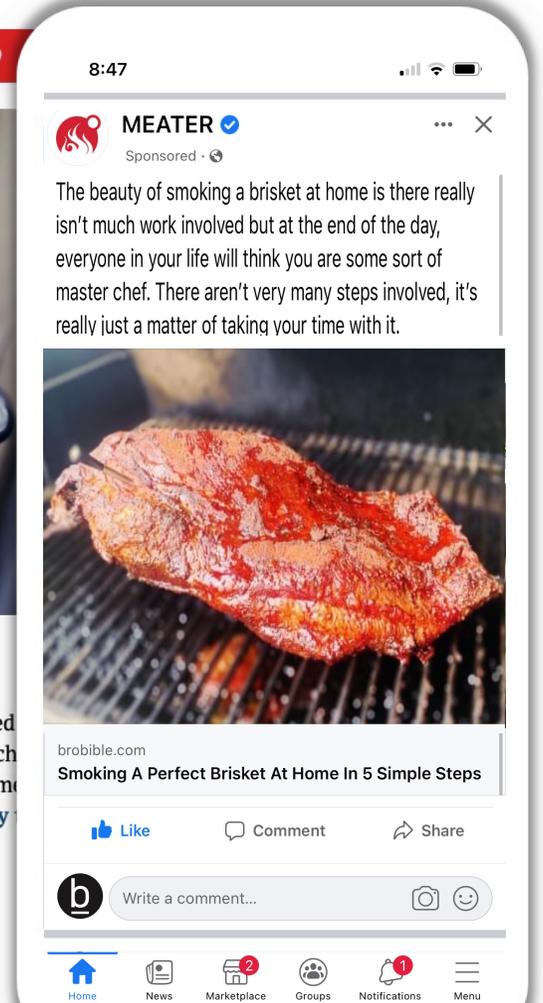
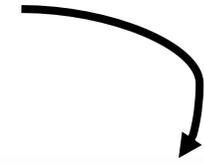
BROBIBLE MAY EARN A COMMISSION IF YOU BUY A PRODUCT OR SERVICE VIA LINKS IN THIS ARTICLE.

BY CASS ANDERSON / JULY 30, 2020



Presented in partnership with MEATER+...

The beauty of smoking a brisket at home is there really isn't much work involved the end of the day, everyone in your life will think you are some sort of master ch There aren't very many steps involved, it's really just a matter of taking your time it. Anyone who can learn how to smoke a brisket, just like learning the **best way cook a steak.**



Social Examples

FB Allowlisting

b BroBible ✓ with Fourlaps. ★ Favorites · Sponsored · ⚙️

Our friends at [Fourlaps](#) make some of the most comfortable athleticwear in the game.... See More



You, Arthur Kade and 5 others 864 Views

News Feed Pages News Shop Notifications Menu

12:31

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"Are headstands the secret way to stop hair loss?" - Hear Dr. Patel from Keeps, our favorite hair loss solution brand, answer all your questions.

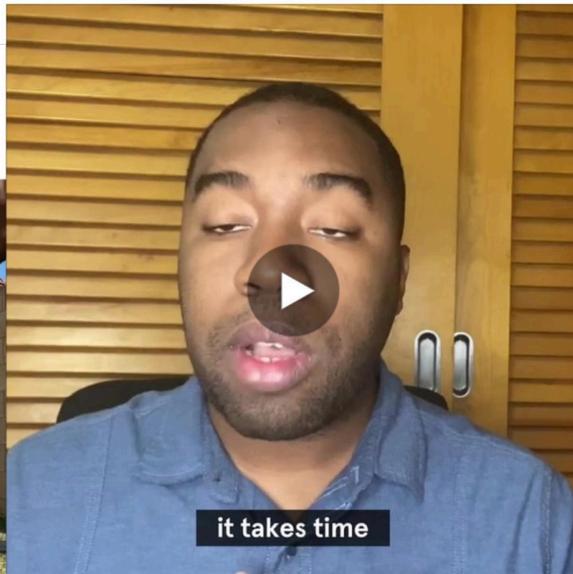
Are headstands the secret way to stop hair loss? No.



KEEPS.COM
Doctor Answers Hair Loss Questions [Learn More](#)

b BroBible ✓ ★ Favorites · Sponsored · ⚙️

Keeps is less than HALF the cost of buying at a traditional pharmacy and you can get 50% off your first three months when you sign up now.



BROBIBLE.COM
Get 50% Off Our Top Hair Loss Treatment for 2021 [Learn More](#)

1 Like 30.2K Views

b BroBible ✓ with Live Bearded. ★ Favorites · Sponsored · ⚙️

Your beard deserves premium products, like the ones from [Live Bearded](#)



BROBIBLE.COM
This Three-Step Process Is The SECRET To A Healthy Beard

299 16 Comments 10 Shares

Like Comment Share



Pre-Roll

DESKTOP & MOBILE

with the best knife designers to create highly functional tools that look and feel great in-hand.

Best EDC Pocket Knives from CRKT Under \$80

We rounded up 6 everyday carry pocket knives from CRKT you can get for under \$80 right now. In fact, many of these knives are *under* \$50.



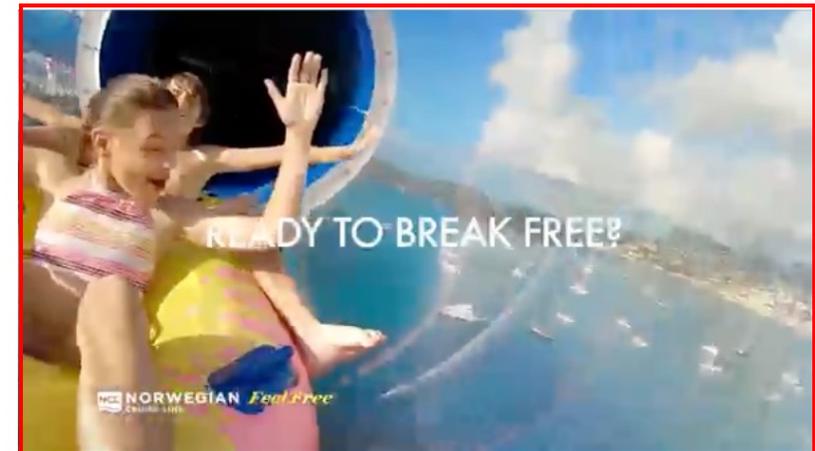
Creating over \$2 million of added salary cap space for Tampa Bay as it gets ready to head into next week's draft, league sources tell ESPN. Brady still is scheduled to be a free agent after this season.

11:55 AM · Apr 22, 2022

6.2K Reply Share

Read 254 replies

Bucs fans, myself included, were quick to react to Schefter's tweet. I'm one of the millions who want to see Gronkowski back in the NFL next season and I don't want to see him anywhere other than Tampa Bay. Let's see what else NFL fans are saying about this move from Tom Brady...



BroBible Ad Units

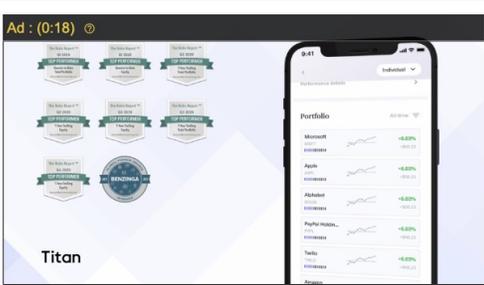
DESKTOP & MOBILE

Netfix Is Being Hunted By The Monster They Created

INTERVIEW: Alexander Skarsgård Became An Animal To Make 'The Northman'

50 Things We Want: Bosscal Mezcal, YETI Alpine Yellow, Tropical Bros Hawaiian Shirts, And More

Ad : (0:18)



Titan

Grow sales with marketing automations



mailchimp

Get Started

DAILY TRENDS

News From Around the Web

The NFL Made A Scheduling Decision That The NBA Is Going To Hate

APRIL 22, 2022

Vegas Golden Knights Goalie Ridiculousness Continues With Latest Robin Lehner Drama

APRIL 22, 2022

6 EDC Pocket Knives You Can Get For Under \$80 Right Now From CRKT

APRIL 22, 2022

New On HBO Max In May: 'Hacks, The Time Traveler's Wife, The Staircase' And More

APRIL 22, 2022

WHAT'S TRENDING



SPORTS

Browns GM Pins Blame On Baker Mayfield's Reps For Why QB Feels 'Disrespected'

BY MARK HARRIS



SPORTS

BetMGM NBA Playoffs Promo Code Generates Generous 20-1 Return

BY BOB WANKEL

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SHOP NEWSLETTER CULTURE SPORTS GEAR

NORWEGIAN FEEL FREE TO TAKE THE SCENIC ROUTE

NETFLIX

Netfix Is Being Hunted By The Monster They Created

WHAT'S TRENDING



SPORTS

Browns GM Pins Blame On Baker Mayfield's Reps For Why QB Feels 'Disrespected'

BY BOB WANKEL



SPORTS

BetMGM NBA Promo Code C Generates 20-1

BY BOB WANKEL

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SHOP NEWSLETTER CULTURE SPORTS GEAR

Zero Contact Plumbing Service

Roto-Rooter Plumbing & Water Clea...

CULTURE

Netfix Is Being Hunted By The Monster They Created

#NETFLIX

BY ERIC ITALIANO / APRIL 22, 2022

FACEBOOK TWITTER REDDIT FLIPBOARD

NETFLIX

88%

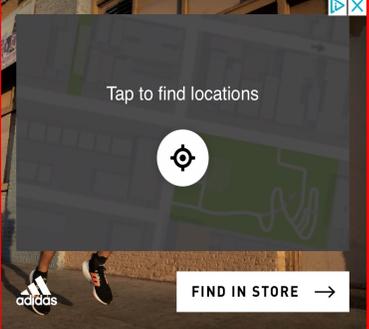
of drivers have a main focus in their lives, like a primary job, child care, or running a business.

brobible

SHOP NEWSLETTER CULTURE SPORTS GEAR

Sure, Netflix still has some pre-existing content deals spread through the industry (you can currently find *The Dark Knight* on both Netflix and HBO Max, for example), but as more time passes, the more the streaming rights to big-ticket franchises will revert back to their original owners.

Tap to find locations



FIND IN STORE

FIZZY FRUIT JUICE? - NO ADDED SUGAR - NO ARTIFICIAL SWEETENERS

FIZZING AWESOME.

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Medicated relief for dry, chapped lips



Blistex

LEARN MORE

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6855 S La Cienega Blvd, Los A...

88%

of drivers have a main focus in their lives, like a primary job, child care, or running a business.

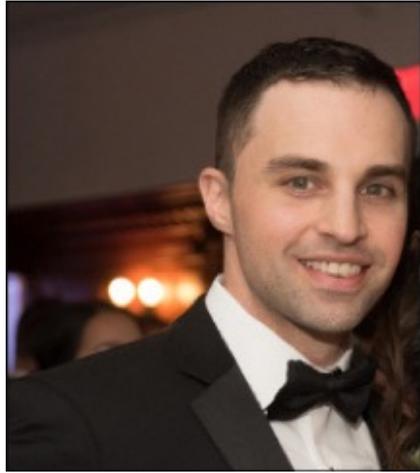
Price Sheet

Directional Campaign Tiers

<u>Investment</u>	\$100,000	\$50,000	\$30,000	\$20,000	\$10,000
Editorial	6	4	4	4	2
Social (Twitter & Facebook)	10	6	5	4	2
Social Ad Amplification	<input checked="" type="checkbox"/>				
Video	3	2	1		
Direct Display & Pre-Roll	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Est. Impressions/Pageviews	10 Mil	5 Mil	2 Mil	1 Mil	400,000
BroBible Social Reinvestment	\$10,000	\$8,000	\$6,000	\$3,000	\$1,500



Leadership



JASON CAMMEROTA
CEO and Partner,
Horseneck Media, LLC
jason@brobible.com

Jason leads the charge on business development opportunities for Horseneck Media, the partnership group formed to acquire BroBible in 2018. Jason has been a partner with BroBible since its infancy and previously served Editor-in-Chief



Brandon WENERD
Publisher and Partner
Horseneck Media, LLC
brandon@brobible.com

Brandon oversees advertising, partnerships, native content, and revenue optimization across all BroBible channels. Brandon is an early BroBible partner and previously served as Editorial Director.



CASS ANDERSON
Editor-in-Chief and Partner,
Horseneck Media, LLC
cass@brobible.com

Cass oversees day-to-day content and social media operations for BroBible, including managing a bullpen of writers, podcast hosts, and other creators. Cass was a co-founder of Guyism.com which folded into BroBible in 2014.

Thank You