

BALTIMORE BASEBALL.com

BaltimoreBaseball.com was founded in early 2016 to provide daily insight and analysis on the Baltimore Orioles, their minor league affiliates, and the Baltimore-area high school and college baseball scene.

BALTIMORE SPORTS .com

BaltimoreSports.com launched in December 2023 with daily coverage of the Baltimore Ravens from beat writer Todd Karpovich. Todd is fully credentialed at all Ravens practices and games, and the site saw over 80,000 pageviews in its first 3 weeks of existence.

OUR TEAM



RICH DUBROFF covers over 100 Orioles games in-person each season and is a member of the Baseball Writers' Association of America. Rich was the co-winner of the 2023 Maryland Sportswriter of the Year award. He previously covered the team for Comcast SportsNet and PressBoxonline.com.



PETER SCHMUCK has been a sports writer for 43 years, previously as a national baseball reporter and general sports columnist for the Baltimore Sun. He's also served as a television baseball analyst for the FOX affiliate in Baltimore and spent two decades as a sports and political talk show host on WBAL Radio.



TODD KARPOVICH has been a contributor for ESPN, Forbes, the Associated Press, Lindy's, The Baltimore Sun, among other media outlets nationwide. He is the co-author of "If These Walls Could Talk: Stories from the Baltimore Ravens Sideline, Locker Room, and Press Box," "Skipper Supreme: Buck Showalter and the Baltimore Orioles."

OUR NUMBERS

WEBSITES

320,000+

PAGE VIEWS / MONTH

151,000+

UNIQUE VISITORS / MONTH

230,000+

SESSIONS / MONTH

UPDATED: JANUARY 2024 | SOURCE: GOOGLE ANALYTICS

NEWSLETTER

26,000+

SUBSCRIBERS

SOCIAL MEDIA

51,000+

FOLLOWERS ON FACEBOOK, TWITTER & INSTAGRAM

OUR READERS

81% MALE

66% HOUSEHOLD INCOME \$150,000+

62% AGES 35-64

60% OF READERS FROM MID-ATLANTIC STATES

WHAT WE OFFER

1.) WEBSITE SPONSORSHIP

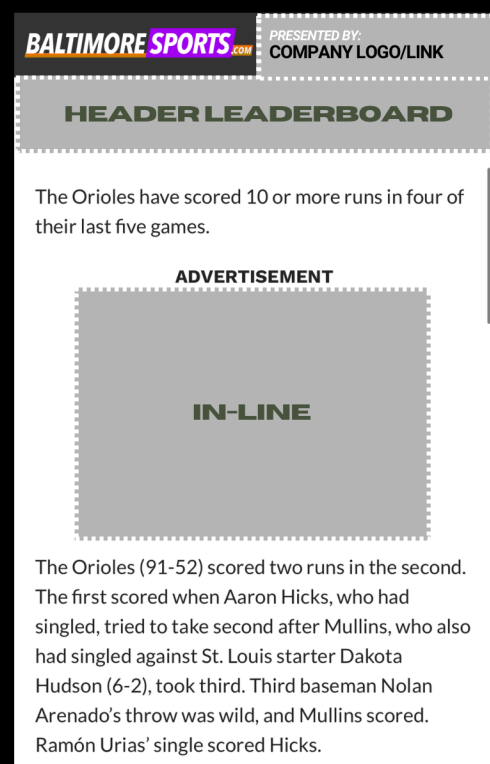
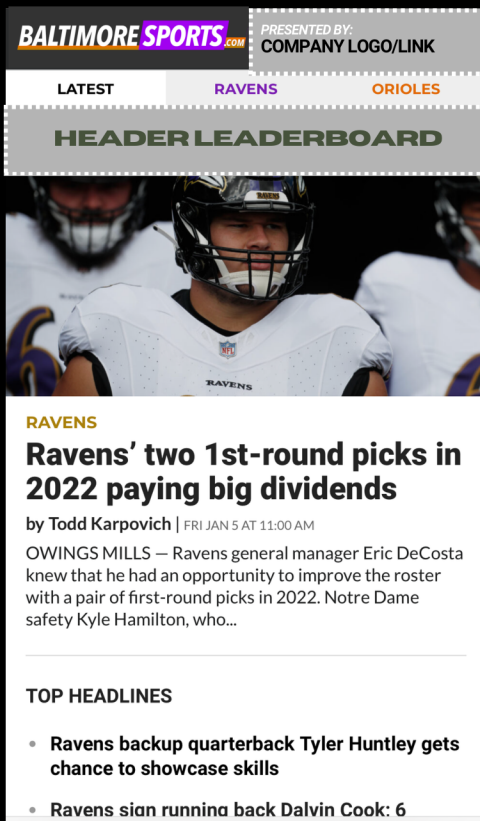
Your choice of

BaltimoreBaseball.com or

BaltimoreSports.com

PACKAGE INCLUDES:

- Your logo and link in our website header
- A Header Leaderboard Ad on every website page
- An In-Line Ad after 3rd paragraph of every article
- 4 social media posts per month on Facebook and Twitter (to over 51,000 followers)



WHAT WE OFFER

2.) NEWSLETTER SPONSORSHIP

Your choice of our daily email

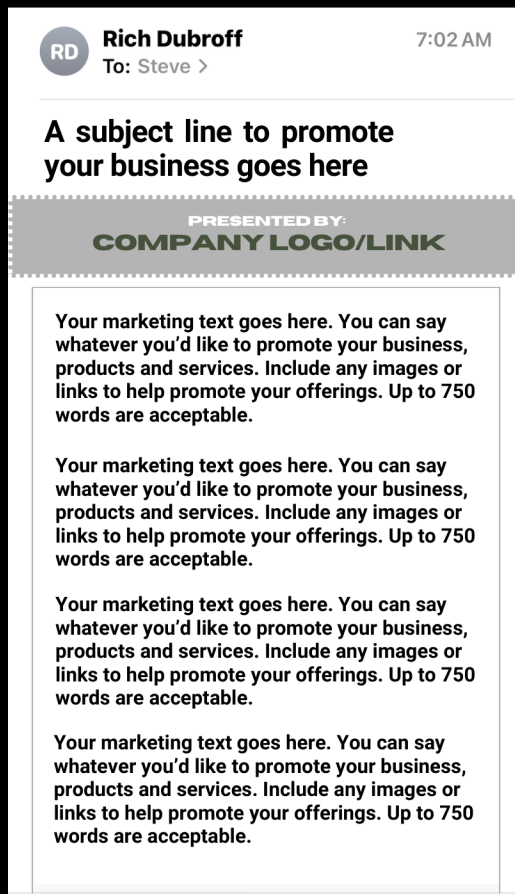
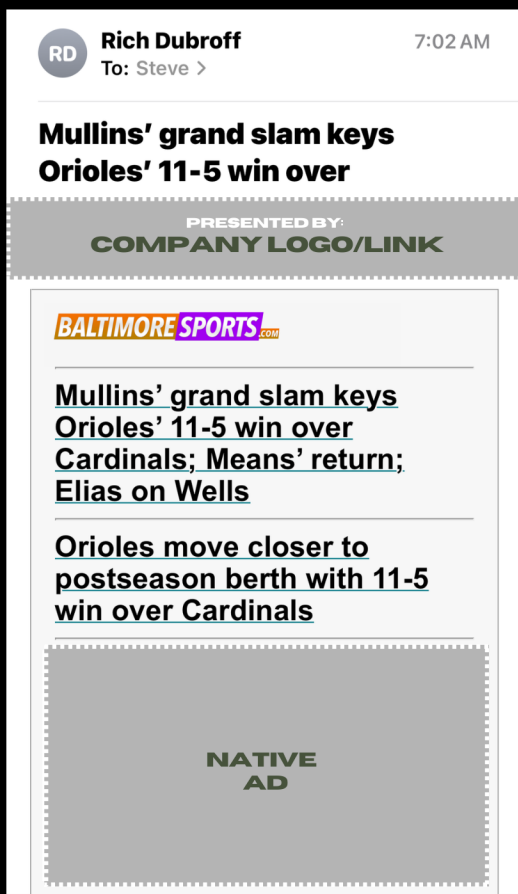
Orioles Newsletter or

Ravens Newsletter

** each get sent to over **26,000 subscribers per day**

PACKAGE INCLUDES:

- Your **logo and link** in our newsletter header
- A **Native Ad** directly below the newsletter content
- 2 **Dedicated Emails** per month with whatever copy and links you wish (up to 750 words)



WHAT WE OFFER

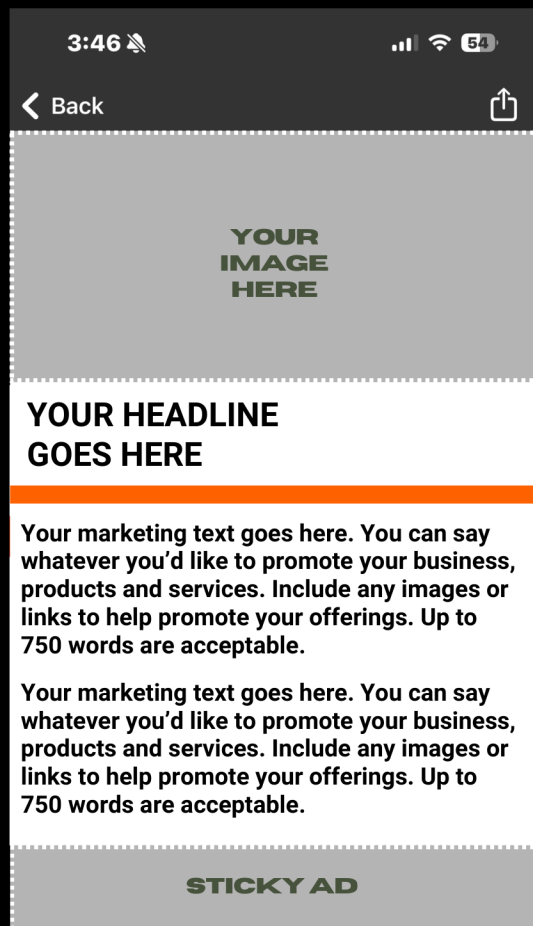
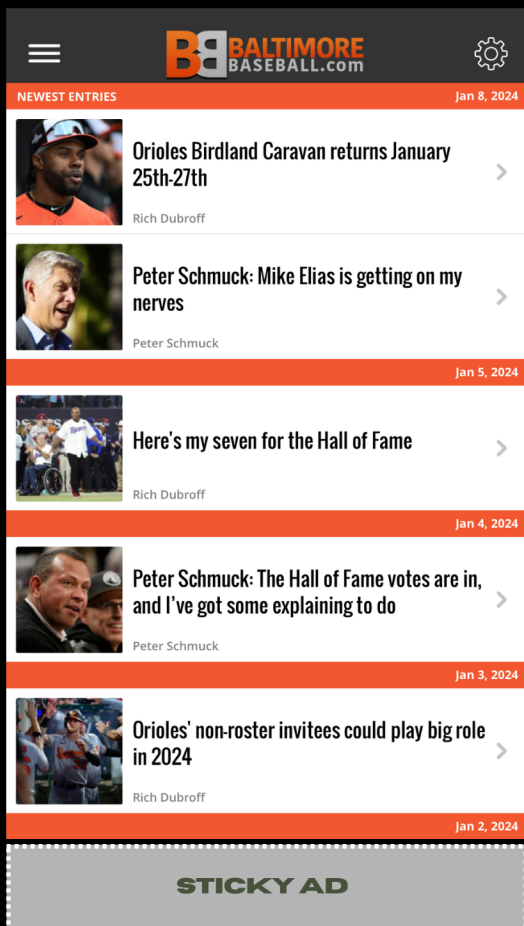
3.) MOBILE APP SPONSORSHIP

100% Share-of-Voice Sponsorship of our
Baltimore Baseball iOS & Android App

** which has been downloaded over 47,000 times

PACKAGE INCLUDES:

- The Sticky Banner Ad at the bottom of every app screen
- 2 Push Notifications per month promoting your business to our app users
- 1 Sponsored App Post per month with whatever copy and links you wish (up to 750 words)



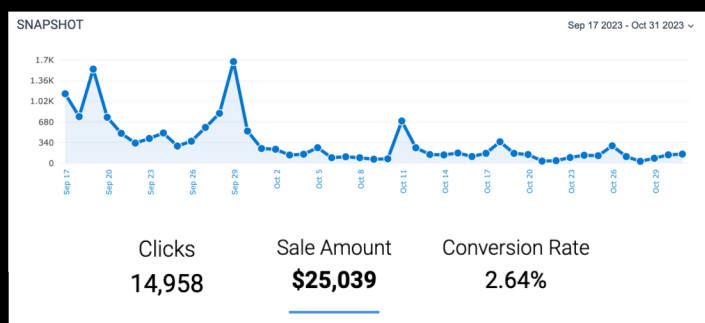
CASE STUDY



Baltimore Sports Media Group began working with Fanatics to sell MLB and NFL apparel on September 17, 2023. By October 31, just **45 days** later, **over \$25,000 in merchandise sales** had been generated by our properties.

"Baltimore Sports Media Group is one of our top partners in the mid-atlantic region. We're thrilled with the consistent sales they've immediately driven for our business."

**- JOE SOUSA, MANAGER OF
NORTH AMERICAN MARKETING,
FANATICS**



FOR MORE INFORMATION, CONTACT:

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