JOCKS AND STILETTO JILL

WWW.JOCKSANDSTILETTOJILL.COM

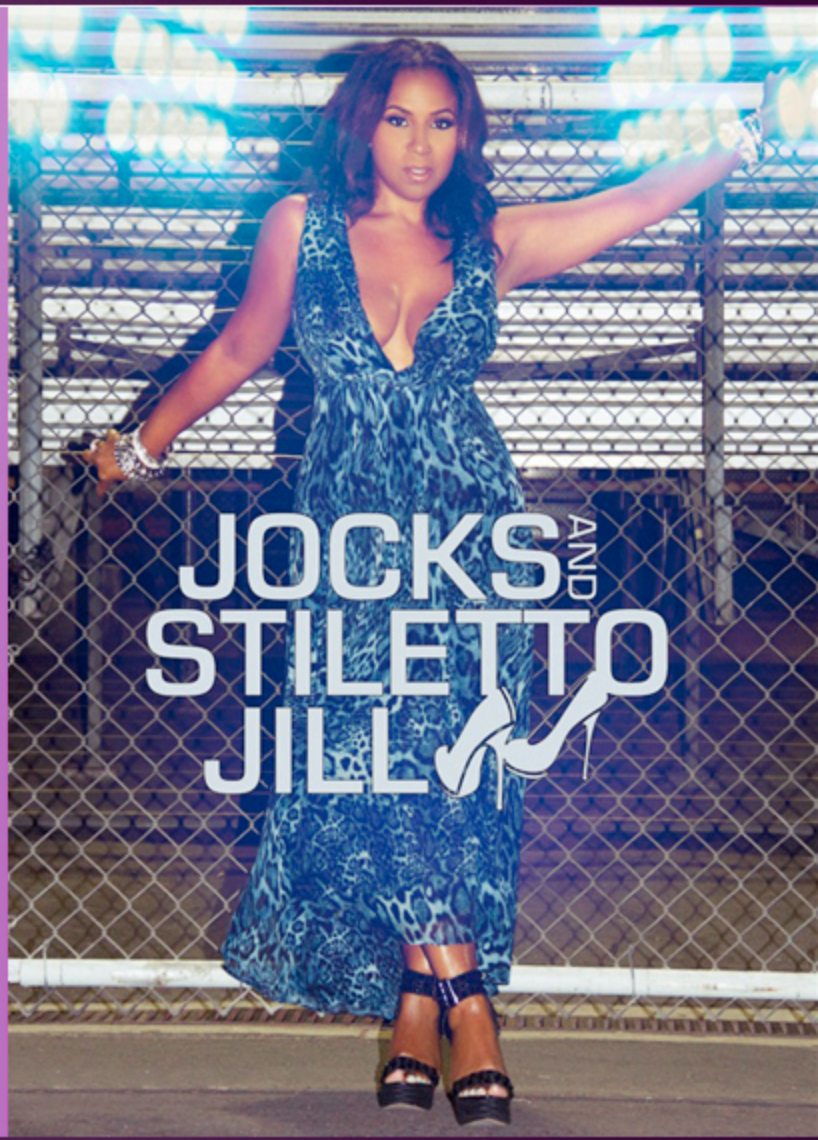
MEDIA KIT & *Information Booklet*

2012

WHAT IS JOCKS AND STILETTO JILL?

Billed as "ESPN meets Sex and the City", Jocks and Stiletto Jill is sports from a girl's view. Dedicated to covering all things sports entertainment, Stiletto Jill shares her colorful opinion and insight into what's going on in the world of sports. Connecting the dots between off the field shenanigans and on court excellence, Jill offers a unique voice in sports commentary.

From team Execs and industry VIP's to Jocks, their significant others and the average sports fan, Jocks and Stiletto Jill is the destination for accurate, up to date sports entertainment news.



WHO IS STILETTO JILL

Jill is a native LA girl navigating the sports world. Jill's resume includes stints at Virgin Records, Sony Pictures Entertainment and Nike, with a background in PR, marketing and business development.

In addition to duties as host and blogger, Stiletto Jill has appeared on ESPN Radio, WNOX The Drive and is a contributor to the YardBarker Sports Network, MSN and FoxSports.com.

CONNECTIONS

Stiletto Jill is a trusted resource for content. Jocks and Stiletto Jill has been featured on Fox Sports, Yahoo, Complex, MSN, Ball Don't Lie, ProBasketballtalk, SLAM Online, Dime, Bossip and more.

BY THE NUMBERS

Jocks and Stiletto Jill is one of the top ranked independent sports blogs owned by a woman.

READER PROFILE

- 60% Female, 40% Male
- Core age group Females 18-34

MONTHLY STATISTICS

- Klout score 54
- Compete Ranking 25,000
- 500,000 VISITORS
- 1 MILLION PAGEVIEWS
- AVERAGE VISITOR SPENDS MORE THAN 3 MIN ON THE SITE PER VISIT

BY THE NUMBERS

Female fans comprise an important part of the consumer segment in sports. Women are no longer just making snacks and hanging out in the kitchen when the game is on. They are engaged and active viewers.

- Women comprise about one-third (34%) of the adult audience for ESPN sporting event programs
- 43.2% of NFL fans
- 37% of NBA fans
- 40.8% of fans at NHL games
- 47.2% of major league soccer fans
- 46.5% of MLB fans

CRAFTED BY

Stiletto Jill
E: info@JocksandStilettoJill.com