



SportsLeo

Africa's Best Source for Sports News



WHO ARE WE

Sports Leo is the most trusted source of Sports News from across the continent. We are Africa's leading sports news site for matches, sports updates, live scores, fixtures and highlights.





SportsLeo

Africa's Best Source for Sports News

Readers of SportsLeo come from all walks of life and they are united by one single thing. The love for sports.

As Africa's leading source for Sports, our readers attain insight on the lives of players, locker room and dressing room dramatics, news as they relate to specific sports, and of course betting tips.

Sports Fans in Africa know they cannot be without SportsLeo



SPORTS LEO IS THE ONLY WEBSITE DEDICATED TO OFFERING AN ACCESS-ALL-AREAS PASS TO THE KEY INFLUENCERS DECISION-MAKERS IN SPORTS.

WE DELIVER MEDIA-RICH CONTENT IN THE FORM OF ARTICLES, STORIES, VIDEOS AND INTERVIEWS.

Through our powerful platform, along with content syndication partners, we develop high-quality custom brand content strategies to reach upmarket, loyal and committed audience, locally and internationally, specifically surrounding sports.





SPORTSLEO

READERSHIP

Our readers come from all across Africa and the World. Our daily website continues to grow annually, smashing all records for unique users and page impressions.

www.SportsLeo.com averages over 800,000 page impressions and nearly 500,000 monthly unique users, making it one of Africa's largest sports websites.

We are your one-stop-shop for all things in Sports.



SportsLeo

SPORTSLEO

READERSHIP

Targeting 16-55 year old males

91
%

Male

61
%

Attended a professional
sporting event in the last 6
months

96
%

of readers exercise
or play sport at least
once a week

67
%

exercise or play
sport at least three
times a week

SPORTSLEO NETWORK :
+500,000 MONTHLY UNIQUE USERS

SPORTSLEO E-NEWSLETTER :
21,000 SUBSCRIBERS



SportsLeo

Sports Leo inspirational advertising solutions for all our advertisers. If you're an international company wishing to get a footprint into Africa or a local African company wishing to get a stronger market presence, we craft tailor-made creative 360° campaign solutions that meet your KPIs and values.

Our sports platform is one of the leading online websites that delivers true real gutter-free content that provides people with truth with respect to sports news. Our team will work with you to design material that engages, inspires and enlightens our readers to follow your brand.





STORYTELLING IS EFFICIENT AT EVERY PHASE OF THE PURCHASE FUNNEL. ACCORDING TO YOUR KPIS, WE WALK YOU THROUGH THE MOST ADAPTED SOLUTION, BY RAISING BRAND AWARENESS, IMPROVING BRAND IMAGE, LEVERAGING SPONSORSHIPS AND INDUCING ONLINE PURCHASING.

For local campaigns, for example, such methods stir up a bond between TV viewers and players/athletes when invited behind the scenes.

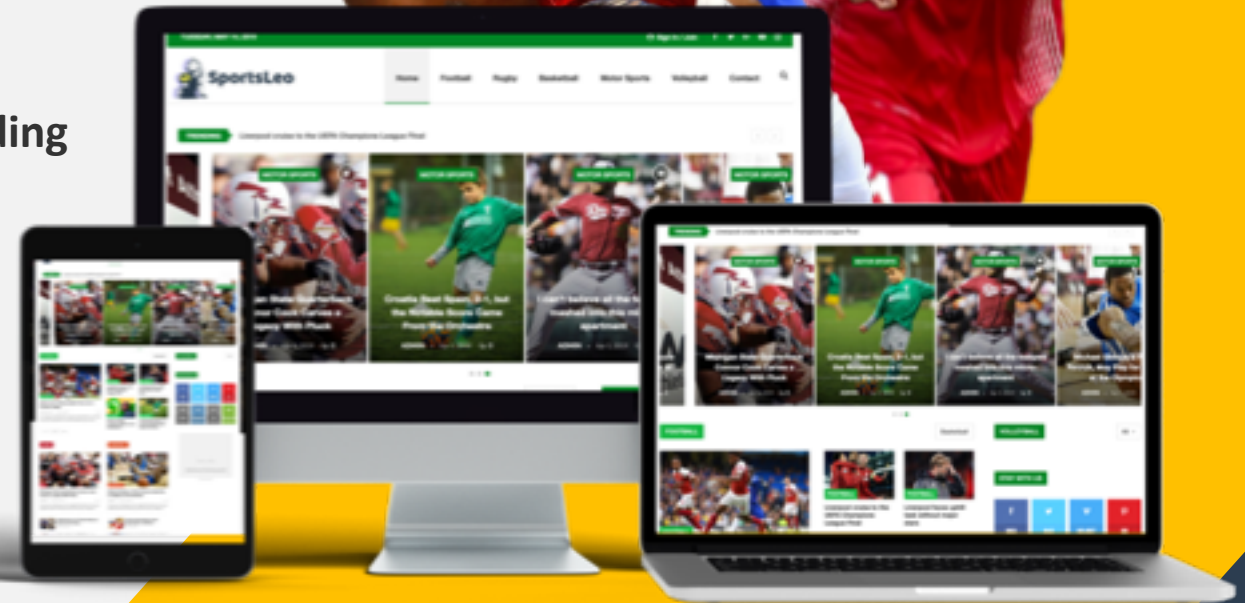
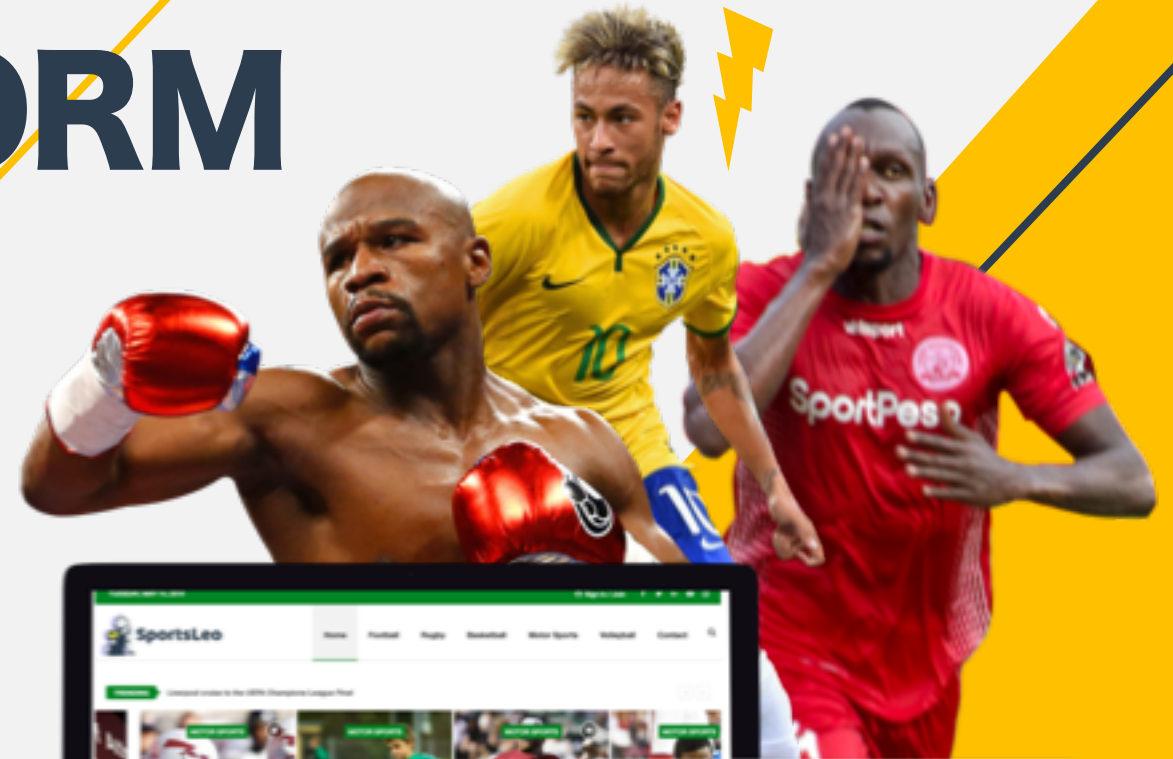
Today's multiple digital platforms (web and mobile) enable new, unrivalled opportunities: geolocating of ad messages in several countries and languages

MULTI-PLATFORM

BECAUSE IT MATTERS THAT
AUDIENCES SEE US EVERYWHERE

Across desktop and mobile with our new responsive site, we're more accessible than ever before, reaching audiences where they are – on the move, at home and at work. Whatever the device, we deliver video, news and travel entertainment on Africa. And we'll be constantly expanding the SportsLeo digital universe in 2019 and beyond.

www.sportsleo.com

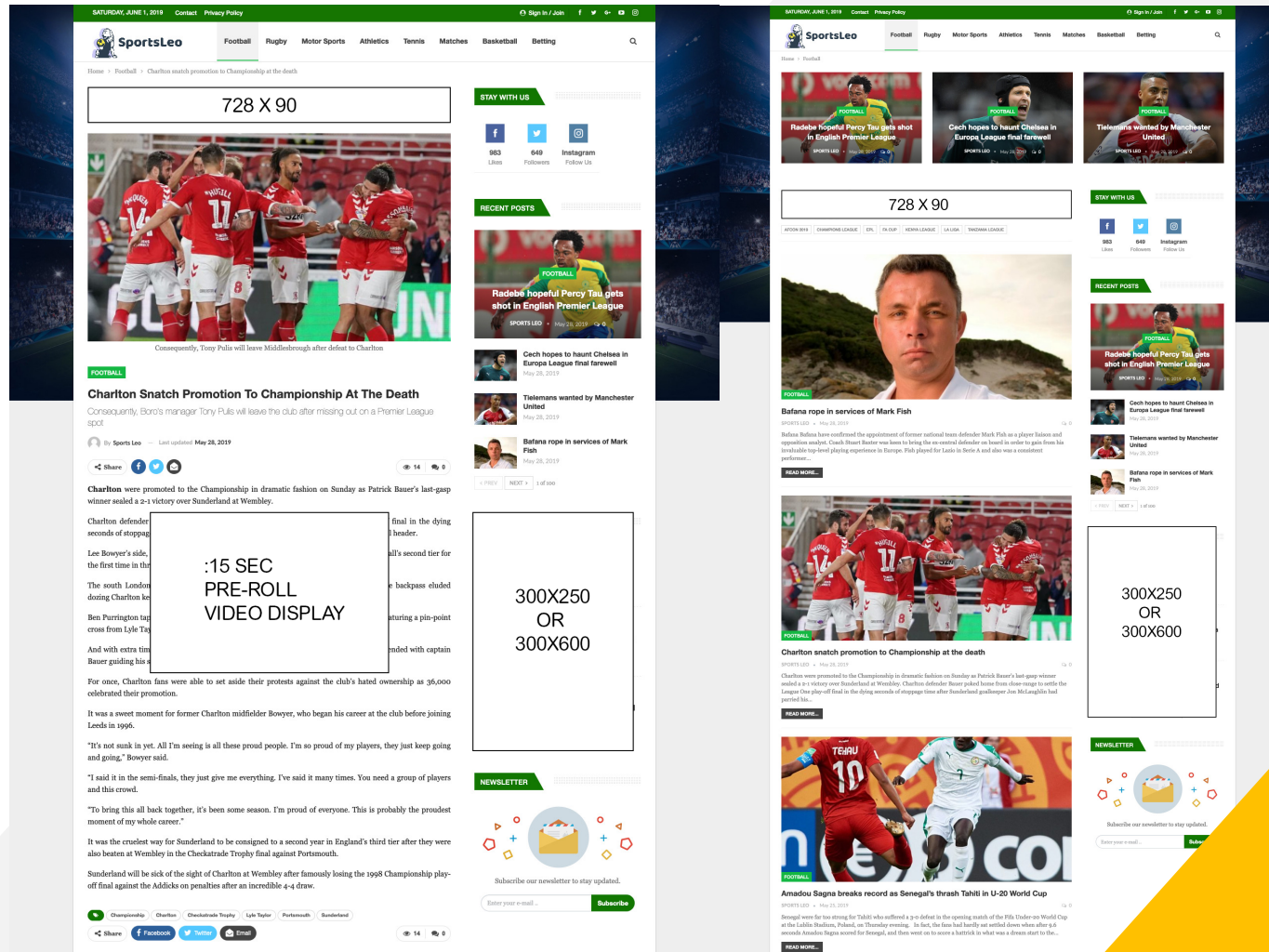


Strategic extension to sportsleo.com that seamlessly covers the lifestyle aspects of sports from travel to fitness, trivia and gear. The enthusiast's one-stop experience dedicated to the game and the lifestyle.



CUSTOM

EDITORIAL CONTENT

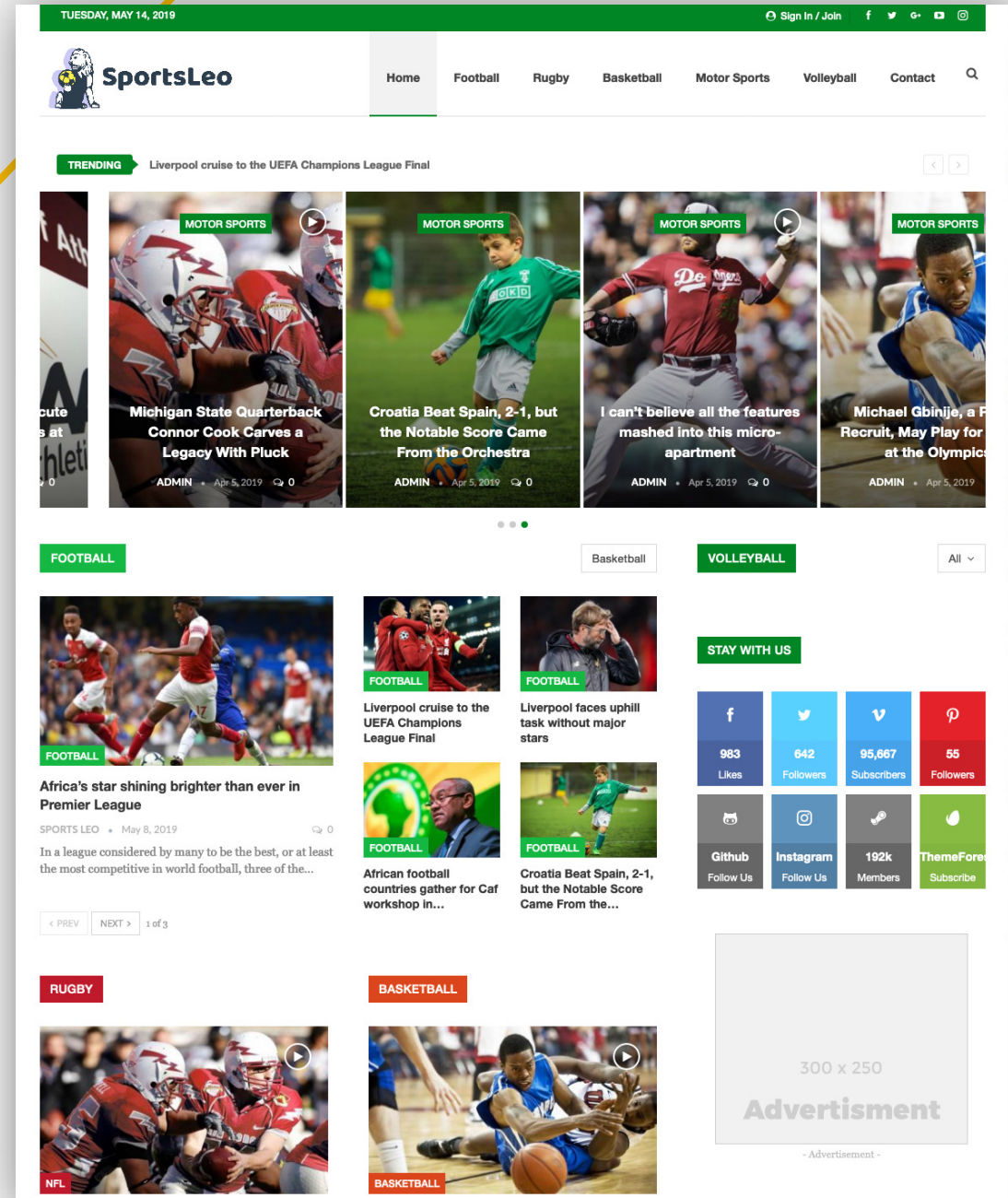




ADVERTISING SPECIFICATIONS

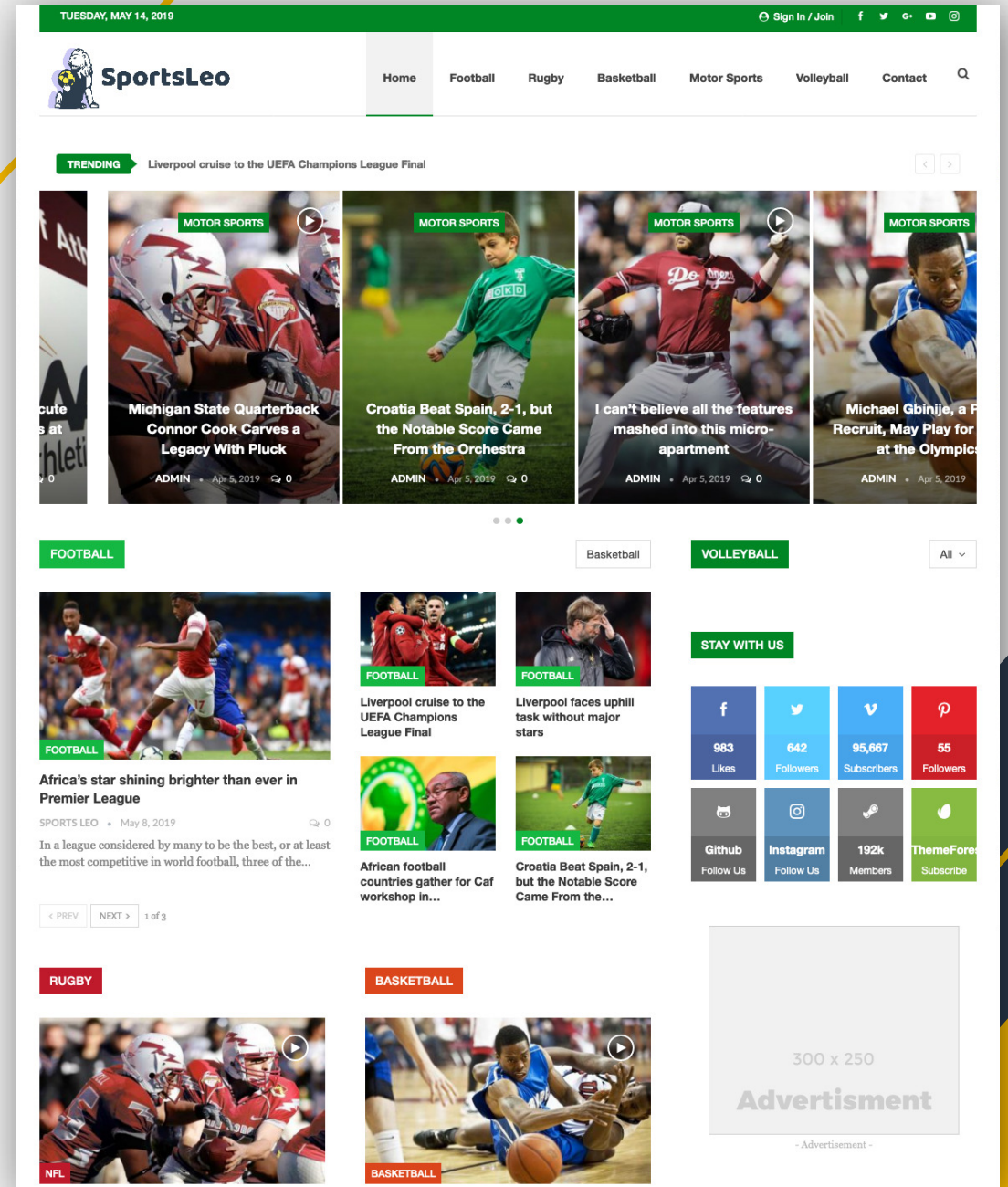
SIZE	
Super Leaderboard	(970X90)
Billboard	(970X250)
Leaderboard	(728X90)
Medium Rectangle	(300X250)
Half Page	(300X600)
SKIN SEE SPECS	
Interstitial	(640X480)
Mobile Leaderboard	(300X50, 320X50)
Newsletter Leaderboard	(650X90)
Road Block 25%	
PREMIUM SOLUTIONS	
eDM	650px wide
In-Content video player See Specs	

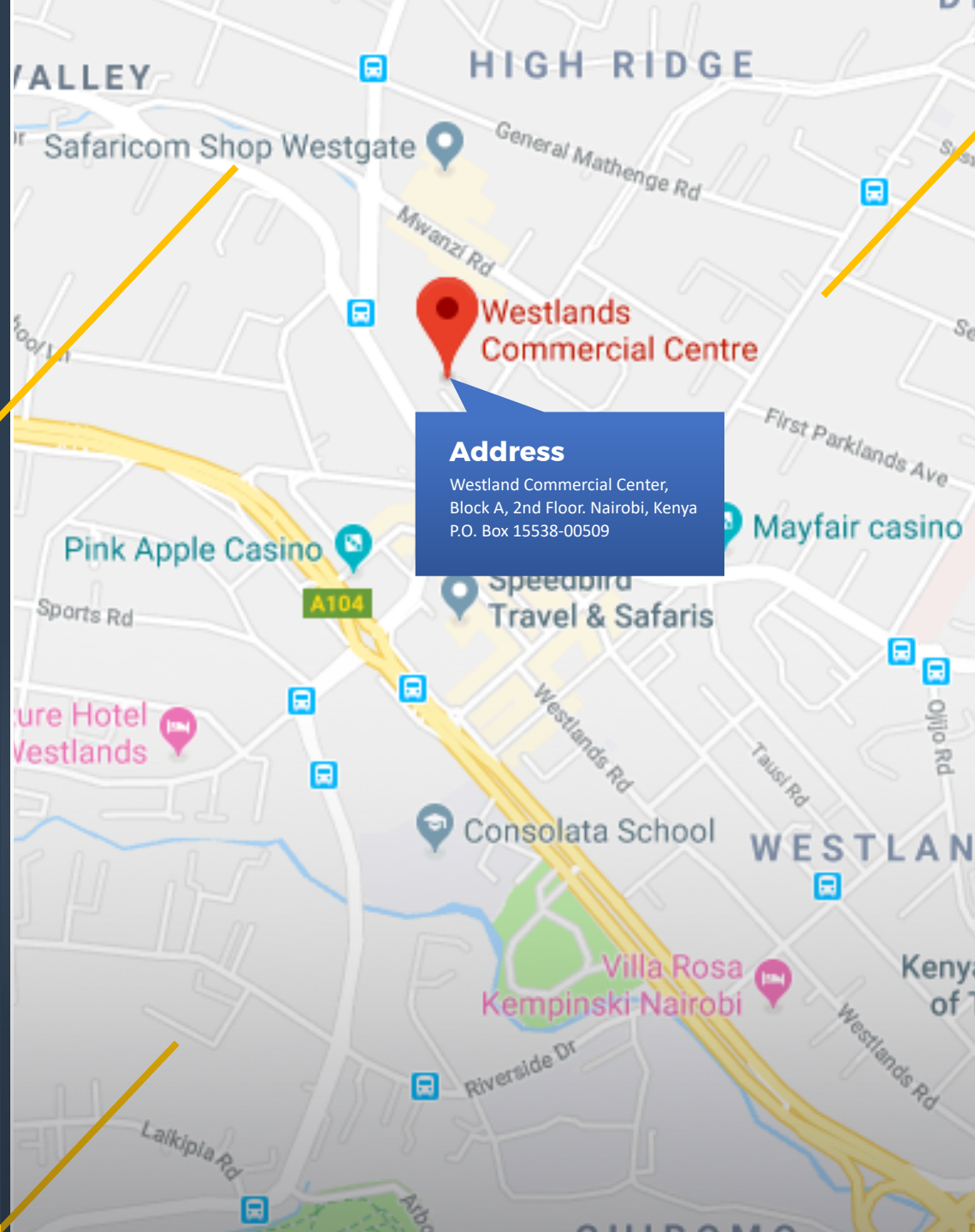
We stand by our motto, Sports at its Best – For Africa by Africa. We strive to present the best of best in Soccer, Rugby, Basketball, Motorsports, volleyball etc.



RATES

SIZE	
Super Leaderboard	KES 275,000
Billboard	KES 250,000
Leaderboard	KES 200,000
Medium Rectangle	KES 1750,000
Half Page	KES 200,000
SKIN SEE SPECS	
Interstitial	KES 125,000
Mobile Leaderboard	KES 150,000
Newsletter Leaderboard	KES 125,000
Road Block 25%	KES 150,000
PREMIUM SOLUTIONS	
eDM	KES 300,000
In-Content video player (see specs)	KES 225,000





SportsLeo

GET IN TOUCH with US



Westland Commercial Center,
Block A, 2nd Floor. Nairobi, Kenya
P.O. Box 15538-00509



Tel: Tel: +254 780 007 377
Email: news@sportsleo.com

For Compliments and Complaints
Email: customercare@sportsleo.com

www.sportsleo.com