



An Effective Way For Businesses to Reach Fans

Launched in 1999 and now in our tenth year, PatsFans.com is an independent media outlet covering the New England Patriots™ that is designed with the fans in mind. We provide fans with a different perspective of their team, with in-depth analysis and gritty commentary that keeps them coming back for more.

With weekly columns, daily news coverage, in-depth analysis, and our huge online fan forum community, fans rely on us to stay informed. We also have strong relationships with local media outlets and receive frequent radio and online mentions, helping to maintain continued interest in our community. By making these types of connections with our fans, it opens up the opportunity for businesses to take advantage of this passionate and informed audience.



Receiving over two-million page views each month, PatsFans.com has become the most visited fan media website for the Patriots online. Fans frequent our site because we provide a different perspective than the local newspapers and national media networks, and also give our passionate and educated fans the largest and most widely-used Patriots messageboard forums online.

With online advertising partnerships and strategic media relationships, we have become the destination for fans throughout New England to stay informed about their favorite team during football season and keep their interest during the offseason. So please review our available advertising options, and we look forward to working with you.

A Professional Reputation:

“a first-class fan site that has raised the bar significantly.”

- Nick Cafardo, The Boston Globe™ August 15, 2003



Creating Traffic Through Content & Cross-Promotional Advertising

Site Features

Insightful Editorials and Columns written by writers with a combined total of over 10-years experience writing about the team, including experience covering the team at a professional level. Our content changes daily during the regular season and is generally updated several times per day, providing fans with fresh features, analysis, and commentary. This gives them a reason to visit multiple times during the day.

A Strong Fan Community where our knowledgeable and informed fan base continues to attract new users and causes them to “stick”, building a strong, loyal, and passionate community.

Intuitive Navigation designed to make the site easy for fans to find whatever information they may be looking for, making each user session an enjoyable one.

Weekly Contests and Polls designed to give fans an interactive experience.

Salary Cap Information featuring resident salary cap expert Miguel Benzan, who breaks down the team’s current salary cap situation along with players’ future salaries and “cap hits”. In fact Benzan’s pages are utilized by beat writers and experts throughout New England.

Ian’s Football Blog a blog featuring news, analysis and updates, along with commentary.

CROSS PROMOTIONAL MARKETING

Working with PatsFans.com allows you to take advantage of our current marketing and advertising campaigns which will also benefit your business. Our constant promotion of the site through media advertising and special events include:

Promotional Events on location throughout the season.

Online Contests for prizes.

Top Search Engine Positioning growing our audience and attracting new users, along with being a Google News™ content provider. Our articles are featured with top media outlets throughout the world.

Strong Partnerships with local radio stations WHEB 100.3, WGIR 101.1, WVRR 93.9 & 101.7, along with the PatriotsProShop, the official site for New England Patriots™ apparel.

These are just a few of the features outlining why we are your best choice for marketing your business successfully on the internet.
Contact us today at Advertising@PatsFans.com for more information!



Our Demographics and Traffic Results Overview

While it's difficult to compile indisputable demographics from the internet, **PatsFans.com** has done polling through our website to try and find out about our users. **Our research tells us that:**

- 97.6% are Male
- Ages range from 15-70 with an average age of 37-years old.
- They are an educated audience, with 66% having an associates or better college degree, and 25% more having some college education.
- The household income of 62% of our users is \$50,000 a year or more, with 19% earning over \$100,000 annually.
- Long user sessions, with over 80,000 unique users per month. Analytics software shows that the majority spend at least 6-minutes or more at our site.
- They have experience purchasing items online, with 90% saying they've purchased an item online over the past 12-months.
- They value the internet to learn about a product or a brand, with 92% saying that they've used the internet to do research on an item before purchasing it.

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According to our **Google Analytics report**, during the regular season **PatsFans.com** averages 60,000-80,000 individual daily page views, and maintains a loyal audience during the offseason, with an average of 20,000-30,000 daily individual pages. These numbers represent actual page views for ad impressions.

85% of our users say they spend an average of over **15-minutes each day at PatsFans.com**