



 **sports.ru**

# MEDIAKIT 2020

Making sports better



# MAKING

Sports.ru is a digital publisher for sports fans

# SPORTS

We start the trends of following sports online

# ADVERTISING

Our mission is to help brands understand sports and start talking with the fans

# BETTER

**WE KNOW FANS  
AND SPEAK  
THEIR  
LANGUAGE**



# SPORTS.RU IN NUMBERS

**2/3 OF ALL  
SPORTS FANS  
IN RUSSIA USE  
SPORTS.RU  
PRODUCTS  
OR SERVICES**

MAU

**15 mil**

unique visitors

DAU

**1.5 mil**

unique visitors

APPS

**100+**

mobile applications for the fans  
of various teams and sports

SOCIAL

**500+**

social media channels

**3.5+ mil**

monthly reach on VK, Instagram,  
Facebook, Telegram, TikTok

UGC

**2.3 mil**

registered users

**0.8 mil**

comments monthly

**5 mil**

likes monthly

**12,000**

user blog posts monthly

The biggest sports fan community in Russia



# OUR AUDIENCE

An typical Sports.ru user is a 18 to 34 year old male, from a big city, uni graduate, with an above average income.

Their other interests include:

- finance (affinity index 223%)
- telecommunications (142%)
- travel (130%)
- gadgets (122%)
- education (120%)
- real estate (113%)
- kids & family (103%)



# THE FUTURE OF SPORTS

**CYBER**

**OUR ESPORTS SECTION  
CYBER.SPORTS.RU COVERS  
BIGGEST ESPORTS EVENTS  
AND GUIDES REGULAR  
SPORTS FANS TO THE  
VIDEO GAMES WORLD.**

We explain Dota 2, CS:GO  
and FIFA to general audience  
and cross-cover sports  
with eSports to make it a part  
of the same narrative.

MONTHLY AUDIENCE

**2+ mil**  
users

 **sports.ru**

# MORE THAN JUST SPORTS

## HEALTH / FITNESS

**SPORTS.RU MOSTLY COVERS  
SPORTS AS A SHOW BUT WE  
ALSO LOOK AT SPORTS  
AS AN ACTIVITY AND  
A WAY TO BECOME A BETTER  
VERSION OF OURSELVES**

We explore all aspects of life of a professional athlete: their diet, daily schedule, recovery procedures, therapy, post-injury and post-pregnancy rehabilitation, pros and cons of certain training exercises.

MONTHLY AUDIENCE

**3+ mil**  
users



# OUR PARTNERS



**Winstrike**  
eSports agency,  
team and arena



**Amkal**  
Russia's most  
popular amateur  
team



**TURKISH  
AIRLINES**  
EuroLeague



**NBA**

**NBA**  
Official destination  
at Sports.ru

**Euroleague**  
Official destination  
at Sports.ru

# OUR TEAM

# SPORTS.RU



## **Account management**

Full client support from start to finish



## **Creative studio**

A designated team of creators, producers, designers and developers working on projects for Sports.ru and outside clients

## **Ad technology**

Our own adtech unit for unorthodox media formats, data analysis and user acquisition



## **Fever Pitch**

Digital sports marketing agency specializing in advertising inventory outside Sports.ru

## **United**

Multi-channel network of Russia's best football youtubers



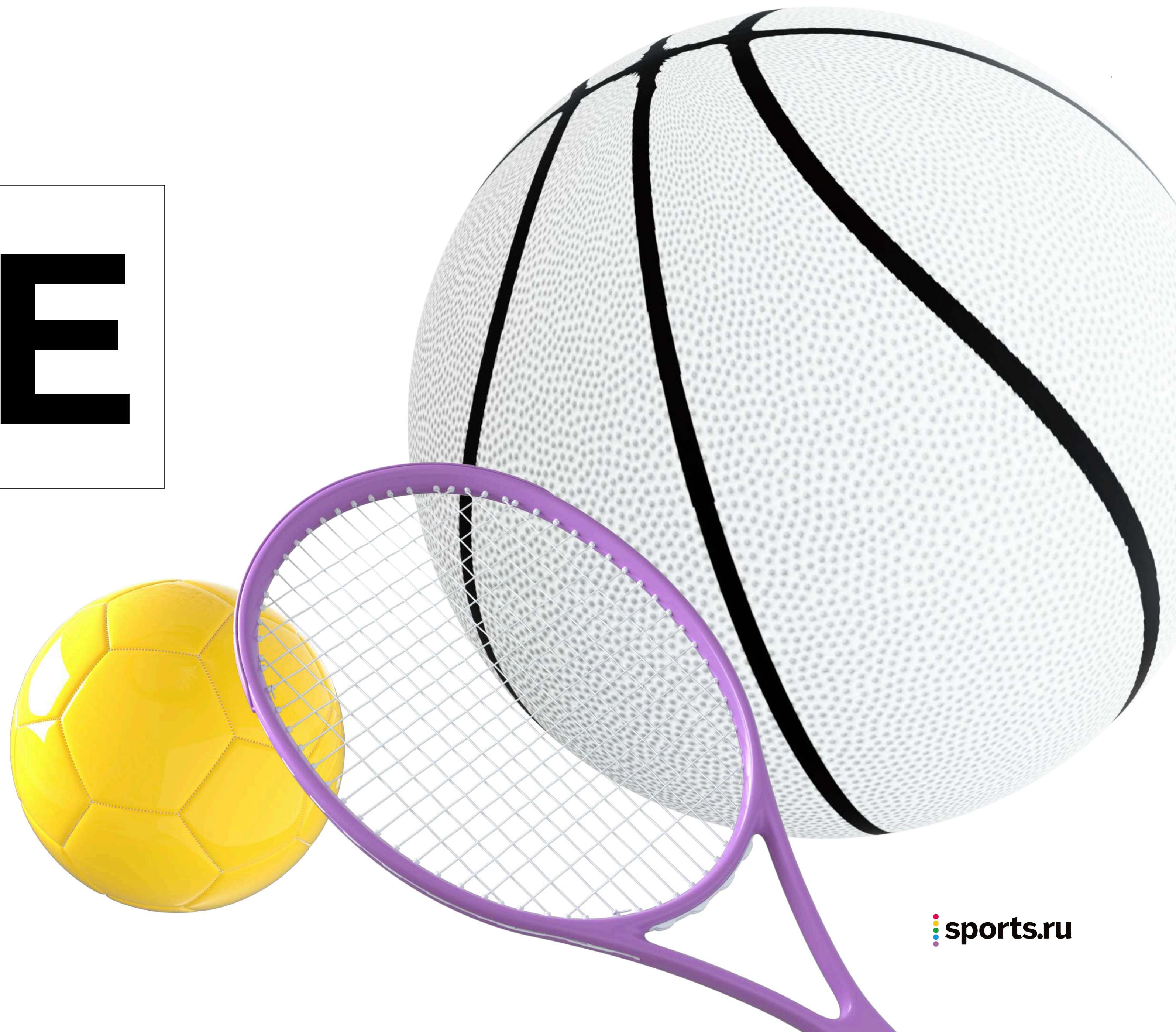


# WHAT WE DO

MEDIA ADVERTISING // SPECIAL PROJECTS //  
NATIVE ADVERTISING // SITUATIONAL  
MARKETING // BRANDED CONTENT // SOCIAL  
MEDIA // PODCASTS // VIDEO // PERFORMANCE  
MARKETING // SPONSORSHIP ACTIVATION



# CASE





# ACADEMY OF FOOTBALL



[ACADEMY2020.RU](https://academy2020.ru)

**2 mil**

visits on the Academy  
website in four months

**5.5+ mil**

views of our online  
seminars

In collaboration with MIR payment system, we launched Academy of Football, an educational project across online and offline platforms.

During the project, our readers became Academy students and got a chance to look at football through the eyes of a referee, a coach, a player, a journalist or a blogger.

Academy students also had a chance to visit an offline seminar with an expert, read related articles on our website, take a test on what they learned, play educational games and watch interviews with experts. Students who completed those tasks received virtual rewards and real prizes.





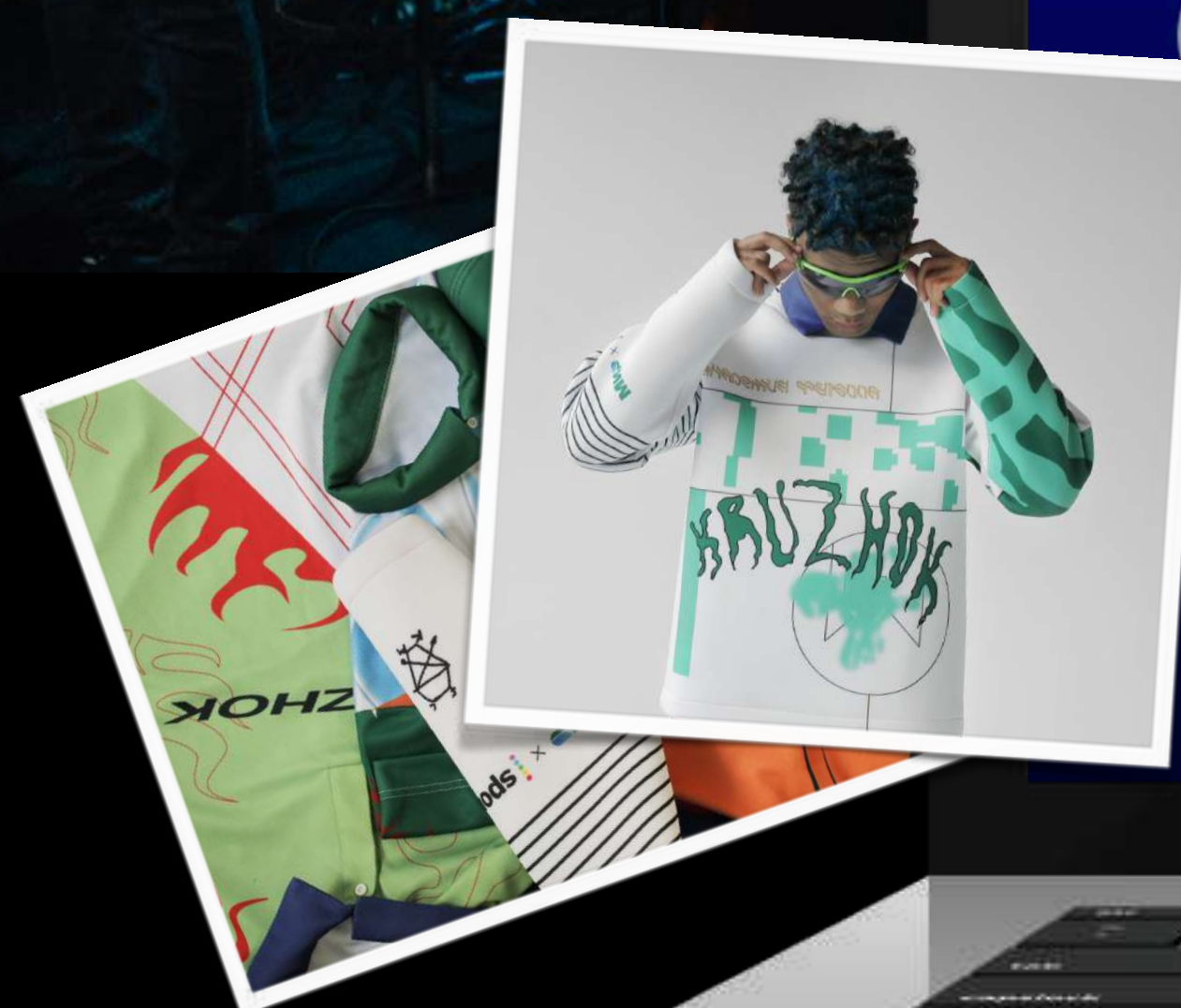
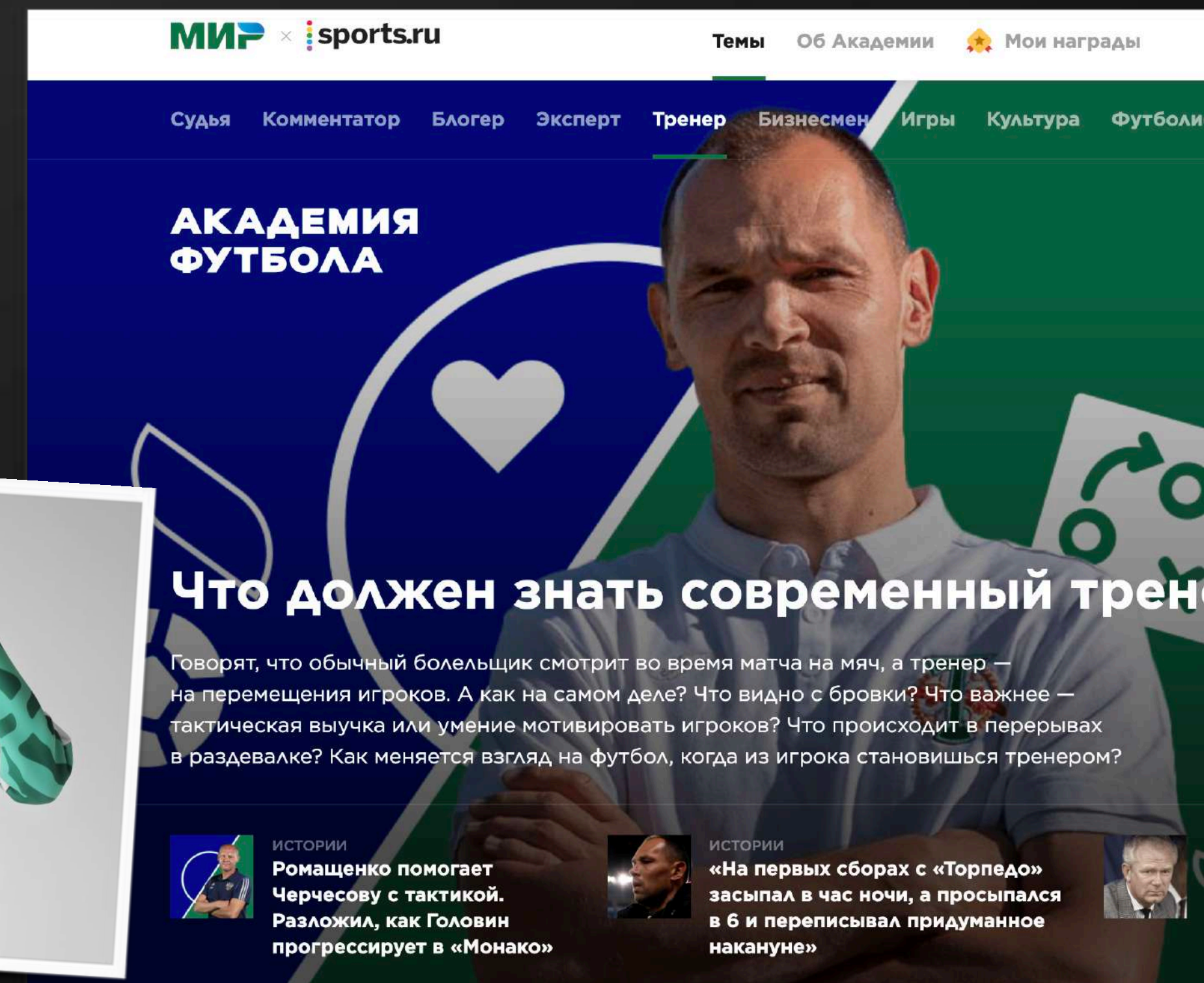
# ACADEMY OF FOOTBALL

We worked with acclaimed speakers and experts, such as football referee Pierluigi Collina, Russian ex-internationals Sergey Ignashevich and Dmitry Sychev, Russia assistant coach Miroslav Romaschenko, Russian leading commentator Vasily Utkin, popular youtubers and other football celebrities.

We also launched our own line of merchandise in collaboration with Kruzhok brand.

The project concluded in June 2020 with the online graduation ceremony followed by a live music show. The graduates had a chance to win an educational grant in sports marketing from Barça Innovation Hub in Barcelona.

МИФ x sports.ru





# TINKOFF – A MISSING LINK GAME

[SPORTS.RU/FOOTBALLTOUCH](https://sports.ru/footballtouch)

We used our stats database to apply the Six degrees of separation theory to a football world. Just as all people are supposed to be six connections away from each other, the football players are no exception. Together with Tinkoff bank we developed a game where users were asked to find a missing link between players.

When users uncovered a designated player, they received bonuses from Tinkoff in the form of a cashback category. Categories were summed up and a user had a chance to order a personalized debit card with these categories at the end of the game.

## TINKOFF

KEY STATS

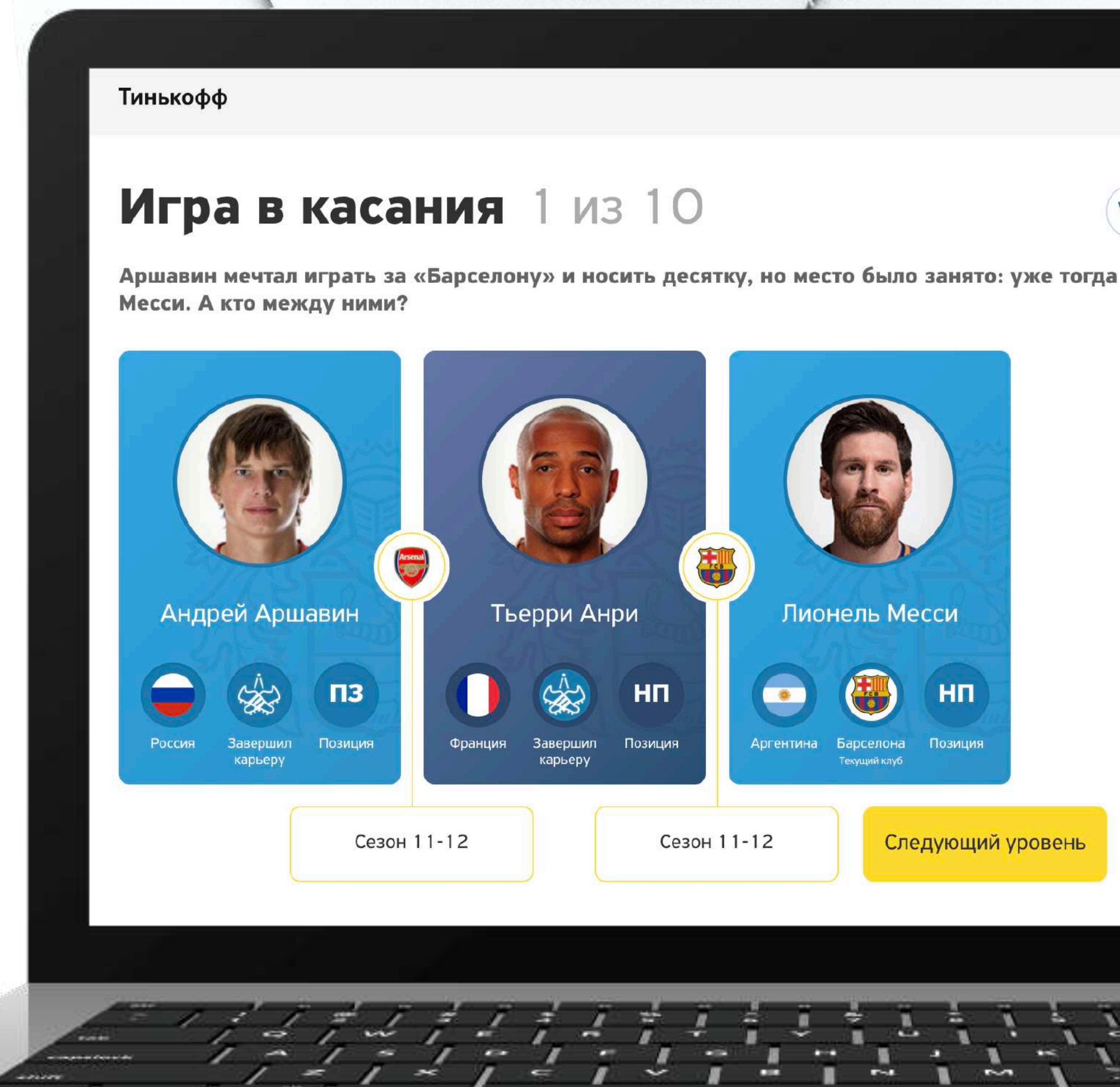
**180,000**

unique visitors

**400**

debit card orders  
with an average balance  
over 36,000 rubles

*\* (first 3 months data)*





# M.VIDEO BLACK FRIDAY

[SOSTAV.RU](http://SOSTAV.RU)

Situational marketing campaign to announce the start of the Black Friday sale and drive customers to buy M.Video products. The announcements were made across our social media, Sports.ru frontpage, stories on mobile web and podcasts.



## KEY STATS

**500,000**

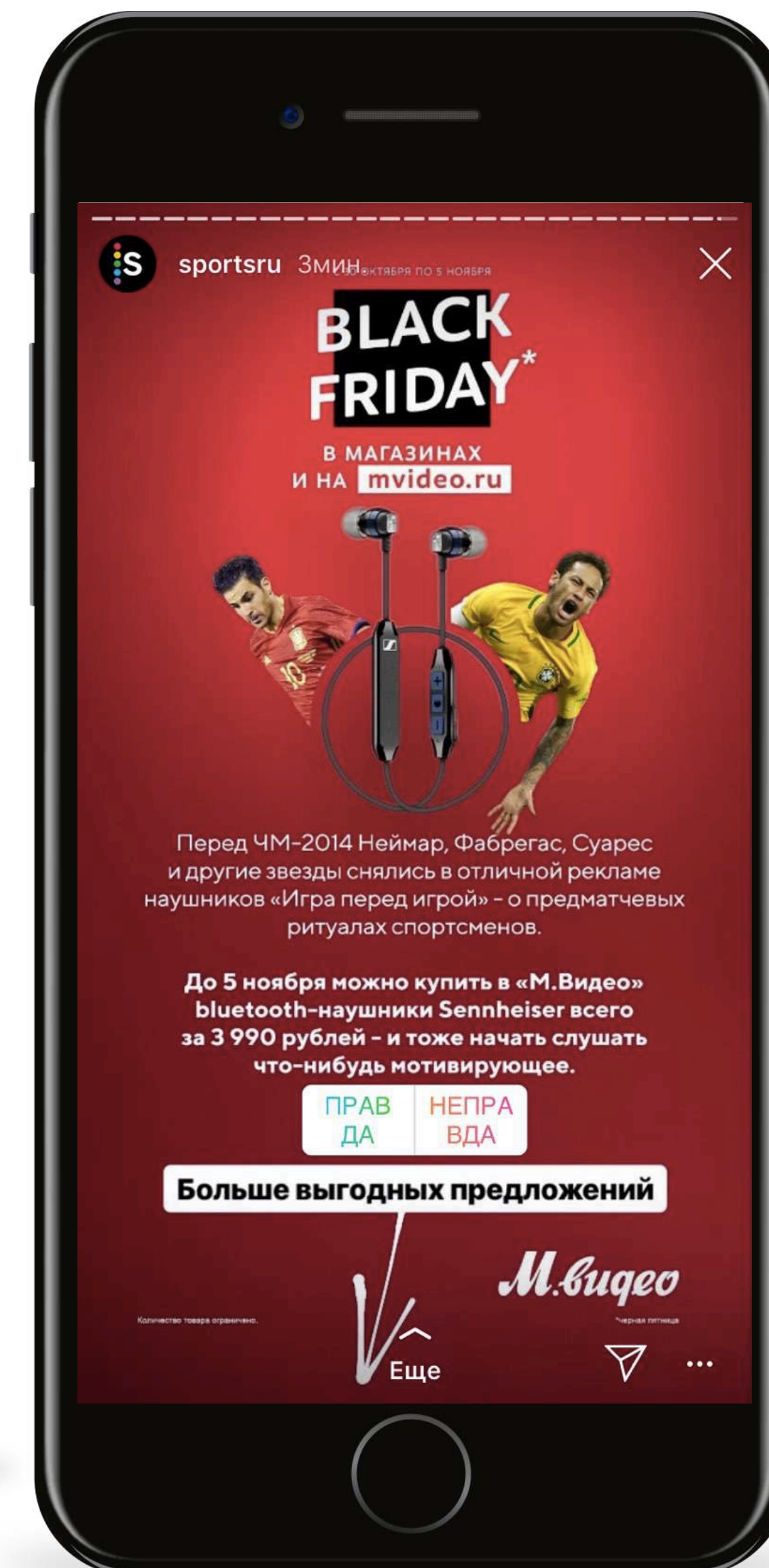
total campaign reach  
in unique visitors

**110,000**

click-throughs  
to the sale webpage  
in the first week

**400%**

ROI from the activation on  
Sports.ru Instagram





# MEGAFON – THE SHORTEST LEAGUE

SPORTS.RU

COVID-19 special: 8 remaining matchdays of the Russian Premier League simulated on PES to entertain the fans during the pandemic.

Sports.ru and MegaFon invited players and staff from the RPL clubs to complete the season online in Pro Evolution Soccer. The games were broadcast on VK social network with a live commentary provided by Sports.ru and then uploaded to MegaFon TV a day later. Viewers could vote for the best goal of a match on Sports.ru and VK.



KEY STATS

**3 mil**

broadcast views

**46+ mil**

total views for  
editorial content





# OTKRITIE BANK AND FIGURE SKATING PODCAST

YOUTUBE.COM

Eight-episode podcast about a figure skating from Sports.ru for Otkritie bank as their sponsorship activation; a new media format to raise brand awareness in figure skating.

The podcast originated an intense discussion among the figure skating fans.



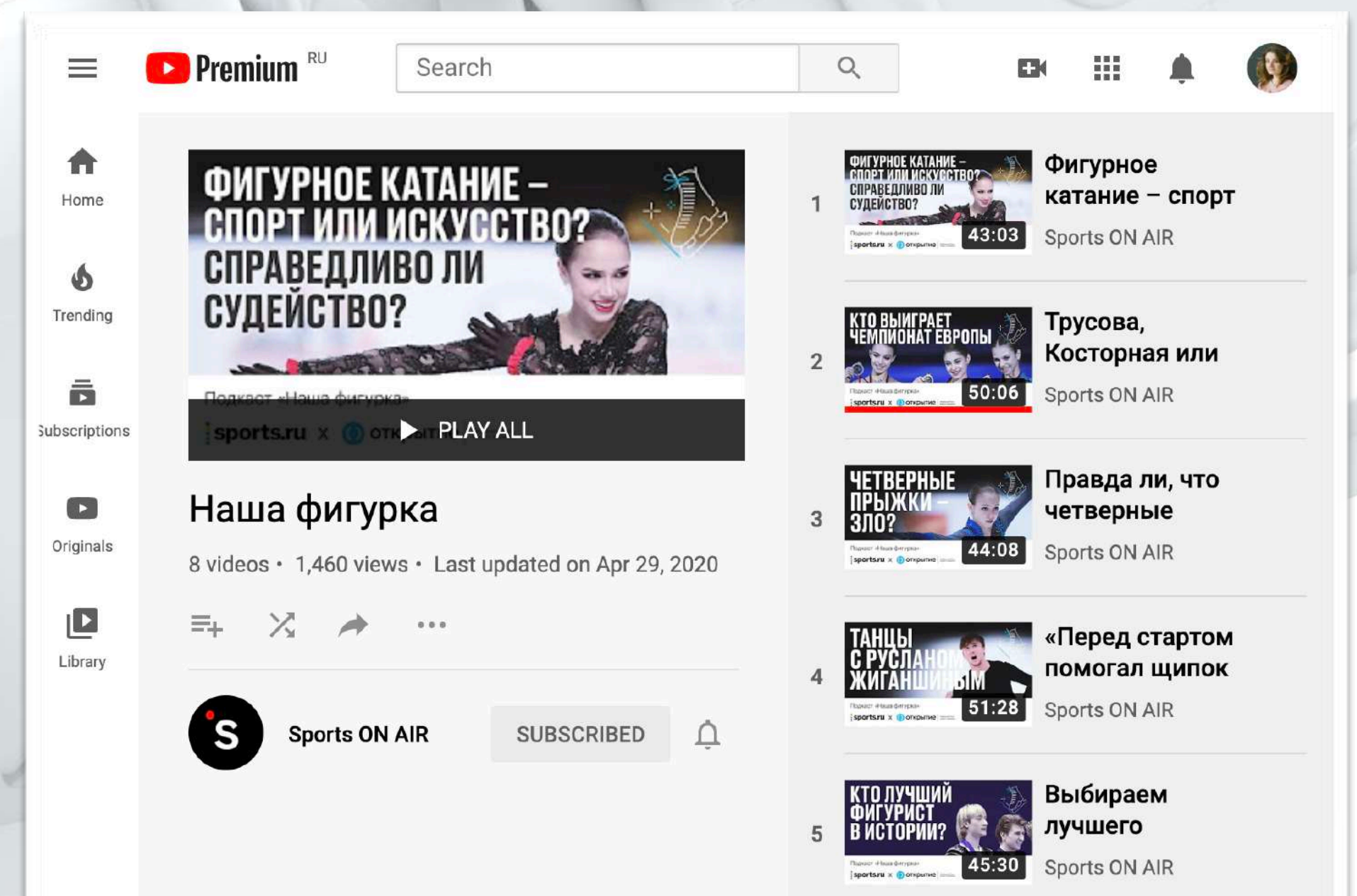
## KEY STATS

2,000

comments on Sports.ru and YouTube

# 65%

podcast listen-through rate







**MAKING SPORTS  
ADVERTISING  
BETTER.  
SALES@SPORTS.RU**

