MEDIA KIT - Q1 2022

Connor.Price@PFF.com

EVERY PLAYER.

EVERY PLAY.

EVERY GAME.

OUR MISSION

PFF is at the forefront of the analytics revolution in football.

We grade every player on every play of collegiate and professional football and provide data to all 32 NFL teams and 105 College Football teams.

Our team uses this data to deliver top-of-the line content which is informative, entertaining, and easily digestible.

PFF DELIVERS PREMIUM, TOP-OF-THE MARKET PROSPECTS

AFFLUENT

63% of PFF customers have a net worth between $100K - $1MM.

ESTABLISHED

86% own a home. 73% are married.

MALE-AUDIENCE

95% are male. 60% are aged between 25-44.

HIGH-ACHIEVERS

57% are college graduates. 32% have earned postgraduate degrees.

SOCIAL OVERVIEW

TWITTER

TOTAL FOLLOWING: 3.0 MM

2021 GROWTH +475k

INSTAGRAM

TOTAL FOLLOWING: 600k

2021 GROWTH +165k

PODCAST NETWORK

LISTENERS/WK: 600k

2021 GROWTH +140k

YOUTUBE

TOTAL SUBSCRIBERS: 130k

2021 GROWTH +45k

TWITTER

@PFF MAIN TWITTER

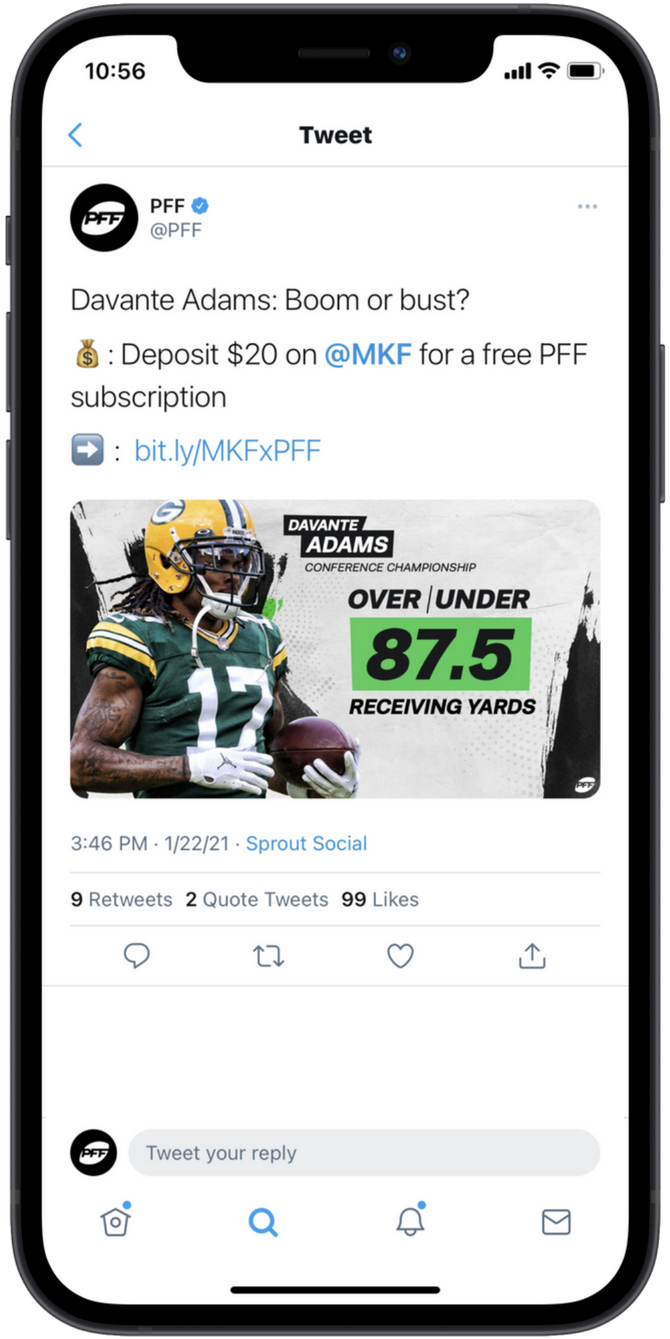
- *830k Followers*
- *175k Impressions / post*

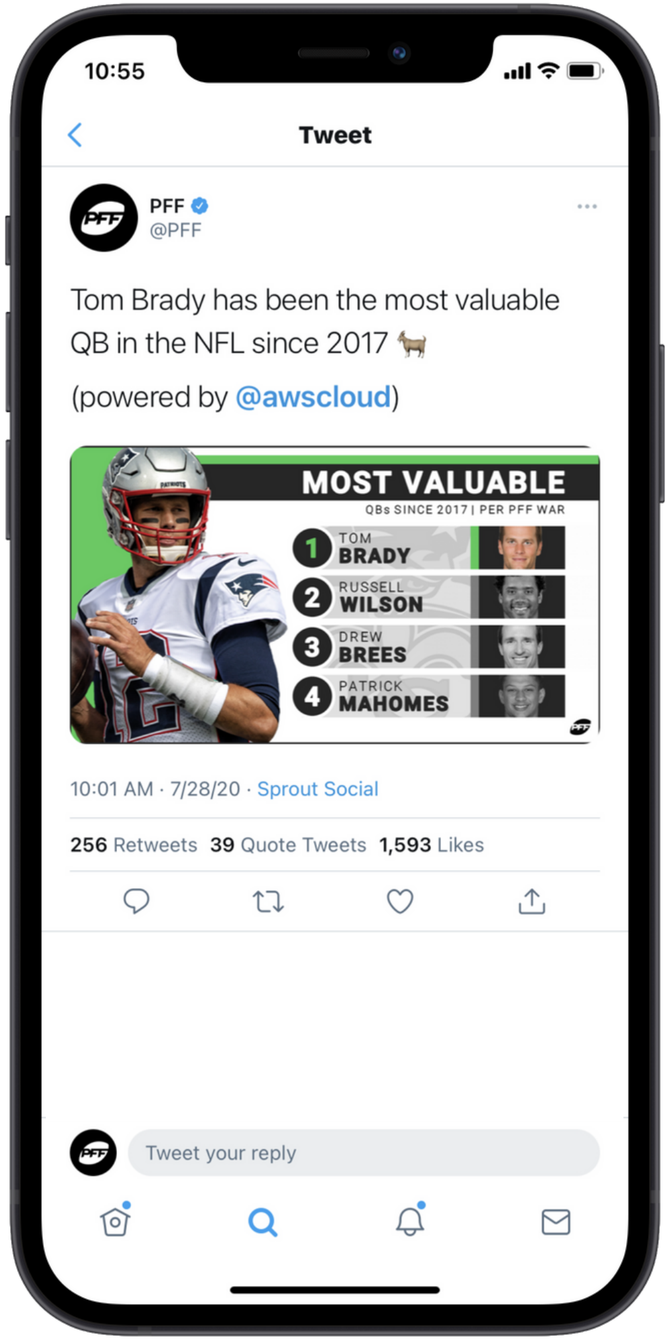
@PFF_FANTASY

- *350k Followers*
- *90k Impressions / post*

@PFF_COLLEGE / DRAFT

- *230k Followers*
- *100k Impressions / post*





INSTAGRAM

@PFF MAIN IG

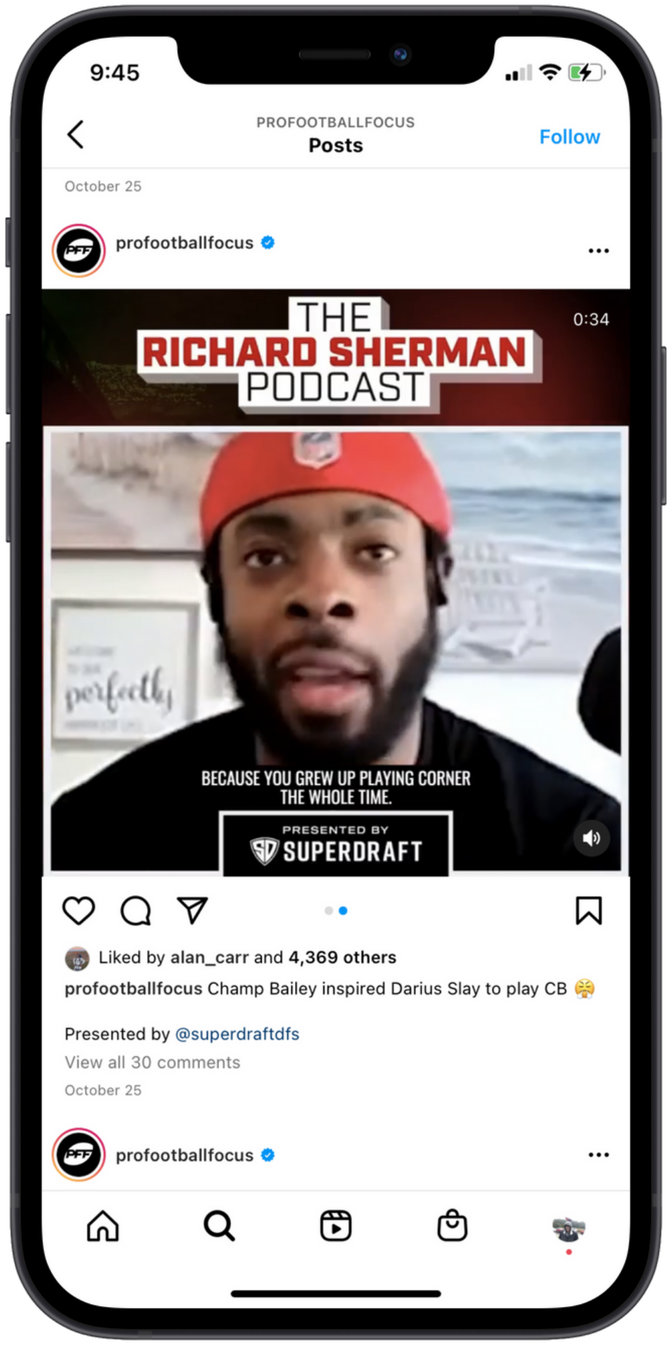
- *430k Followers*
- *250k impressions / post*

@PFF_FANTASY

- *56k Followers*
- *100k impressions / post*

@PFF_COLLEGE / DRAFT

- *70k Followers*
- *60k impressions / post*



PFF STUDIO

PODCAST NETWORK

PODCAST NETWORK

CRIS COLLINSWORTH POD

Cris Collinsworth

PFF's Premier Podcast

NFL PODCAST

Steve Palazzolo & Sam Monson

PFF's Lead NFL Podcast

RICHARD SHERMAN POD

Richard Sherman

NFL Storylines with All-Star guests

FANTASY PODCAST

Ian Hartitz

PFF's Lead Fantasy Football Podcast

TAILGATE

Mike Renner & Austin Gayle

All things NFL Draft & Rookies

FORECAST

George Chahrouri & Eric Eager

NFL Betting & Analytics

PODCAST NETWORK

NFL DAILY PODCAST

Steve Palazzolo & Sam Monson

Daily 10 minute NFL Headlines

DAILY BETTING PODCAST

Kendall Valenzuela + Betting Talent

Daily 20 minute best CFB + NFL bets

TWO HIGH PODCAST

Seth Galina & Diante Lee

PFF's College Football Podcast

UNEXPECTED POINTS

Kevin Cole

PFF's Lead Data Scientist

2022 DRAFT SHOW

PFF's marquee live show of the offseason. A four-day event, with night one hosted by Cris Collinsworth

Live on April 28 - April 30 across PFF.com, YouTube, Yahoo!, SiriusXM

TOTAL LIVE VIEWS

- ***2021 Delivered: 1.3 Million***
- ***2022 Projected: 1.7 Million***

AVERAGE WATCH DURATION

- ***Night 1: 25:43 minutes***
- ***Night 2: 27:41 minutes***
- ***Night 3: 26:17 minutes***

For the full deck, please reach out to Connor.Price@PFF.com

CHARITY MADDEN GAME

Hosted by Tailgate's Austin Gayle. Winner gets $250 donated to the charity of their choice.

30-minute livestream with NFL & College Football's biggest stars.

PARTNER BRANDING

- *Multiple on-screen logos*
- *Call-to-action located mid-screeen*
- *Host promos before & after interview*

2022 PROJECTED FIGURES

- *Ten (10) Shows*
- *100k+ viewers*
- *5M+ social impressions (Presented By ____)*

For more information, please reach out to Connor.Price@PFF.com

Partner Logo
EA SPORTS SIM
2nd & 5
CHI 0
SEA 0
1st
3:20
30
:06
Holtz
Graham
Kmet
Fields
Montgomery
Robinson II
MOMENTUM FACTORS
WE ARE 12
Away Team has distorted Play-Art on 3rd & 4th Down
SUPERSTAR X FACTOR VISION
RS
Presented by _____
Partner call-to-action

PFF ALL-STAR TOUR

Official data partner for the East-West Shrine Bowl and Reese's Senior Bowl!

7+ Live on-field shows from January 28 to February 5 across PFF.com, Twitter, and YouTube

PARTNER BRANDING

- *Presenting Sponsor*
- *Company on-screen branding*
- *Comapny logo next to all PFF signage*

2022 PROJECTED FIGURES

- *Live Show Views: 200,000*
- *Social Media Impressions: 3.5M*

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